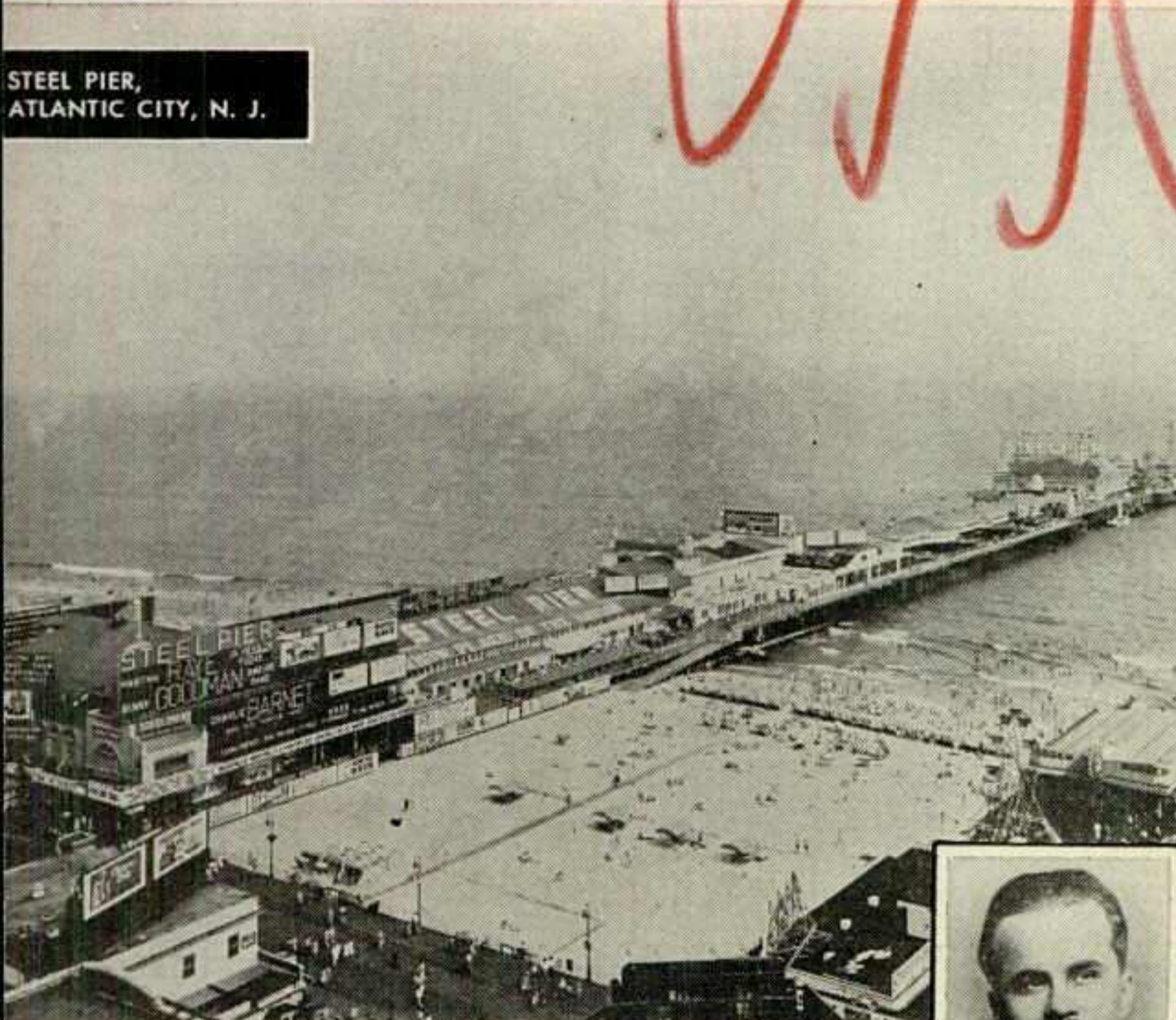
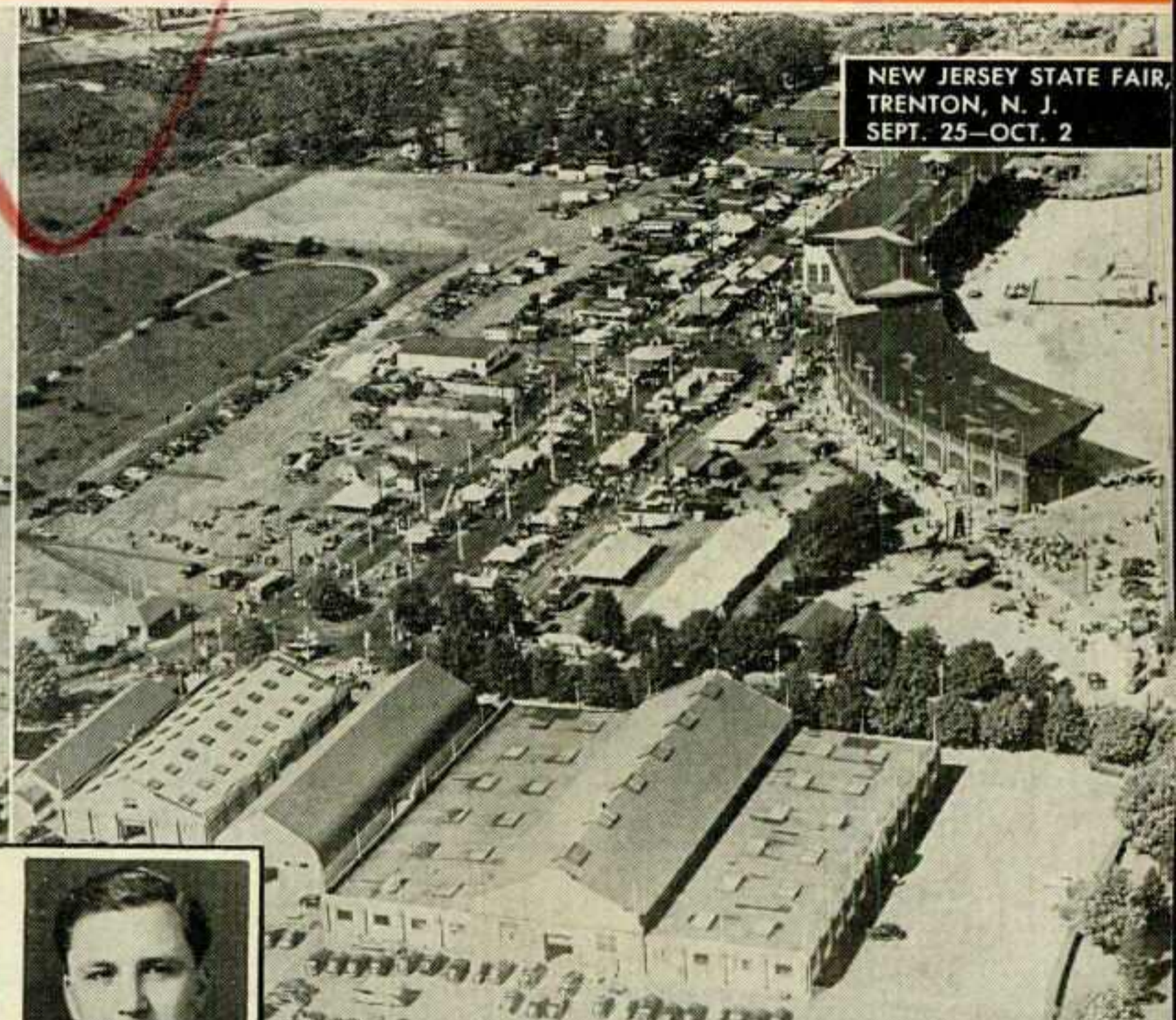


JULY 9, 1949  
25 CENTS

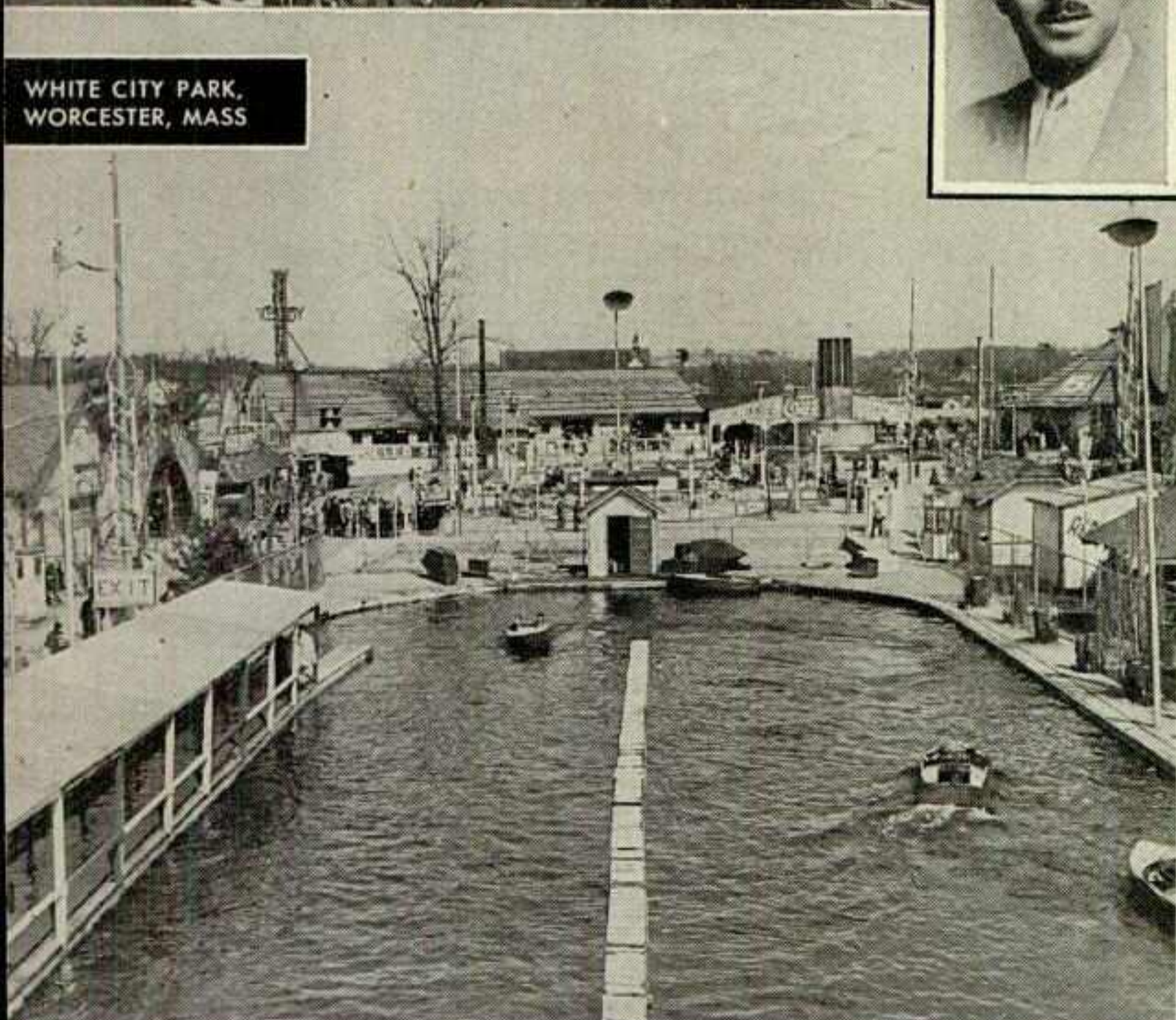
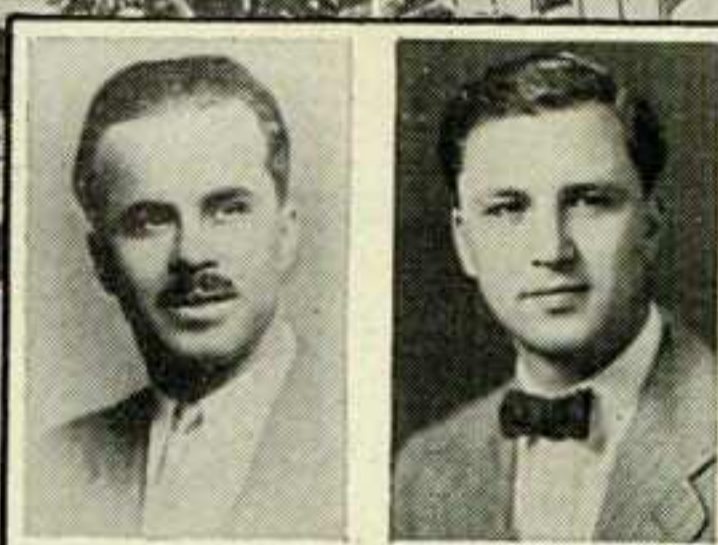
# The Billboard



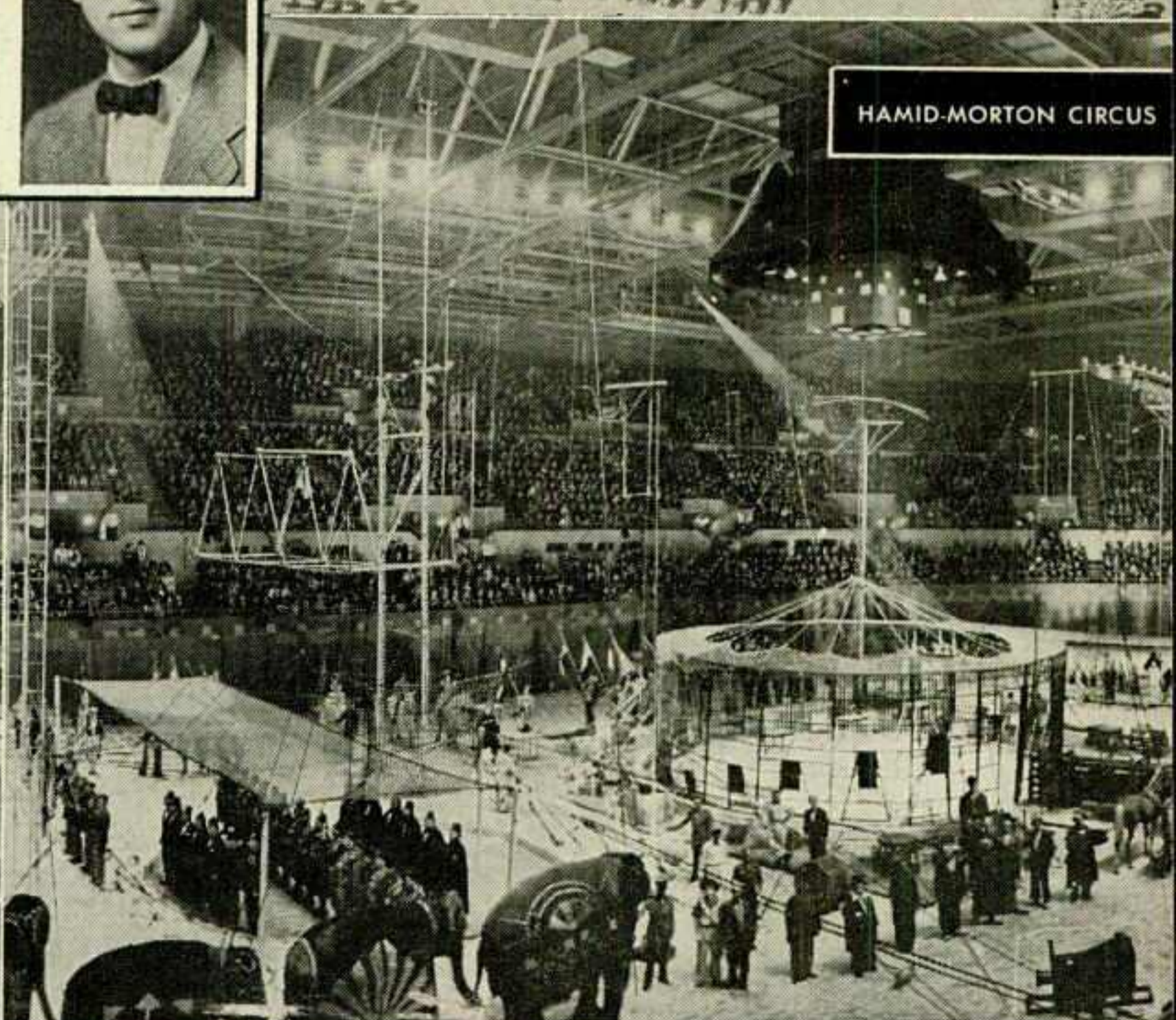
STEEL PIER,  
ATLANTIC CITY, N. J.



NEW JERSEY STATE FAIR,  
TRENTON, N. J.  
SEPT. 25-OCT. 2



WHITE CITY PARK,  
WORCESTER, MASS



HAMID-MORTON CIRCUS

George A. Hamid Sr., a key figure in the alfresco show world, last month extended equal firm billing to his offspring, George Jr., to make the company name read George A. Hamid & Son. The vast showbiz holdings of the Hamids are spread among nearly all segs of outdoor showbiz, including those pictured above: Steel Pier, Atlantic City; New Jersey State Fair, Trenton; White City Park, Worcester, Mass., and the Hamid-Morton Circus, personally directed by Col. Robert H. (Bob) Morton, Hamid partner. Principal family interest and first major solo success of the elder Hamid is the undepicted New York talent agency biz which this fair season will supply 49 major annuals in the eastern part of the United States and Canada with full-scale revues, as well as literally dozens of other fairs, parks and carnivals with act packages. Biz evaluation at the main Hamid office, top-bracket industry sounding post, points to a lucrative outdoor season all around.

# 15<sup>th</sup> Anniversary

*in Western Pictures*

UNDER CONTRACT TO COLUMBIA PICTURES



# SMILEY BURNETTE

**JUST COMPLETED**  
**40th DURANGO KID . . .**  
PICTURE FOR COLUMBIA . . .  
**More on the Way!**

**FIRST  
CAPITOL  
RECORD RELEASES**  
To Be Announced Soon

## A FEW HIGHLIGHTS

- Started 15 years ago with Gene Autry for \$35 per week.
- Among top ten money making stars for 10 years.
- Made over 150 movies—(80 with Gene Autry, 5 with Roy Rogers, 16 with Sunset Carson, 40 with Charles Starrett and others).
- Has been under contract every year during the past 15 but one, which was devoted to personal appearances.
- Has written over 350 songs. 300 featured in movies. Others recorded by Bing Crosby, Vaughn Monroe, Evelyn Knight and many other artists.
- Has worn out 11 automobiles—average of 100,000 miles per car.



**GEORGE LEE MARKS**  
PERSONAL MANAGER

I Keep Him on the Road With Enough Personal Appearances To Reduce His Home Life to a Minimum



**TED JORGENSEN**  
BUSINESS MANAGER

I Keep Him in the Black. When He Passes a Fishing Tackle Display—He Doesn't Need Sales Resistance, I Have the Money



**MITCHELL J. HAMILBURG**  
MOTION PICTURES

I Keep Him on Ring-Eye at Columbia and on Capitol Records, and Dig Up Other Chores From Time to Time

**Address . . . BOX 100—STUDIO CITY, CALIF.**

# WEEDING TIME FOR OUTDOOR

## Outlets Vie for Choicest Garden Events' TV; Sports Grouped for Package Sale

Past Contracts Void; Field Is Wide Open

NEW YORK, July 2.—A quiet but determined struggle is currently taking place among all the networks, as well as independent stations here, for video rights to the biggest sports source in the nation, Madison Square Garden. The Garden's video contracts for all events except boxing expired June 1 and a new policy of

"diversification" has been adopted by the arena. The webs, meanwhile, face a mounting contradiction: demands by affiliates for top sports events while program skeds get tighter and tighter. As a result, the question of who will wind up with which events is wide open.

The Columbia Broadcasting System (CBS), until the past year, had exclusive rights on all events except boxing from the Garden. However, the Garden schedule kept growing while CBS had less time available. A restricted contract between CBS and the Garden last year therefore included all events except boxing, pro basketball and hockey. The American Broadcasting Company (ABC) took on the pro cage events, while WPIX glommed onto the ice tilts.

This year, CBS will handle "not much of anything," according to one web veepee. College basketball, the highlight of the winter season, definitely is out, and the exec indicated that the web will carry "few, if any events between 8 and 11 p.m." during the winter of 1949-'50. Dave Sutton, CBS TV sales manager, said it is "physically impossible" for the web

## English Music Business Hyped By Luxembourg

LONDON, July 2.—The music business seems to have taken a turn for the better in England since the announcement that commercial radio is to resume over Radio Luxembourg. This week three noted bands made their first commercials, and the industry is greatly heartened by this fact.

Cyril Stapleton, who has risen during the past few years to become one of the leading outfits here, has signed for a series sponsored by Lever Sales (See *Radio Luxembourg* on page 18)

## Go to Flicks, TV At the Same Time

CLEVELAND, July 2.—A theater within a theater, where patrons of a local movie house can, without extra charge, watch their favorite video shows, opened here this week. The Alhambra Theater opened Thursday (28), a 250-seat tele house, with a seven-by-nine-foot screen.

Alhambra customers may await the beginning of the next show in the tele auditorium, or may drop in after watching the movie.

## S.S. Blues for Cafes, Bookers And Theaters

\$\$ for Social Security

NEW YORK, July 2.—Theater ops, cafe men, bookers and performers will all be affected by the "independent contractor" decision recently handed down by the New York State Department of Labor and later sustained by the U. S. Department of Labor. Beefs are already beginning to pour into the American Guild of Variety Artists (AGVA) from various interested sources.

Under the ruling, club bookers are the ones with the biggest yells. According to their operations they are (See *Social Security* on page 41)

## Uprooting Due For Weaklings Of the Midway

Outlook Otherwise Okay

CHICAGO, July 2.—The outlook for the outdoor amusement business at this juncture, the real beginning of the summer season, presents no rosy picture, yet is without particularly foreboding shadows.

The good, soundly operated circus or carnival will make money this year. So, too, will the efficiently operated amusement parks and fairs. But for the others, the season will be a severe test. The butchers and bakers will be weeded out by their own weakness while the capable operators will survive.

In short the weeding out and leveling off, at long last, is here.

Business thru the remainder of the year will be down from '48 levels, but in many instances, perhaps the majority, only moderately. This is the consensus of veteran showmen in all segments of the business.

Industrial areas wracked by strikes, plant shutdowns or curtailed production will bear the brunt of the drop-off. Rural sections, untouched by labor troubles, bolstered by good commodity prices, and with farmers still holding on to plenty of the long green, will be the most lucrative.

This has been the pattern for the outdoor amusement business thus far this season, and all indications are that it will continue.

Attendance generally should hold close to '48. Crowds thus far have been good. Spending inside gates has been off. Riding devices and shows, judging by reports, are down about 20 per cent. Game concessions are off most, with the drop reported as low as 50 per cent in many spots. This, of course, is a reflection of the passing of the lush money era.

Eats, Drinks Look Good

Eating and drinking concessions will hold up best, with the probable over-all drop about 10 per cent. Novelty grosses will be down, due largely to the fact that high-priced novelty merchandise is now a thing of the past.

The likelihood of a drop-off this year was taken into account by many owners-operators before they opened this year. Not a few amusement parks, for instance, pruned their operational costs, all watching expenditures closely. In the carnival field some shows came out with skeleton (See '49 Not for Baker on page 59)

# Come the Revolution: Radox!

## Electronic Eye On AM, TV & Phono Tuners

Hooper & Nielsen Old Hat?

By Jerry Franken

NEW YORK, July 2.—Questions raising serious doubts as to many long-entrenched practices in the buying of radio talent, programs and time are being raised as the result of research now being conducted under the Radox method perfected by Sindlinger & Company, Philadelphia. If, as appears likely, preliminary findings of the current research are established, it may be shown:

1. That present rating systems, especially coincidental telephone methods, have been unfair to new programs and new performers, and that cancellation of many of such programs has been unjust.

2. That because of this injustice, sponsors have been misled as to popularity of these new programs and (See *Come the Revolution* on page 5)

## Taft-H Clamp On AFM Funds Will Remain

WASHINGTON, July 2.—Continuation of welfare fund restrictions for at least another year is virtually certain as a result of fancy sleight-of-hand by which the Senate this week turned the bill to repeal the Taft-Hartley Act into a bill to continue a majority of T-H provisions.

In the form passed by the Senate, the bill faces certain presidential veto and the subsequent upholding of the veto by Congress—a result which will leave the T-H Act and present welfare fund restrictions intact. If, by a miracle, the present Senate bill should be enacted, there would be minor modifications in welfare fund restrictions, modifications which pro-labor senators claim are as "obnoxious" as those in the T-H Act.

49-44 Vote

A modified welfare fund section was voted into the bill, along with a block of other amendments offered by Sen. Robert Taft (R., O.), on a vote of 49-44. Changes in the existing welfare fund provisions place the administration of all union health and (See *Senate Hokus-Pokus* on page 20)

## Stem Brokers Map Fight on 75¢ Fee Limit

Test Case Upcoming

NEW YORK, July 2.—The past week has been relatively calm on the surface of the current investigation into the alleged ticket scalping scandal. Both sides have been taking a breather, with tactical moves the order of the day.

On Monday (27), Joseph A. Deutsch, one of the operators of the Cohn Theater Ticket Office, appeared before License Commissioner Edward T. McCaffrey and his license was revoked. He identified two pairs of hit show tickets as sold above the legal commission. He stated that no ticket agency could make a living on the basis of the 75-cent brokerage tariff. He admitted setting a ticket price for regular customers, based on a ratio of time and labor involved.

Some talk in the Stem district tabbed Deutsch's move as one for making a sitting duck of himself as (See *Stem Brokers* on page 46)

## In This Issue

Burlesque .....	45	Music Machines .....	149
Carnival .....	97	Music Pop Charts .....	22
Circus .....	94	Night Clubs .....	41
Classified Ads .....	113	Parks and Pools .....	91
Coin Machines .....	141	Pipes for Pitchmen .....	132
Fairs & Expositions .....	83	Radio Television .....	5
Final Curtain .....	49	Repertoire .....	48
General Outdoor .....	50	Rinks and Skaters .....	112
Honor Roll of Hits .....	22	Roadshow Films .....	48
Legitimate .....	46	Routes .....	68
Letter List .....	128	Salesboards .....	139
Magic .....	45	Shuffleboards .....	153
Merchandise .....	113	Vaudeville .....	41
Music .....	15	Vending Machines .....	142

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# Hopes Up for Showbiz Tax Cuts

## 2 Moves Gain In Congress; Pressure On

### Martin Bill May Win

WASHINGTON, July 2.—Congressional protest over continuation of the wartime excise tax rate is reaching a climax in the wake of positive steps taken on both sides of Capitol Hill this week to cut or reduce most excises. In the Senate, the Finance Committee tacked an excise-cutting rider onto an innocuous bill dealing with industrial alcohol. In the House, Minority Leader Joseph Martin (R., Mass.) filed a motion to bring directly to the House floor his bill to return excises to prewar rates.

Martin's motion is designed to bypass the Ways and Means Committee, which has bottled up the bill. If Martin can gain the signed backing of 218 House members, his bill will automatically be taken from the committee and placed on the House calendar. That amount of support would virtually assure House passage of the measure, since 218 members constitute a majority of the representatives.

### 7-6 Ballot

The Senate Finance Committee's passage of an amendment to the industrial alcohol bill to include excise reductions came on a 7-6 vote. An identical rider had previously been voted onto the oleomargarine bill—a maneuver which caused the Senate leadership to sidetrack the whole measure.

Both riders were presented by Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate Commerce Committee. Johnson has announced his intention of amending in the same way every tax bill that comes from the House, until excises finally reach the Senate floor for a vote. By congressional rules, Johnson is barred from introducing a regular excise bill, since all tax measures must originate in the House.

### Rider Is Softer

The Johnson rider differs from the Martin Bill in that it provides for reducing only a limited number of excises. It would cut the admissions tax to 5 per cent but would not apply to the cabaret tax. The liquor levy would also be untouched, but reductions are provided for levies on transportation, toilet goods, light bulbs, furs, jewelry, communications, luggage and photographic apparatus.

The Martin Bill calls for return to the prewar situation all excise levies except the liquor tax. War-inflated taxes would be cut and war-imposed taxes would be eliminated.

The House GOP leader invited both Democrats and Republicans to get behind the tax cut by signing up on a discharge petition. He told the House this week (30) that "this legislation is needed to cushion the recession."

Martin's remarks touched off a brief flurry in which several Democrats claimed that the necessity for keeping the excises was brought about by the income-tax cut voted by the GOP 80th Congress. Three GOP-ers then challenged the Dems to wipe out the income levy reduction.

### 30% BITE IN INDO-CHINA

WASHINGTON, July 2.—U. S. showbiz has long protested the 20 per cent federal admission tax, but things are even worse in French Indo-China, where a 30 per cent admissions bite was recently installed by the Viet Nam government, according to the Commerce Department.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1	On the Honor Roll of Hits	RIDERS IN THE SKY
No. 1	Sheet Music Seller	SOME ENCHANTED EVENING
No. 1	Most Played on Disk Jockey Shows	RIDERS IN THE SKY, V. Monroe Ork., V 20-3411, 47-2902
No. 1	Disk via Dealer Sales	RIDERS IN THE SKY, V. Monroe Ork., V 20-3411, 47-2902
No. 1	Disk in the Nation's Juke Boxes	RIDERS IN THE SKY, V. Monroe Ork., V 20-3411, 47-2902
No. 1	Most Played Juke Box Folk Record	LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352
No. 1	Best Selling Retail Folk Record	LOVESICK BLUES, H. Williams and His Drifting Cowboys, MGM 10352
No. 1	Most Played Juke Box Race Record	TROUBLE BLUES, C. Brown, Aladdin 3024
No. 1	Best Selling Retail Race Record	TROUBLE BLUES, C. Brown, Aladdin 3024
No. 1	Sheet Music Seller in England	WEDDING OF LILI MARLENE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section.

## Admish, Liquor, Coin Mach. Tax Collections Up in May

WASHINGTON, July 2.—May collections from the six showbiz excises showed three with increases over May, 1948, and three with decreases, according to an Internal Revenue Bureau report this week. Receipts from the theater admissions, liquor, and coin machine levies were up, while those from disks, radio and phono sets, and night clubs were off.

Dollar-wise the biggest jump was registered by the liquor receipts, which increased \$20,834,723. The levy on admissions to theaters, concerts and sporting events was up \$2,205,140, while coin machine collections climbed \$33,236.

The heaviest drop was in the tax on radios, phonos, TV sets and parts, which fell off \$1,145,424. Disk re-

ceipts were down \$127,989, while the nitery tax was off \$5,123.

Showbiz excise collections:

	May, 1949	May, 1948
Liquor	\$176,246,828	\$155,412,105
Admissions to Theaters	30,659,977	28,454,837
Radios, Phonos and Parts	3,595,361	4,740,786
Cabarets	3,707,311	3,712,434
Disks	555,551	683,540
Coin Machines	254,045	220,808

### FUNZAPOPPIN

(Opened Thursday, June 30)

#### MADISON SQUARE GARDEN

A revue by Ole Olsen and Chic Johnson Staging and dances by Catherine Littlefield. Settings and properties by Becker Bros. Lyrics and music by Olsen, Johnson, Chuck Gould and Perry Martin. Musical director, Jack Pfeiffer Arrangements, Paul Van Loan. Arthur M. Wirtz, executive director. Press representative, Lillian Jenkins. Presented by Olsen and Johnson in association with Arthur M. Wirtz.

CAST: Ole Olsen, Chic Johnson, Marty May, June Johnson, J. C. Olsen, Mirska, Gloria Gilbert, Clark Brothers, William Hayes, Gloria Short, the Three Jigsaws, Six Mighty Atoms, Lee Barrie, Shirley Ann Basso, Irene Billings, Chiampl, Red Breen, Eugenie Carlson, Frank Cook, Dixon and Dugan, Frank Harty, Baron Hopper, John Howes, Billy Kay, Happy Kellems, Joe Madden, Helen Magna, Maurice Millard, Pat Moran, Andy Ratuscheff, Shorty Renna, Russ, Sobey, George Suzanne, Andy Wollandi.

CHORALEERS: Audrey Calib, Mignon Chappell, Nora Dee, Norma Hawkins, Jacqueline Paul, Rita Stevans, Carl Bryson, Lynford Cautz, Ward Ohrman, Fred Smythe, Alan Stone, John Tantillo.

ENSEMBLE: Anne Andrews, Shirley Ann Basso, Sonja Besant, Iris Burton, Marie Camadeca, Connie Codilis, Celeste Cowan, Georgine Darcy, Juanita M. Eastman, Norma Ek, Dolores Frazzini, Juanita Given, Caroline Grant, Barbara C. Greaves, Joyce Harley, Nancy Heck, Jenette Heller, Betty Kallas, Dorothy Kallas, Marion Kallas, Joy Kerber, May Kirby, Florence Leighton, Eleanor Lynne, Dorothy Macy, Beverly McNichols, June Miller, Candace Monte, Sharon O'Neill, Joyce O'Rourke, Nancy O'Rourke, Billy Partridge, Victoria Risch, Mary Ann Teall, Inger Van Jepmond, Dawn Zarlinga, Raymond Dorlan, Albert Fiorella, Phillip Gerard, Joseph Kaminski, Nell Peters, Jack Tygett.

Eleven years ago Ole Olsen and Chic Johnson applied their own particular, tried-and-true vaude-revue formula to Broadway. Its name was *Hellzapoppin* and it was a pistol-shooting, whooping, gag-plus combo of vaude acts, ancient, switch-ended blackouts and audience participation stunts which caused many an austere, critical eyebrow to rise in disdain. However, a few of the professional aisle-squatters were just plain mugs who liked it no end and the ordinary pewbuyers felt the same way. The result made *Stern* history. *Helz* and its sequels, *Sons o' Fun* and *Laffin Room Only*, literally ran for years.

More recently, the two escapists (See *Funzapoppin* on page 47)

## Nitery Op Goes To Fight Game

PHILADELPHIA, July 2.—Harry Steinman, operator of the Latin Casino, will become a fight promoter next season. He will still carry on his nitery operation with Jack Lynch in charge.

As a sports promoter, Steinman will head up a new million-dollar corporation to be known as Harry Steinman Athletic Promotions, Inc., and has already inked in five fight dates at Convention Hall, starting September 21, and is dickering for a tie-in with the Philadelphia Arena. Steinman indicated that if the right price was forthcoming, he would sell television rights to the boxing promotions to be staged.

Sports promotions are not new to local nitery ops. Frank Palumbo, who operates a string of cafes, only last month unloaded his interest in a stable of fighters that included champ lightweight Ike Williams. Palumbo also indicated that he would take up some fight promotions as the opportunity presented itself next season.

### Mars Buys Slice of "Howdy"

CHICAGO, July 2. — Mars, Inc., candy company, this week bought a segment of the National Broadcasting Company's *Howdy Doody* television program. Sale, made thru the Grant Agency, calls for Mars to sponsor the program Mondays, 4:45 to 5 p.m., starting September 5. Initial contract is for 13 weeks, with the typical 52-week option.

## Check Tunes For License, TV Is Warned

NEW YORK, July 2.—Television stations have been warned by A. D. Willard Jr., executive vice-president of the National Association of Broadcasters (NAB), to check all music before performing same on TV. A statement to this effect from the NAB pointed out that negotiations between the NAB and music licensing groups covering music on TV were still under way. The NAB's statement maintained this generalized slant until the last paragraph, which mentioned the negotiations with the American Society of Composers, Authors and Publishers (ASCAP) and the latter's extension of gratis licenses to August 1.

In his statement to stations Willard said in part: "The only way for you to protect yourself from liability is to make certain that a careful check is made of all music before it is performed. Careless procedure in this respect at this time may prove expensive in the future."

Willard also said that he had been apprised of "several cases in which substantial legal liability on behalf of television stations may have been incurred."

## Don Lee Net Recoups "Caravan" From ABC

HOLLYWOOD, July 2.—Don Lee Broadcasting System sales force evened up the score this week by recovering *California Caravan* stanza, which web lost last year to American Broadcasting Company (ABC). The on-again-off-again ainer, which Don Lee began June, 1946, only to lose to ABC in July, 1947, reverts to Don Lee July 31, bankrolled by California Medical Association.

In wooing the show back to the fold, Don Lee worked out a deal for ainer to expand to full Mutual Broadcasting System (MBS) net early next fall. Dramatic ainer will be aired under medical association bankrolling on the Coast, with commercials deleted for network feeding

## The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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The Billboard also publishes Vend, the monthly magazine of automatic merchandising Turnover, the monthly magazine for radio, television, record and phonograph dealers

# COME THE REVOLUTION: RADOX!

## Raw Data Accrued by Radox AM-TV Report

NEW YORK, July 2.—The chart below shows the "raw data" acquired by the Radox research method, now being expanded by Sindlinger & Company, of Philadelphia (see separate story). How this information is translated into a report showing quarter-hour radio listening and television tuning is, in turn, shown in another chart in the Radio Department of this issue.

The chart below shows listening and viewing by three-minute intervals in one of the areas in Philadelphia in which Sindlinger has one of the units of his total sample. The letters, "B," "D," "X," etc., indicate specific stations, AM and TV. Thus, a sponsor or agency is enabled, via Radox, to chart listening both to their own programs and the competition.

### Low Income Area

The data below covers listening in Area 4 of the Sindlinger sample, a low income (\$1,500 to \$3,000) neighborhood. Radio use in this area is considerably above that of higher income groups. The night covered in the report is Wednesday, June 22, the night of the Walcott-Charles fight. An explanation of the data follows:

The No. 4 at the left shows that the portion of the survey comes from Area or Unit Four. The time (2200) is 10 p.m., and progresses to 11 p.m. in three-minute units. Numbers in sequence across the top—1, 2, 3, 4, 5, 6, 7, 8, 9, 0, and the repetitions thereof, totaling in all 60—represent radio families. Some represent multiple radio homes; thus the 1 and 2 immediately at the left might mean one home with a living room radio and a kitchen radio. This information will be shown, where appropriate, in the final "translation."

The letters corresponding to the various Philadelphia stations, are as follows: A—WFIL (ABC); B—WIP (Mutual); C—WCAU (Columbia); D—KYW (National); E—WPEN; F—WIBG; O—other AM stations; X—WPTZ-TV (Channel 3); Y—WFIL-TV (Channel 6); Z—WCAU-TV (Channel 10). If a listener is tuning while being checked by Radox it is shown by a "T"; FM listening is shown by "P" and use of a phonograph combination set for phonograph purposes is shown by "R." Where under one of the numerals across the top, the space is blank, it means, of course, that the set was not in use.

Thus, at 10 p.m., family No. 3 was listening to station B (WIP); and families 4 and 5 to station F (WIBG). At 10:30, family 3 had shifted to KYW (D) and families 4 and 5 to station A (WFIL), which aired the Walcott-Charles fight. For the finished product on a typical Radox report see page 7 this issue.

## RADIO LISTENING REPORT, 10-11 P.M., JUNE 22

WEDNESDAY, JUNE 22, 1949

4-TIME-	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890
4-2200-	BFF D	D F B	YD	F B Y	D	FD	XY YY	Y	
4-2203-	BCF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2206-	BFF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2209-	BFF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2212-	BFF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2215-	BFF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2218-	BFF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2221-	BFF D	C F O	YF	F B Y	D	FD	XY YY	Y	
4-2224-	BFF D	C F O	YF	F B Y	D	DDD	YYYY	Y	
4-2227-	BAF D	C F O	YF	F B Y	D	AA	XX	Y	

WEDNESDAY, JUNE 22, 1949

4-TIME-	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890
4-2230-	DAA AA A F A	AA	A D X	A AAA	XX	X		
4-2233-	DAA AAA A FA A A	AA	A D X	A AAA	X XXX	XXX		
4-2236-	DAA AAA A FA A A	AA	A D X	A AAA	X XXX	XXX		
4-2239-	DAA AAA A FA A A	AA	A D X	A AAA	X XXX	XXX		
4-2242-	DAA AAA A FA A A	AA	A D X	A AAA	X XXX	XXX		

WEDNESDAY, JUNE 22, 1949

4-TIME-	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890	1234567890
4-2245-	DAF AAA A A F A	XF	A D A	A AAA	X XXX	X		
4-2248-	DAF AAA A A F A	XF	A D A	A AAA	X XXX	X		
4-2251-	DAF AAA A A F A	XF	A D A	A AAA	X XXX	X		
4-2254-	DAF AAA A A F A	XF	A D A	A AAA	X XXX	X		
4-2257-	DAF AAA A A F A	XF	A D A	A AAA	X XXX	X		

## Electronic Eye On AM, TV & Phono Tuners

### Hooper & Nielsen Old Hat?

By Jerry Franken

(Continued from page 3)

accordingly have been virtually forced into wasteful program and time-buying practices.

3. That the 13-week renewal practice in radio may be a highly unsound business practice.

4. That independent stations have been given a "short count" insofar as a true measure of their audience size is concerned.

Radox reports, thru a direct telephone connection to the receivers (AM, TV, FM and phono combinations) in respondents' homes, on the programs to which people actually are listening. If a set is turned on, but the volume control has been turned completely down, that is reported also. Actually, Radox operators hear the very program listeners are tuning; the human frailties reflected in coincidental and roster recall methods are eliminated.

### Double-Header

For some weeks now, Albert Sindlinger, company prexy and co-inventor of Radox with Harold R. Reiss, has been conducting a double-headed experiment. He has checked listening via Radox and at the same time conducted coincidental phone interviews in the same homes. He has also checked listening via Radox and in the same homes used the roster recall method. While refusing to reveal the extent, Sindlinger declared that the results in both instances show a major degree of distortion between what people actually heard and what they said they heard in the coincidental phone report, or what they said they remembered hearing the day before. In both instances, the distortion is large enough to be alarming.

The preliminary findings show:

1. That reports of listening to indie stations is subject to "a very probable error in underestimating its time scope."

2. That programs on the air for a long time are heavily favored by the memory factor, both via coincidental and recall procedures.

3. That in coincidental surveys respondents will report listening to a "symphonic" broadcast when actually Radox reveals they're tuned to hillbillies, etc.

4. That, in the case of one specific program being checked by Sindlinger, recall respondents reported they had "heard the program yesterday" when actually the show had been off the air four weeks or longer.

### Sindlinger Interprets

What this means, according to Sindlinger, is:

"Present research methods are stifling new ideas on radio. They do a grave injustice to new programs. Take the case of a show replacing a popular program. Until the listener is thoroughly acquainted with the program, he may not remember it in his response, even tho he heard it. By the eighth week or so, the sponsor has to renew or cancel. With the rating failing to show the actual listening, and with all the money at stake, he follows the naturally conservative inclination and cancels." This, according to Sindlinger, raises (See Electric Eye on AM on page 7)

## MGM Heading Toward Boff Wax Profit; May Hit \$1 Mil

NEW YORK, July 2.—Within a few days of the initial public announcement of the eight open-end waxed radio series being peddled by the newly formed Metro-Goldwyn-Mayer (MGM) Radio Attractions, between 150 and 200 stations have written, wired and phoned for information concerning the shows. Should 150 outlets in different markets be packed for the shows, which feature top film names, MGM Attractions probably will gross about \$5,000,000 annually, with a net take of about \$1,000,000, according to Bert Lebar Jr., sales director of WMTG, New York, who heads Attractions.

Over \$100,000 already has been put out in waxing shows for the series, Lebar said, with about 250 separate stanzas already on disks. The programs will be sold on a percentage basis of the purchasing stations' hour-

ly rate. The eight shows total five hours and 45 minutes of programming weekly, and the cost to stations will be slightly under three times their basic hourly rate for all these shows.

### Seek Portfolio Deal

Each program may be bought separately, but MGM is attempting to sell all as a single "portfolio" deal, with Music Corporation of America (MCA) handling the peddling. Lebar said he hopes to have the shows running by the start of September, but will settle for October. The MGM drive to build a wax web based on these shows and others to follow is reflected in the offer of "exclusivity" on all MGM radio attractions to stations which become "full affiliates by taking all of the first eight stanzas.

Lebar said the MGM web deal

## Ankling Actress

HARTFORD, Conn., July 2.—The newest slant on radio station co-operation locally:

Eunice Greenwood, receptionist at WHTT, is playing the role of "Sister Jane" on the daily 15-minute drama series, *Wrightville Clarion*, on WTIC.

will not conflict with the live networks; on the contrary, he declared, the heads of the four major webs undoubtedly will welcome MGM's venture. The wax shows will be used only on station option time, and will not eat into live web programming. The prestige nature of the programs, too, Lebar opined, will be a real boost for the stations using them. The stations will be protected by getting exclusive rights in their territories to the properties, and will not be embarrassed as some live web (See MGM HEADING on page 8)

## Shayon, Roland Among 175 Out in 1½ Million CBS Slash

NEW YORK, July 2.—The Columbia Broadcasting System (CBS), in a series of belt-tightening payroll slashes this week, fired between 175 and 200 people. The cuts were company-wide and affected every department from clerks to execs. These lay-offs follow closely cuts instituted by two other networks.

Estimates are that CBS is endeavoring to save approximately \$1,500,000 by these lay-offs and similar reductions in services and programming. The web programing, for example, is a skeleton this summer as compared to other summers. Dance bands have been put on CBS program logs wherever possible.

Among those no longer at CBS are Bob Shayon, producer of the *You Are There* series; Irv Tunick and Mike Sklar, his writers; Elwood (Bill) Hoffman, script editor of the net; Will Roland, producer of the Arthur Godfrey morning show; Henry Cassirer, of the TV news department; Don Lerch and his staff of the *Country Journal*; John Fox, 15 years with CBS, mainly in sales promotion, and Alexander Kendrick, CBS correspondent in Ankara. Robert Hudson, assistant director division of discussions on AM and TV, is expected to leave in September.

### TV News Out

Among the departments affected are research, drafting, network operations, TV news (where the personnel was cleaned out), accounting, construction, maintenance, programing and reference. In network operations, six associate directors were slashed — Henry Howard, Newell Davis, Andy McCullough, Ed Oates, Ken Fickett and Al Lane. In TV, four associate meggers received their notices — Sanders Thomas, Alice Smart, Bill Patterson and Bob Simpson.

Indicative of the way that money is being saved is the Roland dismissal. Roland was the original producer of the Arthur Godfrey show and has been well paid. At this late date the program's format and production are finalized, so that another megger can be hired for about \$500 less. Many research studies are being discontinued, not only to save personnel, but more important to save the dough they would have cost. Other projects costing money have been abandoned.

The slashes extend also to every city where the company owns stations. Boston fired 11 people, and

throughout the nation similar cuts have been instituted.

### 30 People Saved

The United and Professional Workers of America (UPWA), the union representing the white collar workers at CBS, saved about 30 people slated for firing. Their conferences with CBS execs all this week were particularly effective in departments where cuts were most numerous, such as accounting and research. The union has also instituted a "bumping" procedure, which moves laid off people with seniority into jobs now held by those with less seniority.

The position of the company is (1) that it is not making as much money as in recent years; (2) that the operation needs a going over to become more efficient with the pressure of competition piling up, and (3) that the nation's economy has stopped expanding and that CBS has been affected by the slashes in its advertiser budgets.

## Luckies Extends Voice's Options

HOLLYWOOD, July 2. — Frank Sinatra's \$10,000-a-week deal with Lucky Strike ciggies, skedded to star the *Voice* in a five-a-week musical strip this fall, was enlarged this week when show's option was extended from three to five years. Sinatra will have a firm one-year pact with options for four additional semesters and giving American Tobacco tele rights. Sinatra is currently barred from video by his MGM pic contract but has agreed to give future option to Luckies, effective at the expiration of his pic contract next year.

Show will probably feature Dorothy Kirsten, who cut an audition platter with Sinatra, altho thrush's tenure on the show will depend on commitments made to the Metropolitan Opera. Paul Dudley will script the airer, with Dave White producing for Batten, Barton, Durstine & Osborn. Starting date is September 5 from Hollywood.

## Plenty TV Pix If P. & G.-Levoy Venture Clicks

HOLLYWOOD, July 2. — Rapid progress toward completion of Procter & Gamble's (P&G) initial venture into the tele film production field is providing at least some of the answers to video trade's query: "Can tele pix be made successfully—and inexpensively?" Now well along the road to final accomplishment, the P&G plan is proving a guidepost to both the heavy spending soap firm and lesser-heeled bankrollers who anticipate taking the tele film trail. By early fall, when the series tees off over National Broadcasting Company's (NBC) Eastern TV net, final, conclusive answers should be evident.

If successful, pattern set by the Levoy-P&G relationship can be adapted by other bankrollers, both large and small, on an industry-wide basis, providing a sure-fire means of making tailor-made tele films without the risks and terrific investment inherent in speculative film deals. Especially beneficial to institutional bankrollers who prefer film to live tele shows, such general contractual practice can guarantee unlimited supply of pic products.

Keyman in the pic series is Gordon Levoy, head of General Television Enterprises (GTE), who as "general contractor" is responsible to P&G for the completed film product. Levoy, in turn, has a clear field to subcontract actual production to indie film makers, and has contracted with Frank Wisbar and Ace Pictures for 13 12½-minute episodes each. The Wisbar pix were completed last week and the Ace Pictures films (Lou Brandt and George Moscov) are currently in production. When completed, episodes will be welded into half hour shows, film commercial strips inserted, and the finished package delivered to the bankroller.

Unlike any deal consummated to date, neither Levoy, as contractor, nor P&G as bankroller, must stand the entire cost of the series. In contrast to Lucky Strike's *Your Show Time* films which set the bankroller (See PLENTY TV PIX on page 9)

## ABC Salvage: ¾ Old Gold "Amateur Hr."

NEW YORK, July 2.—The American Broadcasting Company (ABC) this week retained the Old Gold *Amateur Hour*, radio version, but the show was cut from a full hour to 45 minutes. The ciggie sponsor insisted on moving from its current 8-9 p.m. time, and the web has opened up the 9-10-9:45 p.m. Thursday period, starting July 28. The pacting temporarily set to rest reports that the show would move to another web, and makes it more likely that ABC will snare the video version of the show from DuMont this fall.

To make the move possible, ABC eased the *Revere Camera* show, *Name the Movie*, from the 9:30 to 9:55 p.m. slot 15 minutes later, to the 9:45-10:10 period. In New England, the web has been airing a waxed Guy Lombardo show for the First National stores from 9:30 to 10, but this has been canceled, as of July 21. To help build up Thursdays, ABC switched its whodunit sustainer, *The Eye*, from 7:30 Saturday to 8 p.m. Thursday. The 8:30 p.m. time will get another sustainer in which the web has high hopes, probably an item titled *The First Hundred Years*.

## Taylor Switch Tips CBS Mitt On Integration

NEW YORK, July 2.—The pattern for integration at the Columbia Broadcasting System (CBS) was set this week with the shifting of Davidson Taylor, veepee and director of public affairs for AM into TV as head of programing for fact and opinion in both divisions.

Among his associates in the integrated AM-TV public affairs department will be Edmund Chester as head of news; Wells (Ted) Church as editor-in-chief and assistant to Chester; Lyman Bryson, director division of discussion, with Robert Hudson acting as assistant to Bryson, at least until September when Hudson may leave. Other execs will be Werner Michel, chief of the documentary unit for both video and AM; Walter (Red) Barber, director of sports, and Ted Koop, director of news and public affairs, Washington. Robert Bendick becomes director of special events for AM and TV, and Lee Bland becomes his assistant.

### Ackerman Cited

However, few doubt that the naming of Harry Ackerman AM and TV program chief in Hollywood is just such a step. The web toppers are watching to see how the Ackerman experiment works out. If it clicks chances are that it will speed the integration of the program departments in the East.

Integration is not only a must because it puts one over-all head in charge of both AM and TV, but because it enables a more economical operation. The integration of public affairs was responsible for the TV news department being eliminated. CBS wants more of this elimination of duplication of duties. With economy the prime consideration at the web, integration becomes a must as soon as possible.

It is estimated that it will take about two months for the integration in public affairs to be completely worked out. Meanwhile the web in other departments are speculating as to which of the divisions will be meshed next. Programing is expected to be up for consideration soon, but the complexity of the operation makes for caution before taking such a step.

## U. S. Supports Daytimers In Stand Against Mexico

WASHINGTON, July 2.—The United States delegation to the North American Regional Broadcasting Agreement (NARBA) conference in Montreal in September will carry demands of the Daytime Petitioners Association (DTA) to the conference table for an end to restrictions binding 106 U. S. broadcast stations to daytime-only operations under a "gentleman's agreement" with Mexico.

This will mark the first time since the inception of the 1940 "gentleman's agreement" with Mexico that such a stand will have been taken by a U. S. delegation to the NARBA. If the U. S. move is successful, it will clear the way for the 106 daytime-only stations to go into full time operation, depending on the Federal Communications Commission's disposition of their bids for such time extensions.

### U. S. Decision

The State Department's decision to support the DTA demands thru the U. S. delegation at the NARBA was made known in a memorandum signed by John S. Cross, acting chief of the telecommunications division. Cross stated that "the United States proposals for this conference do not contemplate retention of the restrictions" contained in the agreement.

The "gentleman's agreement" provided protection within the United States in addition to that provided by the NARBA for certain Class 1-A stations allocated by the NARBA to Mexico. The agreement was entered to make sure that Mexico would ratify the NARBA. The Montreal conference of the NARBA will be staged to draft a new agreement to supplant the present interim agreement.

### FCC Disposal

Even if the U. S. delegation succeeds in getting the "gentleman's agreement" restrictions removed, there would be no certainty that the 106 daytime-only stations would be permitted by the FCC to extend their operations to nighttime, inasmuch as contests would be likely to develop over their bids for such extended time. Nevertheless, it would open the way for filing of such bids before the FCC in wholesale numbers.

The DTA demands were formally brought to the attention of the State Department after a meeting of the unaffiliated broadcasters, during the National Association of Broadcasters (NAB) convention in Chicago, adopted a resolution in behalf of the DTA by an almost unanimous vote. The NAB, in conformity with customary procedure, transmitted copies of the resolution to the FCC and to the telecommunications division of the State Department.

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# NAB Clinic Winds Up With Welter of Words But Minus Specific "How-To" Savvy

Complete Agenda Revamp Needed if '50 Meet Is Held

By Cy Wagner

CHICAGO, July 2. — The importance of new and better programs to win audiences and stimulate greater time sales was stressed frequently during the first annual program clinic of the National Association of Broadcasters (NAB) here this week. If the three-day clinic had any dominant theme, it was: Competition from other media is getting keener. All facets of the radio industry have to figure out new ways to make money. Stations will have to fight for every dollar they get. And, above all, the way to make money is to have good programs.

The question which was ever-present in the minds of the more than 250 station execs attending the clinic was, "How am I going to make a buck?" Unfortunately, the clinic, with the exception of a few sessions, did little to provide an answer to the question.

Most outspoken expression of the clinic's theme came during the final session Wednesday (29), when Harold Fair, director of NAB's program department and guiding force of the clinic, summed all the verbiage with a potent, succinct five-minute talk.

## Stresses Good Programs

Good programs could be "the salvation of the industry. Today's keen competition for the advertising dollar calls for good programs. It's our job everlastingly to seek to hold and build audiences."

Pulling no punches, Fair also stated that it was quite likely program directors were right in saying they were the forgotten men of the industry. "But," he added, "maybe that's because the program directors have not lived up to their responsibility."

To discharge this responsibility properly, Fair said program directors should follow certain procedures. "First," he said, "you have to know your audience in order to program right, and you must know your program sources. Then you must obtain a knowledge of your abilities and the limitations of you and your staff. With that, you'll be able to establish a basic program philosophy, and once it is established, you should not deviate from it."

He warned, however, that policy should not eliminate new program creation. He said that it was easy for programers to get into a rut, and called that tendency the "occupational disease of the industry." To fight the disease, Fair recommended medicine consisting of new ideas and regular time slots in which new programs could be aired.

The industry, Fair warned, is face to face with "keener and keener competition for the ears of audiences."

Recognizing the critical economic condition in which many stations are operating, Fair said "some are so desperate for dollars to meet their payrolls, they are resorting to (program) practices that will sour their clients on radio." Instead of resorting to these practices, which in many cases constitute the airing of inferior shows which save money, Fair said the station executives should remember that only good programs will bring about constant high income.

Altho most of the broadcasters arrived at the meeting with the belief they would be given specific ideas to use in helping them operate profitably, the clinic's sessions, in the main, were nothing but opportunities for self-glorification speeches.

After the clinic's end, Fair admitted that there was need for improvement. The broadcasters said they wanted less speech-making and more

specific question and answer discussion of down-to-earth problems. Fair recognized the validity of these complaints and said that next year's clinic would cover a more narrowed range of subject matter and that more time would be devoted to each subject.

Fair, of course, was assuming that there would be a clinic next year. The broadcasters said they wanted another, if it were planned differently. Fair said he was going to conduct a survey of all those who attended the first clinic to get suggestions for next year's meeting, if one is held.

The final decision on whether there would be another program clinic, Fair said, would be up to the NAB board, and undoubtedly would be made at the board meeting, July 11-13, when the fate of the NAB program department will be decided. Fair also said that having the clinic at a university campus—in this case the downtown campus of Northwestern University—is not entirely satisfactory. For that reason, if there is a clinic next year, it undoubtedly will be held at a hotel in some large city.

## MBS May Revive Parents-Kids Quizzer

HOLLYWOOD, July 2. — Mutual Broadcasting System (MBS) is plotting to revive *Keep Up With the Kids*, which was aired as a web package last season.

Show will be beamed from Hollywood, with kids pitted against parents in a quiz format. Benay Venuta, cmsee on the original series, is slated to headline the revamped show.

## Clinic Students Get A-B-C's Of Controversy From Petty

CHICAGO, July 2.—A down-to-earth, clear-cut explanation of the duties of broadcasters in handling political and controversial issue programs was given by Don Petty, general counsel of the National Association of Broadcasters (NAB), at the Tuesday afternoon (28) session of the association's program clinic at Northwestern University. Petty called the Federal Communications Commission's (FCC) recent ruling allowing station editorializing "a maze of confusion and chaos" and said in main the broadcasters could make decisions about positions to take by applying common sense and general business acumen. He also outlined specific rules for the broadcasters to follow.

In making decisions about editorializing, Petty said, the broadcasters must follow the clauses of the communications act which cover handling of controversial issues. These clauses, he said, should not be confused with sections pertaining to airing of political broadcasts.

He said decisions granting time for presenting various sides of controversial issues should be based on seven points: (1) significance; (2) interest to audience; (3) appropriateness in light of community mores; (4) amount of time group has received in past; (5) whether authoritative spokesman can be found; (6) group asking for time has special claim by having been attacked by station editorial, and (7) over-all

## ASCAP Target Of BMI Attack At NAB Clinic

CHICAGO, July 2.—A blistering attack on the policies of the American Society of Composers, Authors and Publishers (ASCAP) was delivered by Bob Burton, vice-president in charge of publisher relations for Broadcast Music, Inc. (BMI), at a session on musical programming during the National Association of Broadcasters' (NAB) program clinic here. Burton appeared on a panel composed of Jules Collins, sales manager for ASCAP; David Milsten, Western counsel for SESAC, and Herman Finkelstein, ASCAP resident counsel. After the ASCAP and SESAC boys had their opportunity to uphold the legality and value of performance rights for music, Burton laid on the wood.

"The Cop. right Act," Burton said, "is intended for the public, not for special groups. The music industry cannot sit behind its Maginot Line of blanket licenses. It can't solve all problems that way."

Burton told the broadcasters not to be afraid of copyright. He said it would be bad if program directors continue to think copyright is a mystery, and that anybody can buy a blanket license, but the smart station man was the one who could think thru each problem in the light of the financial responsibility he owed his management.

Relative to music in television, Burton said there would be no such thing as "small" and "grand" rights in the medium. He said just because a musical number was used on a visual medium, it did not constitute a situation involving "grand" or "dramatic" rights. Music is heard, he said, no matter how it is used. He told the broadcasters to insist upon non-dramatic rights for television and to bring their cases to court in order to force showdowns with ASCAP and the other licensing organizations that were asking for "grand" rights in video. The only case of dramatic (See ASCAP TARGET on page 17)

program balance.

Defining editorializing, Petty said it "involves any bit of influence of any kind of a program in which a station takes sides." Indirectly, he said, rules governing editorializing could have application in the "hiring of commentators."

Petty told the broadcasters to judge each controversial issue circumstance individually. To come within meaning of the act, and to stay in the clear, it was not enough for broadcasters to air a certain amount of time devoted to controversial issues. He said the FCC, instead, would "consider reasonable amount of time in view of the importance of each issue."

To keep in the clear, Petty said, station execs would be wise to consult their attorneys in each case and obtain written opinions before proceeding on any line of action—especially the refusal of time. He said the commission would then consider the broadcaster to be acting in good faith, and this would be a mitigating circumstance in the event of an FCC hearing.

After a question and answer period, in which some broadcasters said they were trying to stay out of trouble in this matter by selling time for airing of controversial issues, and thus leaving the decision up to a condition or ability to pay by parties involved, the body passed a motion commending the NAB for its anti-editorial ban fight.

## MGM Heading Toward Boff Wax Profit

May Hit One Million \$

(Continued from page 5)

affiliates have been, by having their top attractions shift to another web and air over their leading competitor's facilities.

The eight programs will cost MGM close to \$1,500,000 per year for production and talent charges. Talent is being paid on a minimum fee plus percentage-of-net basis, according to Lebharr, with the percentage deals ranging from 16 1/3 to 33 per cent. About one dozen shows of the weekly hour-long dramatic *MGM Theater of the Air* series have been cut in New York. Over 60 thrice-weekly 15-minute movie gossip shows featuring George Murphy are completed. The same number of Lionel Barrymore three-a-week 15-minute philosophy shows and Paula Stone's five-a-week quarter-hours of film chatter are ready. *Crime Will Not Pay*, a 30-minute weekly drama, is about to go into production. Three other weekly half hour shows will get started in August: *Maisie*, *Dr. Kildare* and *Judge Hardy's Family*.

## CBS Plans TV Show For Binnie Barnes

NEW YORK, July 2.—A screen personality, Binnie Barnes, will be featured in a tele program of her own this fall. The Columbia Broadcasting system (CBS) is planning a 15-minute show starring Miss Barnes, tentatively titled *Hollywood and Vine*, which will give free rein to her penchant for striking ad libs. A semi-gossip opus, it also will feature off-the-cuff interviews with noted folk who will exchange quips with Miss Barnes.

The actress leaves Tuesday (5) for a 10-week sojourn in Italy, where she will make a new film. Upon her return, she will rejoin the panel in the National Broadcasting Company (NBC) tele show, *Leave It to the Girls*, and she will probably also resume in a like capacity on the CBS AM-TV show, *This Is Broadway*. Miss Barnes cut a guest tape late this week which will be edited into Abe Burrows' new CBS show, which kicks off Monday (4).

## AFRA Execs, WHBF To Huddle on Dispute

ROCK ISLAND, Ill., July 2.—In a last-minute effort to avert fireworks because of negotiation difficulties, Ray Jones, Middle Western executive secretary of the American Federation of Radio Artists (AFRA), will arrive here early next week to confer with Leslie Johnson, general manager of WHBF, the local American Broadcasting Company affiliate. The union won a National Labor Relations Board (NLRB) election at the 5,000-watt station several months ago, but alleges that management has been evading its demand for an agreement covering six of its announcers.

Execs at the labor org have decided that unless a deal is concluded, measures will be taken to bring the long-drawn-out dickering to an end. The first of these would be a publicity campaign. The aim of such flacking would be to get listeners to remove their programs from the outlet and to get listeners to tune away. If this pressure does not prove strong enough, then the union may strike.

# ABC May Put on The Ritz---Bros.

NEW YORK, July 2.—The American Broadcasting Company (ABC) is interested in a new video variety show starring the Ritz Brothers. A half hour spot has been offered to the team, via their TV agent, Jimmy Saphier.

Saphier planed back to the Coast yesterday to talk the deal over with the comics. Chances are it will go thru.

# So. Baptists Sign ABC Pact for Oct.

NEW YORK, July 2.—The third religious organization to buy time on the American Broadcasting Company (ABC) in the past couple of weeks inked a pact with the web this week. The Southern Baptists signed to air a show from 3:30 to 4 p.m., Sundays, starting next October.

ABC recently signed the Gospel Broadcasting Association and Prophecy, Inc., to contracts for Sunday morning religious shows.

# GF, Garroway, Deal Falls Thru

NEW YORK, July 2.—The deal for General Foods assuming sponsorship of Dave Garroway's video series fell thru this week. The food sponsor said nix Tuesday (28).

As a result, the National Broadcasting Company (NBC) has decided to give the Chi disk jockey and his show a build-up. Accordingly, the program will shift from its present Saturday to a Sunday night spot shortly.

# 'Chicken' Moves Into 'Blondie' NBC Spot

NEW YORK, July 2.—Beginning Wednesday, July (6), *Chicken Every Sunday* moves into the 8 to 8:30 p.m. spot over the National Broadcasting Company's (NBC) AM facilities. The show will substitute for the recently canceled *Blondie*.

Billie Burke will handle the female lead on the program which originates from the Coast.

# Eye on AM, TV, Phono Tuners; Hooper and Nielson Old Hat?

(Continued from page 5)

the question of the soundness of radio's 13-week practice. It takes longer than that, and certainly longer than the eight or 10 weeks before option time, to chart accurately a program's popularity.

Similarly, the Sindlinger experiments, now being conducted in Philadelphia via 265 Radox home; (impartially chosen by an outside research outfit), show that indies have greater strength than they have been given credit for. This brings into focus the question of network affiliates vs. indie daytime time rates; the indies may be giving themselves a short count. Sindlinger's Philadelphia studies show that for one year indies have had 60 per cent of the audience, in the afternoon, steadily.

Sindlinger, who recently completed setting up a financing arrangement, will be expanding his service shortly and within a year may be in New York, Los Angeles and Chicago besides the Philadelphia operation. In addition, Radox, now: nually op-

erated via teletype-electronic tuning panel hook-up, is going completely electronic, eliminating the manual phases. This will enable minute-by-minute reporting, with a rating delivered to a sponsor almost within broadcast time. Sindlinger has already delivered ratings of the first 15 minutes of hour shows before the program is off the air. His charge will be considerably below those of C. E. Hooper, Inc., and A. C. Nielsen Company—probably about one-third of the Nielsen charges.

Backers of the Sindlinger company include Ralph Bard, former under-secretary of the navy; John Shaw, Chicago investment banker; Thomas D. Searles, president of Equity Investment Company, Philadelphia; Walter Heller, investment banker; Henry P. Isham, a director of the First National Bank of Chicago; John I. Shaw, Shaw-Isham Company, Chicago; R. Douglas Stewart, Chicago banker; Julius Rosenwald, of Sears, Roebuck; Morris and Robert Wolf, Philadelphia attorneys, and Roy Heyman Jr., realty agent.

## TYPICAL RADOX LISTENING AND VIEWING REPORT

HOUR	1/4 HOUR	RADIO AND TELEVISION SETS IN USE IN TELEVISION HOMES						TOTALS	RADIO IN TELEVISION HOMES			DISTRIBUTION OF THE TELEVISION AUDIENCE											
		0	200	400	600	800	1000		000	000	000	WPTZ 3			WFIL 6			WCAU 10					
10 PM	1	[Bar Graph]						698 652 652	000	000	000	047	047	047	558	535	540	093	070	065	BASEBALL A's vs. CLEVELAND STUDIO ONE		
	2	[Bar Graph]						721 721 698	000	000	000	163	093	051	651	651	577	116	023	019	CAROL CALLING " " "		
	3	[Bar Graph]						767 767 735	023	023	023	721	721	670	047	023	023	023	023	019	WALCOTT vs. CHARLES " " "		
	4	[Bar Graph]						791 767 767	023	023	023	744	674	693	070	070	051	000	000	000	" 90% " 7% " "		

HOUR	1/4 HOUR	RADIO AND TELEVISION SETS IN USE						TOTALS	TOTAL TELEVISION AUDIENCE	DISTRIBUTION OF THE RADIO AUDIENCE																							
		0	200	400	600	800	1000			WFIL	WIP	WCAU	KYW	WPEN	WIBG	WDAS	OTHER																
10 PM	1	[Bar Graph]						287 260 257	080 073 075	007	007	005	040	023	022	020	007	008	053	040	039	013	000	003	027	027	020	000	000	000	027	013	015
	2	[Bar Graph]						307 287 272	100 087 080	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	
	3	[Bar Graph]						367 367 347	127 093 083	WALCOTT CHARLES	JOHN FACENDA	CAPITOL CLOAK ROOM	CURTAIN TIME	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	
	4	[Bar Graph]						360 360 351	127 087 085	"	FULTON LEWIS JR.	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	

Period Covered: Wednesday June 22, 1949, - 10 to 11 p.m.

Weather: cloudy, warm, humid, Average Temperature 82°

The raw data accrued by the Radox method of researching radio listening habits is reported in the form shown above, with the top half covering TV and the lower, radio. The bar graphs to the left report on sets in use against a base of 1,000, the same base used thruout on all figures. Under the second column, headed "Totals," are three figures. From left to right, they are: Total sets in use per 1,000 families; total sets in use six minutes or more for the program broadcast during that particular quarter hour; average sets in use per 1,000. The figures with percentage marks denote share of audience. The figures in each quarter hour segment are, from left to right, precisely the same, except that in the upper half they apply only to television homes in the Radox sample. The latter, for Philadelphia, is 267 homes, said to be more than six times the size of the Nielsen sample for that city.

The hour reported on above covers the period of the Walcott-Charles fight, a dramatic switch from WFIL-TV, which had a baseball game, to WPTZ, for the fight, is revealed at 10:30 p.m. Similarly, in AM, WFIL shot from a 5 per cent share of audience to 61 per cent when its fight coverage started.

Radio listening in the Radox homes which have TV receivers as well is shown at a low figure (column headed "Radio in television homes").



# Plenty TV Pix If P. & G.-Levoy Venture Clicks

(Continued from page 6)

back about \$10,000 each and found the Grant-Realm production outfit hard pressed to meet budget requirements, P&G will invest only a prescribed minimum, currently estimated at approximately \$3,000 per half-hour show. P&G's investment takes the form of a guarantee to Levoy that finished product will be purchased and shown over a minimum of 24 Eastern TV net stations. Basic cost per station is 100 per cent of class A time.

In return for partially financing the series, the bankroller gets script, cast, and producer approval prior to shooting. On the other hand P&G retains no rights beyond the one showing over NBC Eastern tele skein. Additional airings, if desired, require further negotiations on local time-cost basis. Second and third run options are available to P&G on a graduating rate scale.

Full ownership remains with the GTE combine which has resale rights in all markets following P&G's first run showing. Thus, GTE is virtually assured long-time amortization of investments, plus continuing revenue from volume bookings. Levoy can operate independently of P&G in peddling series in outside markets, obliged only to give P&G first crack at buying films.

Actual cost per half-hour show is estimated at between \$8,000 and \$10,000. With P&G guaranteeing at least one-third of the nut and the soaper probably buying additional markets in areas not covered by NBC Eastern coaxial skein, it is estimated that at least one-half to two-thirds of original production investment will be recovered within one year. (See PLENTY TV PIX on page 12)

## Pic Makers, Tele Hand in Hand on "Ranger" Series

HOLLYWOOD, July 2.—Strongest wedding yet known between tele and films will be effected during the production of the *Lone Ranger* video-fine series. Jack Chertok's cameras start rolling on the first of the 52-week half-hour reels Thursday (7), to be aired starting this fall via American Broadcasting Company (ABC) stations for General Mills. ABC telemen will sit in daily for viewing of the unedited first rushes. These will be screened over a 10-inch tele receiver via a closed circuit set-up at ABC's television center. Procedure will be in contrast with the conventional system of showing "dailies" via film projectors. Also fact that telemen will get to supervise showings is a further innovation in preparing video films.

Idea is to let the film producer benefit from net's tele staff know-how. Furthermore, first rushes will be seen at the start over a 10-inch tele tube so as to keep the movie-making staff and editors tele set minded thruout the film's production. Tele screenings will go on a Monday-thru-Friday schedule each week thruout the filming of the *Ranger*. Idea is credited to ABC's national teledirector, Paul Mowery. Net will be represented at showings by Philip G. Caldwell, ABC's Western technical operations manager, and Dick Goggin, web's Western program head.

ABC intends to stick to 35mm. film as much as possible as opposed to 16mm. It is felt greater definition of detail and sound reproduction is possible with the theater-size film. Small guage prints will be made available to those stations who have only 16mm. equipment. But those with 35mm. projectors will be urged

# WFDR Breaks N. Y. C. Taboo Vs. FM Space in Dailies

NEW YORK, July 2.—The daily newspapers here, which hitherto have virtually ignored the existence of FM stations in their news columns, program listings and highlight boxes, last week unbent themselves in their coverage of the opening of WFDR, the new outlet of the International Ladies Garment Workers Union (ILGWU). The position of the gazettes has been that they have trouble enough finding space for AM and TV outlets, and if one FM-er is let in, the doors will have to be open. Furthermore, FM broadcasters here, in programing almost exclusively with records, have turned up little worth wasting type on. Finally, the FM-ers have shown a decided lack of showmanship, with few stunts or special events and few flacks to push any that might arise.

The WFDR opening, however, featured an appearance by Mrs. Eleanor Roosevelt. David Sarnoff pronounced a welcome to the station on behalf of the commercial broadcasters, and Ed Murrow handled overseas greetings. In addition, there was a stage full of talent, and WNYC, non-commercial AM outlet, carried the proceedings too.

### Paper Coverage

The result was that six of the nine dailies plugged the opening in one or more forms, column mentions, highlight mentions or in the FM log. Ordinarily, only *The Herald Tribune* uses FM highlights, and even there they are tagged onto the station's identity line in the FM log. *The New*

*York News, Post, Compass and World Telegram* won't touch FM stuff in any form, and *The Times* would rather mention anything special in its radio column. Whether the WFDR breakthrough will stimulate other FM-ers here to put on their exploitation clothes and try to snare some space now remains to be seen.

A line-up on what the ILGWU outlet was able to obtain in the local dailies runs as follows:

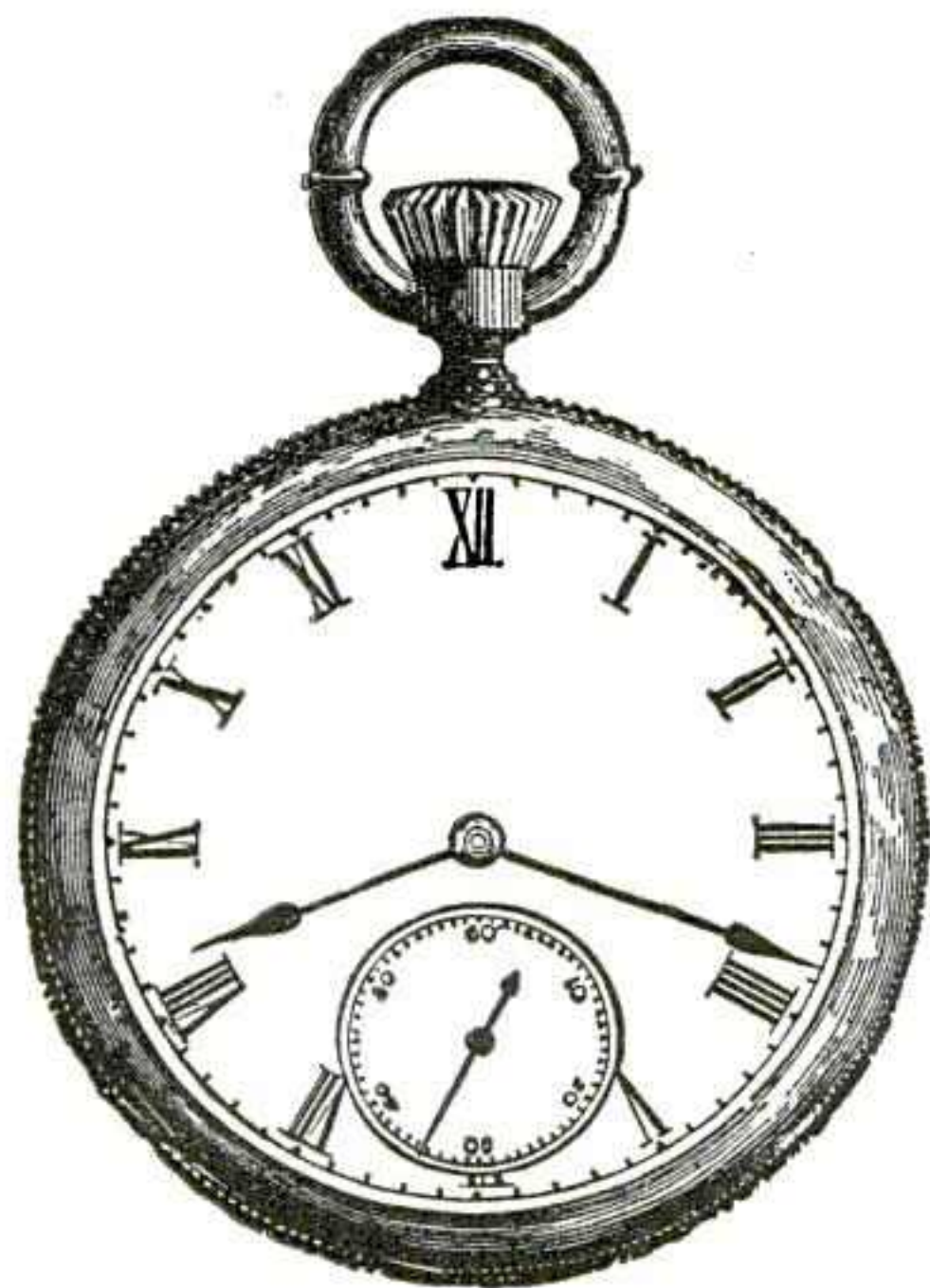
Paper	Column Mention	Highlight Mention	FM Log
Times	Yes	No	Yes
Herald-Tribune	No	Yes	Yes
News	Yes	No	None
Mirror	No	No	None
Compass	Yes	No	None
Journal-American	None	No	None
World-Telegram	No	No	Yes
Post	None	None	None
Sun	None	Yes	Yes

# CBS Considers Goodman 'Party' For Fall Video

NEW YORK, July 2.—The Columbia Broadcasting System (CBS) is considering the Benny Goodman *Dance Party* for a spot on CBS-TV this fall. The program would feature Goodman and his 17-piece ork; Buddy Greco, his male vocalist; comic Herky Stiles, and the dance team of Nix and Taylor.

The show has already been offered to the American Broadcasting Company (ABC) and accepted, but the ork leader is waiting to see if CBS is interested. The half-hour show would probably be a very expensive package, ranging anywhere from \$4,000 upward.

# any time is good time—on WOR



JIM PLATT over at the Infra Agency wouldn't touch 6:00 AM if WOR gave it to him. He's an early evening boy. The fellows at Dunn, Doane & Debble think that 6:00 AM is just pure platinum.

But WOR has proved and proved and proved that any time is good time on this station.

We haven't proved this with ratings only — though we've got a king's ransom worth of good sound statistical props: We've proved it with hard, cold, cash facts based on sales, sales, sales . . . at all hours.

For instance, a 9:25 PM Sunday announcement—announcement, mind you! — cascaded in 13,052 dimes and requests. Sunday, at 8:00 AM — when all people are supposed to be punching the pillow — pulled 6,522 cash requests.

It goes this way — Somebody's always listening to WOR. Not that we don't think that some times and some audiences aren't better for some products. Gosh, no! But every small minute on WOR can bring big returns. We can prove this, emphatically and convincingly.

our address is —

# WOR

—that power-full station at 1440 Broadway, in New York

This One



DYQN-8W5-02YK lighted material

# FCC READYING THEATER TV?

## Asks Films For Ideas on Natl. Set-Up

### Extends Pic Rights

WASHINGTON, July 2.—The Federal Communications Commission (FCC) is about ready to set up facilities for regular theater TV, it was indicated this week as the agency requested Paramount Television Productions, Inc., the 20th Century-Fox Film Corporation and the Society of Motion Picture Engineers (SMPE) to submit recommendations for frequency allocations and information regarding the progress of theater television.

Meanwhile, the FCC announced an extension of authority for operation of theater TV in New York by Para and 20th Century. A pair of frequencies assigned to the two flicker firms but recently unused were deleted, however. The FCC issued its customary warning in connection with actions on bids of anti-trust defendants that approval does not prejudice the agency's right to revoke the authority later.

### Proposals Sought

Specifically requested of the movie outfits were their views of minimum requirements for a nationwide theater TV system, allocations, functions to be performed in a theater TV band and the extent to which such functions can be performed by radio, relay wire or coaxial cable without using spectrum frequencies. The three organizations were also asked to submit proposals looking forward to a national theater TV service. All information should be presented by September 2, the Commission said.

The request for proposals by the FCC is the first official positive action by the FCC in connection with a regular theater video system. Several months ago, however, Chairman Wayne Coy warned that those interested in theater television had better submit proposals before they are crowded out of the spectrum. In 1945, and again in 1948, the Commission stated that "requirements for theater television are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use at this time."

### Experiments Help

Present experiments in the field have been conducted in frequencies shared with other services, with the burden of proof being on the experimenter. (See FCC ASKS on page 12)

## Wrong Forum

NEW YORK, July 2.—A television review in last week's issue of *The Billboard* erroneously was headed American Television Forum of the Air. The program actually reviewed was a sustaining filler broadcast over WNBT, New York, and followed directly after *American Forum*.

The situation was rendered more complex because both were forum-type shows, airing back-to-back, and both programs on the afternoon caught had discussions relative to unemployment and the job situation. *American Forum* airs out of Washington over the National Broadcasting System (NBC) video web at 3 p.m., Sundays.

## Pillsbury Drops K. Kyser in ABC Program Switch

NEW YORK, July 2.—Pillsbury Mills this week moved to switch its programming on the American Broadcasting Company (ABC). Kay Kyser was dropped from the 4 p.m. slot across the board after the July 25 broadcast. The flour company will shift the Galen Drake show, now airing at 11:45 a.m. across the board, down to the former Kyser time, starting September 19. Drake will wind up at his current time September 12, giving him a week off.

Pillsbury this week also bought *Houseparty*, which is being dropped by General Electric, and will move it into the noon to 12:30 p.m. slot across the board, starting September 19. The net effect of the shifts is to add 15 minutes of Pillsbury business daily to the ABC sked.

## Video, Maturing, Starts Asking Questions Before, Not After, the Shooting

### Standard Contract on TV Film Drafted

NEW YORK, July 2.—Video, which, like the old Western cowpoke, has been operating on the premise of shooting first and asking questions afterward, seems to have reached the question-asking stage. Out of a welter of methods, procedures and requirements, a definite move toward standardization of operations is taking place. This is seen particularly on the commercial side, where multifarious sales methods used by the many packagers, filmers, broadcasters and agencies finally are being unified.

Typical of this development is the recent writing of a standard exhibition contract for films made specifically for television, covering agreement among packager, distributor and broadcaster. This contract was conceived and prepared by the National Television Film Council (NTFC), which consists both of film packagers and broadcasters. After nearly a year of legal and technical research, the contract finally was approved by NTFC members and made available to the industry about two weeks ago. Since that time it has been accepted for full use by Columbia Broadcasting System (CBS), Paramount and WPIX, New York. It has been regarded with favor by execs at National Broadcasting Company (NBC), and that web is also expected to adopt it for use shortly.

NTFC has printed up the standard contract form in quantity and is making them available to anyone in the industry at \$5 a hundred, to hasten use of uniform contractual provisions. Also prepared by NTFC is a supplementary schedule used in subsequent negotiations of film deals after ac-

ceptance of the original contract. This makes unnecessary the signing of new contracts every time a distrib org sells another film to a station. The schedules permit setting new financial arrangements for each new deal, but append them all to the original contract.

Another set form being prepared is a standard video rate card. This is now virtually completed after nearly three months' work by a subcommittee of the commercial operations group of the Television Broadcasters Association (TBA). Three web execs have had a hand in its drafting, and when it has been accepted in final form, the webs are expected to adopt it automatically. The subcommittee consists of Herminio Traviesas of CBS, A. Whitney Rhodes of NBC and Earl Salmon of American Broadcasting Company (ABC), along with Richard Ives of the public relations staff of TBA. Approvals to be obtained before the rate card is finalized must come from the commercial operations committee and the TBA board of directors.

### Receiver Servicing

Even the servicing of receivers now may become standardized. The Television Manufacturers' Association is working on a survey to determine what form servicing contracts should take. Questionnaires have been sent to video manufacturers and service organizations as well as to dealers and set owners.

The questionnaire was prepared by a group consisting of manufacturers and service organization execs. It asks questions such as whether there should be regional service contracts based on the number of channels operating in an area, how long a period the contract should cover, and whether service organizations should be limited in the number of contracts it can execute based on manpower and facilities.

## Bob Burns Back; Cuts Test Platter

HOLLYWOOD, July 2.—Comic Bob Burns waxed a test platter Friday (1) for a new five-a-week half-hour series possibly bankrolled by Dreft. Hayseed gagster, absent from radio during the past year, cut the disk at National Broadcasting Company (NBC), with supporting cast including songstress Shirley Ross and George Wyle's ork.

Format will combine comedy and talent similar to Arthur Godfrey's daytime stanza for Chesterfield ciggies. Fitzgerald-Sample Agency picked up audition tab. Show is packaged by Ken Dolan Agency.

## Allocations Due in 2 Weeks; FCC Rejects TBA Proposal

WASHINGTON, July 2.—A hint that forthcoming revisions in the allocation system for the very-high-frequency (VHF) range may be more extensive than hitherto indicated was contained in a letter to the Television Broadcasters Association (TBA) from the Federal Communications Commission (FCC) this week, refusing to grant an immediate lifting of the freeze on 22 channels in 11 Western cities. Tho the TBA said its studies showed no revision necessary in the cities, the FCC replied that "it appears likely" that the revised table—due in the next two weeks—will contain channel shifts in several of the cities.

The TBA claimed that in the Western cities named, channel separation appeared to be sufficient to permit allocations at once, even tho the FCC decided to raise the physical separation of channels by a score of miles. The FCC, however, said its engineers have studied the TBA proposal, considering "particularly the possibility that the revised proposed table of frequency allocations to be issued in the near future may contain certain changes in the channels allocated to the cities you mention." On the basis of the FCC study, the agency said, "it appears likely at this time" that revised allocations will involve channel changes in the cities named by the TBA.

Since FCC engineers are already putting the finishing touches on the new table, it is almost certain that channel changes will be made in several of the channels that the TBA has regarded as virtually change-proof. These include five channels in Amarillo, Tex.; three in Sacramento; three in Corpus Christi, Tex.; two in Stockton, Calif.; two in San Diego; two in El Paso, and one each in Denver, Salt Lake City, San Francisco, Seattle and Tacoma.

If changes are made in present channel allocations in the West, it seems likely that even more extensive changes will be proposed by the FCC in channels east of the Mississippi where the cities are located much closer together. More shifts will likely be made by the commission than would be the case if the agency were not bound to protect the channels of existing stations. FCC officials continue to emphasize that operating stations will be left with their channels intact in any new allocation system.

In its letter to the TBA, the FCC did not entirely rule out the possibility of lifting the VHF freeze in hunks rather than all at once. The FCC told the telecasters that it will again consider the TBA proposal for a partial freeze lift in the West after the new allocations table is issued.

Keep your fans happy with low-cost

## NU-TONE POST CARDS

on beautiful KROMEKOTE

Quantity	Per M	Total
1,000	\$17.00	\$17.00
2,000	13.00	26.00
3,000	12.00	36.00
4,000	11.00	44.00
5,000	10.00	50.00
10,000	8.50	85.00

Superb reproduction guaranteed. Up to 50 words copy on address side. Delivery 30 days. Send order and photo today. Free samples. Prices FOB Fort Wayne.

**Postcard Reproductions**  
Fort Wayne, Indiana

**INTRODUCTORY OFFER**

100 8x10 Prints  
for  
**\$6.50** Plus Postage

When this ad is sent with order.  
Regular Price \$7.50. A Saving of \$1.00.  
**NO NEGATIVE CHARGE.**  
50% Deposit, Balance C. O. D.

**QUALITY PHOTO SERVICE**  
Perkins St., Box 42 BRISTOL, CONN.  
Phone: 4015

# FIGHT FOR GARDEN SPORTS

## WTCN-TV, 2d Minn. Outlet, Airs 12 Hours Weekly at 3G

MINNEAPOLIS, July 2.—Minnesota's second television operation went on the air when Channel 4, carrying call letters WTCN-TV, telecast its first show at 6:30 p.m. Friday (1) after months of preparation. Max Karl, in charge of the TV operation, said the station starts out with a minimum of 12 hours on the air weekly, expanding this during the time the St. Paul American Association baseball team is playing at home.

With an estimated dollar volume of \$3,000 weekly, WTCN-TV carries four network shows, St. Paul baseball games, three dugout pre-game interviews and an after-game scores show already bankrolled. RCA Victor and the Schmidt Brewing Company of St. Paul split the baseball videocast; the downtown Ford Company of St. Paul is paying for the interviews, and the station has inked but isn't ready to name its sponsor for the scores show. Dick Siebert, former first baseman for the Philadelphia Athletics, will do all the sports shows.

In addition, *Paradise Island*, a film feature by Danny O'Neill, is being bankrolled by the F. C. Hayer Company of Minneapolis, the Minnesota RCA Victor distributor.

### Network Shows

The network commercials are three Columbia Broadcasting System (CBS) shows, the Arthur Godfrey show; the *Crystal Ball*, sponsored by the Ford dealers, and *Lucky Pup*, bankrolled by the Jolo Corporation. In addition, Dumont's Morey Amsterdam show also is skedded.

Along with these bankrolled shows, WTCN-TV carries three American Broadcasting Company (ABC) network sustainers. Altho WTCN, the AM operation, is an affiliate of ABC, WTCN-TV now is affiliated with CBS video and DuMont, in addition to ABC, Karl said. Looking ahead to next fall, the station has pacted the Chevrolet Company as sponsor for the University of Minnesota at-home football games in Memorial Stadium.

The first airing of video came at the same time that WTCN, owned and operated by the Minnesota Broadcasting Company, moved into new and greatly expanded quarters in the Radio City Theater Building, occupying most of the ground and second floors, all of the basement and some space on the third floor. Until Friday, the station had been located in the Wesley Temple Building for more than 20 years, ever since its founding. A sidelight of the move is that the Wesley Temple Church, which owns Wesley Temple Building, is now paying for air time over WTCN which it formerly got for free in a rent-trade deal.

William J. McNally is president of

## CBS Plans Simulcast For "This Is B'way"

NEW YORK, July 2.—The Columbia Broadcasting System's (CBS) radio package, *This Is Broadway*, will go AM-TV simulcast concurrent with its shift from Wednesday to Friday nights July 8, if plans are carried thru. The show, which will fill the 9:30 to 10:30 p.m. time Fridays on the Columbia Broadcasting System (CBS), is planning on its TV debut when it switches time, but technical problems may force a week's delay on the video side.

*Broadway* currently airs from 9 to 10 p.m. Wednesdays.

the operating firm in which the Ridder brothers of St. Paul, New York and Duluth, newspaper publishers, have a 50 per cent interest. Frank Van Konynenberg is station manager. John M. Sherman, AM technical director, serves in the same capacity for TV. Sherman Headly is video production director; Ivor McLaren, producer-director, and Harry Jones, film editor. The staff includes three cameramen and 10 technical men. The AM announcing staff of six men is being used for television purposes.

The other video operation here is KSTP-TV, an affiliate of National Broadcasting Company, which has been airing since April, 1948, on Channel 5.

## NTFC Confab Shaping Up Video Pix Clearing House

NEW YORK, July 2.—A central clearing house for distribution of films for television began to take form here Thursday (30) at the first anniversary meeting of the National Television Film Council (NTFC). The organization decided to make further investigations preparatory to adding to itself a function for video similar to that in the music field—the American Society of Composers, Authors and Publishers (ASCAP).

The plan calls for the NTFC to have assigned to it by packagers the rights to all film produced for television. The owners of the film would, of course, retain all income and royalties, but the disposition of the film would take place thru the NTFC. The organization would register all rights for the films with the copyright office in Washington, canceling any previous rights claims. The net effect would be to guarantee to broadcasters and sponsors that any film obtained thru this clearing arrangement could be broadcast with full security that there will be no tangle over who has rights to what.

### Operations Outlined

Officials of the NTFC conferred last week on the scheme with executives of the copyright office. The conversations confirmed the opinion of NTFC members that such an arrangement is feasible and practical. Further meetings will be held next week, with the NTFC naming special

## Court Orders CBS Pay Up to Advance

NEW YORK, July 2.—New York Supreme Court Justice Samuel Dickstein this week ruled that the Columbia Broadcasting System (CBS) must pay \$1 per foot for 2,050 feet of sports film rented from Advance Television Picture Service in 1946. Advance sought \$25,000 damages for alleged failure of CBS to return the film, which, according to Advance, was then converted to CBS's benefit.

Judge Dickstein ruled that evidence showing the film was not returned "is fully convincing and corroborated in every way by testimony of the plaintiff's witnesses." However, in deciding how much the web was to pay, he added that Advance "must be held to its letter of June 6, 1947, fixing it at the 'regular stock shot charge' of \$1 per foot."

### \$5 a Minute

MINNEAPOLIS, July 2.—Don Hawkins, disk jockey of the KSTP *Don Nighthawk*' record show, wants to know whether a \$30 telephone bill he ran up for calling a program listener in New Zealand is a legitimate operation expense—or does it have to come out of his own pocket?

Hawkins talked to R. D. Long, Waikawa Bay, Picton, N. Z., for six minutes the other night and when the telephone bill came, the front office put up a holler. At \$5 a minute, better he should be talking to British Princess Margaret Rose, they said—which he tried to do but couldn't because she was vacationing on the Continent.

## Stations Vie For Choicest Event Groups

### New Policy on Sales

By Sam Chase

(Continued from page 3)

to air sports with any degree of regularity in view of the heavy commercial program sked this fall.

### New Sales System

As a result, Ned Irish, Garden factotum, has decided to end the practice of selling the season's events as a single package. The Garden execs next week will meet and set up an entirely new system in which each group of events will be made a separate package with an individual price tag. The total income thru this procedure is expected to boost the sum obtained by the Garden when all were sold as a single unit.

The packages available will include college basketball, pro basketball, pro hockey, amateur hockey, track meets, dog shows, horse shows, rodeos and perhaps some other events which have not been televised in the past. All tele contracts of the past now are null and void except boxing. NBC has the Friday Garden cards and CBS the Monday St. Nick's matches. The field is wide open for all outlets and webs to grab whichever events (See FIGHT FOR GARDEN, page 12)

committees to proceed with specific aspects of setting up the mechanics of the operation.

Supervising and untangling the legal elements for the NTFC is a three-man group, headed by NTFC President Mel Gold. Also involved are William Roach, of the law firm of O'Brien, Driscoll, Raftery & Lawler, and Seymour Nizer, of Phillips, Nizer, Benjamin & Krim.

**\$17,500,000**  
... that's what goes into the pay envelopes of the ILGWU membership **WEEKLY!**

**WFDR** **FM-104.3**  
Sponsored as a public service by the International Ladies' Garment Workers' Union.

**EARS TO HEAR**  
A nucleus of the Union's quarter million members, bound by unique loyalty to their own station . . . plus consistent growth among all FM listeners through expert programming.

**WILL TO BELIEVE**  
To this favorably disposed audience, a station of inherent social responsibility must carry conviction. 50% of WFDR's time in each cycle must be non-commercial, in the public service. Selected commercial sponsors will benefit by the resultant audience receptivity.

**MONEY TO SPEND**  
The Union's quarter million members who earn \$17,500,000 weekly rank high in proportion of spendable income. They are alert, progressive, interested in the commodities and services of modern America.

**WFDR**  
**BROADCASTING CORPORATION**  
1710 Broadway, New York City • Columbus 5-7000

# Best Results if Newspaper, Tele Ads Work Together

NEW ORLEANS, July 2.—Television advertising is far more effective in conjunction with a newspaper advertising campaign than the use of either medium individually. This was the opinion expressed by Duane Jones, president of Duane Jones Company, advertising agency, to the Newspaper Advertising Executives' Association (NAEA) meeting here Tuesday (28). Jones said that just as radio has turned out to be more an auxiliary than a competitor of newspapers, video also will prove to be a logical adjunct.

From a survey made by his agency among people who sent in box tops in response to video offers, Jones said he found that 50 per cent more people responded to a combined tele-newspaper campaign run simultaneously, than to the total of separate newspaper and video campaigns. Video, Jones declared, is a selling force which has pulled returns to advertising offers from as high as 26 per cent of the viewing audience.

## Viewer Readers

In New York, the Jones survey indicated that, as people grow accustomed to their video sets, newspaper reading climbs back from a pronounced dip which occurs when the set is first installed. Six months ago 24 per cent of those covered by the survey were reading newspapers less, but now only 16 per cent read papers less. Virtually all set owners, however, are avid newspaper readers, with 81 per cent reading some morning paper, 82 per cent some evening paper and 96 per cent some Sunday paper. At least one daily paper is read by 96 per cent, and 98 per cent read either a daily or Sunday paper.

These video families, Jones stressed, average more than one morning and one evening paper each. On Sundays, they average more than two papers. Interest in the sports pages of papers has increased among 35 per cent of viewers, and 66 per cent said they read their papers more about events witnessed on tele. The sole exception is the dramatic page, which has suffered among tele families.

## Ad Specialties

Jones pointed out that some types of advertising, while suitable for newspapers, simply are not practical for video. Among these are depart-

## "Lights Out" Revived For TV on July 22

NEW YORK, July 2.—*Lights Out*, one of radio's top psychological shows, will be revived for video starting July 22. The National Broadcasting Company (NBC), which owns the title and many of the scripts, will spot the show Fridays at 9:30 p.m., currently occupied by *Lucky Strike*. Should Luckies keep the time spot, *Lights* will shine elsewhere.

*Lights* was written by Willis Cooper and Arch Oboler and helped launch them both on their careers. The web did a few TV versions of the show about two years ago. Cooper now has the click volume one series on WJZ-TV.

## GLOSSY PROFESSIONAL 8x10 PHOTOS IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

### MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

ment store and chain grocery advertising, which housewives use for price comparisons.

His conclusion, Jones declared, was that "responsive television families, who have had their sets a long time, are steady newspaper readers. And if an advertiser wants to get the combined impact of television and newspapers, all he has to do is advertise in both."

## FCC Nixes 2 Fax-ers On Old Frequencies

WASHINGTON, July 2.—Experimental facsimile stations in Louisville and Columbus, O., were ordered off the air by the Federal Communications Commission (FCC) this week. In canceling the licenses of W8XUM, owned by Radiohio, Columbus, and W9XWT, operated by WHAS, Louisville, the FCC also dismissed their bids for renewal.

FCC spokesmen explained that the stations were operating on old fax frequencies, which have since been shifted. It was stated that the operators were told in March that July 1 was the deadline for fax operation on the old frequencies.

## "North" To Get Test As Colgate Regular

NEW YORK, July 2.—Colgate this week was considering making the video version of *Mr. and Mrs. North* its regular presentation instead of *Colgate Theater*, which has been offering varied programs. The comic mystery stanza will showcase on *Colgate Theater* Monday night (4), in the regular 9 p.m. slot on the National Broadcasting Company (NBC).

John Loveton, who produces the AM version, will also handle the tele-

## Mary Pickford Seeks 3d TV-er

WASHINGTON, July 2.—Mary Pickford Rogers applied yesterday (1) for a third television station in North Carolina. The former movie actress filed her bid with the Federal Communications Commission (FCC) for a station in Asheville. She already has bids in for stations in Durham and Winston-Salem.

Her prospective transmitter site for the newest proposed station is listed as Beardwallow Mountain, N. C., an elevation of 4,250 feet, described by her legal representative, R. E. Lambert, of Princeton, N. J., as the highest video tower east of the Rockies, if authorized. Her bid was filed by Andrew J. Ring, Washington consulting engineer.

## PLENTY TV PIX

(Continued from page 9)

Thereafter, fringe rights outside market sales, and other untapped sources promise complete return on investment, plus possibility of a tidy profit within two years after making the series.

P&G has already begun negotiations with Levoy to produce a second series of 13 half-hour shows, with the deal close to inking. A third brace of films is also a likely move, which would make for a total of 39 shows to be aired during coming season. Total over all cost, including agency commissions, supervisor expenditures, and guarantees, will be under \$150,000. To contract independently for the same number of films, and to assume entire cost in return for full ownership, would cost P&G at least \$400,000.

trial. Lead roles will be portrayed by Mary Lou Taylor and Joseph Allen Jr. The AM version, also bankrolled by Colgate, but on the Columbia Broadcasting System (CBS), has Alice Frost and Joe Curtin in the title roles.

## TALK OF THE TRADE

Werner Michel, chief of the Columbia Broadcasting System (CBS) documentary unit, leaves July 11 for Berlin, where at the request of Amgot he will conduct a month-long operational survey of RIAS (Radio in the American Sector). . . . Allen Prescott is making his sixth substitution for Don McNeil as emcee of ABC's "Breakfast Club" beginning Monday (4). McNeil will vacation. . . . Bob Bright has joined the Emil Mogul Company as director of radio and TV. . . . Elliot Nevins, 17-year-old high school boy, starts his eight-week stint as a disk jockey over WOV, New York, Monday (4).

Marty Schrader is the new manager of press information of Esquire, Inc. He is a former assistant radio-TV editor of *The Billboard*. . . . C. J. LaRoche & Company has taken over as advertising counsel for Mead Johnson & Company, Evansville, Ind. . . . Alan Carter is a recent appointment to the announcing staff of WPAT, Paterson, N. J. . . . The 12 San Francisco delegates to the 10th annual convention of the American Federation of Radio Artists (AFRA) are Clarence Leisure, Bert Buzzini, Pete Worth, Deane Banta, Ken Wallace, Cliff Naughton, Bill Sanford, Frank Allen, Bill Gavin, Ira Blue, Natalie Masters and Henry Leff.

Robert C. Fehlman, manager of WHBC, Canton, O., will serve as president of the Canton Advertising Club for the next year. . . . Also at WHBC, Janet Lynn Gillespie has been named women's director. . . . Adele Ryerson, formerly with WBRK, Pittsfield, is a recent addition to the script-continuity department at WHLI, Hempstead, L. I. . . . Paul W. Morency, of the Travelers Broadcasting Service Corporation, Hartford, has been elected president of the Hartford Chamber of Commerce. . . . WLAM, Lewiston-Auburn, Me., has selected Everett-McKinney, Inc., New York, as its national advertising representative.

## SHORT SCANNINGS

The Columbia Broadcasting System (CBS) has shifted three executives in its TV network operation. John Derr becomes the new assistant sports director; Stanton Osgood, director of production, and H. Grant Theis director of film procurement. . . . J. L. Van Volkenburg, CBS veepee and director of TV operating is vacationing for two weeks at his family's place in Ishpeming, Mich. . . . Marjorie Shields has been appointed director of advertising and promotion for the Sunset Appliance Stores.

Packaged by Lucille Hudiberg, a new 15-minute video show featuring Paquita Anderson will be showcased before ad agencies and protective bankrollers within the next two weeks. . . . The Greensboro News Company, owners of WFMY-TV, Greensboro, slated to begin commercial operation in August, has signed an affiliation agreement with the DuMont network. . . . F. P. Price, of the DuMont Laboratories, Inc., addressed the June 29 luncheon of the seminar of educational radio sponsored by the Rockefeller Foundation at the University of Illinois. . . . Sue Hastings Marionettes, Inc., has signed an exclusive film contract with Dynamic Films, Inc.

## Fight for Garden Spots; Vie for Event Groups

(Continued from page 11)

they can tie up. Whether the Garden is going to place a flat price on each package or will accept bids from competing broadcasters is as yet undetermined. The picture should clear in the next couple of weeks.

Altho CBS is backing water on what events, if any, it will attempt to secure under the new set-up, the web may well be pressured into keeping its hand in. The competition, faced with similar schedule and program problems, already is romancing the Garden, and CBS can ill afford to be left completely in the cold.

## Webs Angling

The National Broadcasting Company (NBC) is known to have expressed interest in some events, as has the American Broadcasting Company (ABC), which began to build an audience for the pro basketball tilts last year. DuMont is evidencing genuine desire for carrying some Garden packages, and while in the past they made inquiries, for the first time the web is said to be exhibiting a willingness to put out cash in the price range in which the Garden is operating.

Good bets to get in on some, if not a major slice of the sports stuff, are the indies in this area, WPIX and WATV, as well as WOR, which altho nominally a web affiliate (Mutual Broadcasting System), will be functioning as an indie for some time after it takes to the air this fall. A WPIX exec said this week that the station is willing to take "any and all" events it can snatch. WOR is expected to put in a determined bid for college basketball in an attempt to build a loyal following after its debut. The latter events are believed virtually impossible for any web to carry, since they occur two, three and sometimes four nights weekly in prime program time.

## FCC ASKS

(Continued from page 10)

menters to show that they were not interfering with the other services using the same bands.

The FCC said that the special temporary authorizations of Paramount and 20th Century have been renewed from time to time. Under these authorizations, the Commission stated, "experimentation has been conducted which made possible the development of two methods of projection of theater television programs inside motion picture theaters. The methods," said the agency, "are the direct projection method, under which TV programs are projected directly to the theater screen, and the intermediate film method, under which the TV programs are converted to regular 35mm. film, which may then be shown on the screen by regular 35mm. motion picture projectors."

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# PLUG DYING ON ITS FEET?

## N. Y. Statler Inks J. Dorsey Ork And Thornhill

NEW YORK, July 2.—Jimmy Dorsey's ork and Claude Thornhill's crew will fill the six-week period between the Henry Busse and Vaughn Monroe engagements at the Cafe Rouge of the Hotel Statler, here.

Busse follows the current Ray Anthony into the room August 1 for a five-week date. Dorsey will follow Busse, with the opening probably skedded for September 5. Thornhill is due to follow for three weeks beginning about September 26. Monroe, due to make his first New York location appearance in two years, will open at the Cafe Rouge October 17. Monroe will be followed into the room by Sammy Kaye's ork, which will be making its first appearance in the Statler (formerly the Pennsylvania).

## Krasno to N. Y. For Additional Kidisk Waxing

HOLLYWOOD, July 2.—Columbia Records' kidisk chieftain, Hecky Krasno, left Hollywood this weekend after cutting the first series of new Gene Autry kidisks to be etched under plattery's expanded moppet market program. Autry cut several original albums as well as a group of Christmas singles.

Krasno returns to Gotham to continue disking additional kid material in anticipation of early fall drive to invade the kidisk field. While here, Krasno talked deals with several undisclosed film and record personalities on future albums.

## Big 3 Pubbers Sue Nat'l Ad

NEW YORK, July 2.—The big three pubberies, Robbins-Feist-Miller, is suing the National Advertising Corporation for \$4,403.85 in a New York State Supreme Court action. The action was disclosed when National's attorney sought to vacate the notice of the examination of the defendant's president.

The big three complaint alleges that on January 15, 1948, at the defendant's special request, the big three sold and delivered \$4,403.85 worth of sheet music and that no payment has been made to date on this shipment.

National, in its answer to the action, makes a general denial of all allegations and asks for dismissal of the suit.

## Jazz To Return To 52d Street

NEW YORK, July 2.—Jazz returns to 52d Street July 14 when the Three Deuces, for many years one of the staunch jazz bistros in this city, will reopen under its owner-operators, Sammy Kaye and Irving Alexander. The first bill for the Deuces will spot the Kai Winding Bopset and the Errol Garner Trio.

The street has been devoid of jazz, save for Jimmy Ryan's Dixieland spot, for the past year or so.

### Editorial

## Industry Three Speeds Ahead

While top record executives continue to engage in behind the scenes maneuvering, while rumors—some of them vicious—continue to emanate from behind closed doors, while talk of "compromise" and "throwing in the sponge" still continues, while all this goes on, evidence continues to pile up that the record industry is on a three-speed basis. The latest indication of this is the fact that virtually all major phonograph manufacturers, with the exception of RCA which is still not making 33, have accepted three speeds. Philco, one of the top companies and the last major holdout other than RCA, will join the three-speed ranks via a formal announcement in the not-distant future, it is reported by reliable sources.

### Philco Going 45

Philco, it will be recalled, gave a strong boost to Columbia's LP by going 33 when Dr. Peter Goldmark's innovation was first introduced. Now Philco, it is said, will add 45 r.p.m. players (see separate story in *The Billboard's* Music Department) to its new line of fall merchandise. It is believed that Philco will reveal its plans formally late this month or early in August.

With Philco understood to be set to go three speeds officially in a reasonably short time, the list of those on the three-speed wagon is very impressive. It includes Admiral, Crosley, Stewart-Warner, Emerson and all the other noted names in the phonograph business.

How much longer then will it be before the remaining facets of the industry decide to face the facts of the record business circa July, 1949?

### Fait Accompli

In an editorial June 25, *The Billboard* stated that like it or not, the record industry is now on a three-speed basis, that both systems have gained a measure of acceptance, that talk of dropping either speed at this time is unrealistic. It was urged that disk manufacturers accept the fait accompli. It was urged that record manufacturers make available material on all three speeds in order that the public might decide what to keep—or junk.

A number of record manufacturers have already faced the fact that three speeds are here. Maybe not here to stay, but certainly here for the foreseeable future. Certainly the major phono manufacturers are taking a realistic viewpoint.

How about RCA, Columbia, Decca and Capitol taking a realistic view? It might mean burying the hatchet, but it could also mean breaking the log jam now existing in the music business.

## Pipe Down!

HARTFORD, Conn., July 2.—Salvatore Piccolo, of Wakefield, Mass., has been appointed supervisor of music in Dover-Foxcroft, Me., schools. Piccolo plays the violin.

## McConnell Is RCA Exec VP

NEW YORK, July 2.—Joseph H. McConnell, vice-president in charge of finance for the Radio Corporation of America (RCA), has been elected executive vice-president of RCA following a meeting of the board of directors, according to Frank M. Folsom, president.

McConnell has been with RCA since 1941. In that year he joined the legal department of the RCA Manufacturing Company, now the RCA Victor Division. He became general counsel in 1942 and three years later was elected vice-president and general attorney of the RCA Victor Division.

## AFM, Pic Orgs Sked Huddles

NEW YORK, July 2.—The American Federation of Musicians (AFM) and film studios are expected to open negotiations shortly covering employment of musicians.

The AFM headquarters stated that the current term expires August 1. James C. Petrillo, it was indicated, would probably schedule preliminary talks shortly after July 4.

## Deutsche Disk Imports Sold Out

NEW YORK, July 2.—The Deutsche Gramophon longhair line, which is being imported by the London waxery and sold in this country at \$2.50 per disk, has sold out its entire first shipment and two sets of reorders on the first release of the German-produced wax. Oddly enough, the hottest item on the first release was the \$21 *Der Freischutz* excerpts album.

The second Deutsche Gramophon release is skedded for the third week of July and will spot 11 albums and a dozen singles. The list features the Bruckner Symphony No. 8 (at \$28.50), Ravel's Piano Concerto, two Liszt tone poems, Kodaly's *Dances From Galanta*, Haydn's Symphony No. 90 and works by Cherubini, J. C. Bach, Von Einem and others.

## Gallico To Start Own Pub Firm

NEW YORK, July 2.—Al Gallico, professional manager of the Leeds Music Corporation, will leave that company to go into business for himself on or about August 1. Leeds has not yet selected a successor.

Gallico has been with Leeds since the firm's beginning in 1938. Gallico's new company will be known as the Al Gallico Music Company.

The parting with the Levy brothers, Lou and George, is entirely amicable. Gallico is currently pushing Leeds' *Dreamy Old New England Moon*.

## Pubbers Drop Tradition for Pushing Song

### Methods Changing

By Hal Webman

NEW YORK, July 2.—The publisher "plug" song, one of the great traditions of the music business, has dwindled to relative obscurity, according to a number of key record company artists and repertoire executives. They claim that a good number of publishers, ranging from some of the leading houses and including most ever" medium and small publishing firm, no longer offer the "plug" guarantee on a song submitted for recording. But, the a. & r. men caution, a handful of the bigger and heavy catalog pubbers, in spite of the current low ebb in the trade, are still sticking with the "plug"—at least in principle.

### Record Selling

The near demise of the "plug" song era is attributed to the rapidly changing nature of the music business. The growth of the record industry in the past 15 years has gradually hacked away at the value of a live commercial or remote radio plug, initially via the juke box and, in the past couple of years, via the disk jockey. The end result has been that the record has become the publishers' chief outlet to create hit songs.

Until the 1949 Petrillo ban set in, diskers observed the publisher "plugs" on a fairly faithful basis. But since the ban was lifted last December, the record men have veered further and further away from the "plugs." At the same time, the pubber, closely observing the progress of the recordings made on his song, failed to follow thru with his "plug" guarantee if his tune's recordings didn't make the grade.

### Sleeper Hits

With more and more "sleeper" hits cropping up and fewer and fewer of the "plugs" creating any sort of dent on the song market, the publisher, in desperate efforts to keep his earning level up and to try to find a "sleeper" of his own, began to submit 30 and 40 songs at a clip to the diskers. Many handed different sets of songs to each disker with the assurance that any that were recorded would be "exclusives." And any song that was considered for recording by a disker was termed a "plug" by the pubber.

The diminishing meaning of the "plug" song and the devaluation of the live "plug" has had its effect in the employment picture for song pluggers. A recent flurry of pluggers dismissals, which have been attributed to any number of reasons, most of which are focused on the "normal summer slump," actually are due to the fact that the value of the live contact has dwindled along with the "plug" song. Actually, a number of pubbers have replaced song pluggers with disk jockey exploitation men and press agents.

## Contino 25G in Indianapolis

INDIANAPOLIS, July 2.—Dick Contino and his show grossed \$25,000 here for the week ended June 16 at the Circle Theater (capacity, 3,310 seats; prices, 60 to 90 cents, and two shows daily).

Besides Contino, there were 20 stars. *That Wonderful Urge* was the flicker.

## Italian Book Co. Seeks Licenses

NEW YORK, July 2.—The Italian Book Company, owner of the rights to an estimated 1,000 Italian tunes used on foreign language broadcasting stations, is putting the pressure on these outlets to sign licensing agreements. Italian Book warns it will initiate legal action unless stations sign up soon.

According to the American Society of Composers, Authors and Publishers (ASCAP), tunes which are now in the catalog of the Italian Book Company never have had—and do not now have—any connection with ASCAP. The old catalog which was listed with ASCAP under the title of the Italian Book Company is now the Yankee Music Publishing Company, according to a society spokesman.

The licensing fee demanded by the Italian Book Company is geared to the number of Italian shows presented on the outlets and the number of Italians in the community.

## Mercury Going Afield for LP

CHICAGO, July 2.—The currently optimistic attitude on the part of Mercury Records here regarding sale of its LP platters (*The Billboard* June 25), has the diskery's execs contemplating going outside its large European and domestic catalog for material. It was learned last week that Irving Green was contacting other record firms for specialized types of material not available in the Mercury catalog for LP pressing.

Green, when contacted, said that he was dealing with smaller indies who had suitable wax for Mercury's LP series, in an effort to augment the firm's rapidly moving micro-groove line.

Mercury has already sold 60,000 LP's since its first release in April. Included in the July LP release are three new longhair items which will not be released on 78 r. p. m.

## Winterhalter To Cut With Sinatra

NEW YORK, July 2.—Columbia Records' music director, Hugo Winterhalter, will arrange and conduct Frank Sinatra's next date for the diskery. This will mark the first time in the half dozen or so years that Sinatra has been with Columbia that any one other than Axel Stordahl will conduct, tho the singer has on occasions used non-Stordahl arrangements. The Sinatra-Winterhalter date will be sliced the week after next and will spot four new tunes, for one of which a vocal group will be employed.

This, combined with the announcement that Stordahl will not conduct for Sinatra's forthcoming across-the-board radio show, has led a number of tradesters to believe that the singer is breaking his long-time affiliation with the arranger-conductor.

## Shaw Prepares Gospel Package

NEW YORK, July 2.—With Sister Rosetta Tharpe and Marie Knight regularly showing that religious music pays off at the box office, booker Billy Shaw, chief of the Shaw Artists Corporation, has put together a gospel package featuring Rev. Dwight (Gatmouth) Moore, who recently turned to religious music after a lengthy career as a blues shouter.

The package will also spot the Victoria Boys, Ernestine Washington and singing Sammy Lewis.

## Reserved Decision on Telefunken Fight; Counterclaim Filed by Merc; "Smokescreen," Says Cap

NEW YORK, July 2.—Justice Sylvester J. Ryan this week reserved decision on a motion by Capitol Records for summary judgment against Mercury Records. The motion asked that Capitol be declared entitled to sole ownership and use of Telefunken diskings here, an accounting, damages and an injunction to restrain Mercury from issuing disks made from Telefunken masters.

In addition to denying Capitol's claims, Mercury filed a countersuit asking dismissal of the suit and accounting and damages for any Telefunken diskings distributed here by Capitol which duplicate or overlap the Czech diskings in possession of the defendant.

### Case History

Origin of the squabble is in European deals made by the respective waxeries. The first was set by Mercury exec John Hammond in 1947 between Keynote Records, of which he was president, and the Gramophone Works, a Czech Government corporation, for exclusive rights to its diskings. These include German Telefunken masters seized by the Czech as war reparations. The Mercury firm later acquired the contract from Keynote. In 1948, Capitol signed a deal with Telefunken in Germany for exclusive American rights to the Telefunken product, later starting suit against Mercury to enjoin distribution here of any Ultraphon, Supraphon and Esta originated disks pressed from Telefunken masters.

In asking the summary judgment, Arthur Garmaize, attorney here for the plaintiff, presented the following arguments:

1. That when the Czechs confiscated the Telefunken masters, they did so without due process of law and without adequately compensating the owners of the property.

2. That although the Czech Government nationalized the record industry and created a government corporation to handle the disks, it failed to provide the implementing machinery legally to take over the masters.

3. That in addition to the physical property (masters and masters), there is an intangible property right at stake—the right of ownership of the performances contained on the masters. These, Garmaize argued before the court, reside with the Telefunken owners, who acquired them from the artists, and cannot be transferred without consent.

### Mercury's Answer

In answering Capitol's charges,

Mercury attorney Paul J. Kern stated that the defendant has not used or advertised either publicly or privately the name "Telefunken," nor has it represented that any of its records represent original Telefunken waxings. Mercury, he claimed, has the full right to merchandise the Czech diskings by virtue of its contract. The Czechs, he said, were within their rights under international law in seizing the German property as war reparations, that they were fully entitled to make the deal with Keynote and that the current Czech regime recognizes and honors the agreement, which was made during the Benes regime.

In an affidavit by Hammond, it was stated that Mercury has invested approximately \$100,000 in the production of the Czech disk line. It was also alleged that the Telefunken company is an alien, subject to the alien property law in the United States and that any American rights to its products were suspended and transferred to the alien property custodian.

In this affidavit as well as in Kern's answer and counterclaim, Mercury alleges that some of the Telefunken disks being sold by Capitol here were made under Nazi domination by Nazi-approved artists, that the United States is still technically at war with Germany, and that the defendant "regards such name and label as a distinct business and moral liability in view of the intimate tie-up of Telefunken and the late Nazi regime of Germany."

A Capitol spokesman referred to these charges as "so much window dressing," pointing out that in reality the war is over, and that under clearance by our military government German firms are now allowed to do business. The Telefunken firm has had this official clearance, he said.

HOLLYWOOD, July 2.—Continuing its legal battle against Mercury, Capitol Records, claiming ownership of U. S. rights to the Telefunken line and seeking a summary judgment against Mercury from releasing Telefunken recorded disks, presented its basis for these claims in a brief filed with the U. S. District Court in New York on motion for summary judgment.

Noteworthy statements contained in the Capitol brief and which were intended to answer those contained in Mercury's brief are: "Telefunken operates under the supervision of the Joint Export-Import Agency, Berlin Branch, United States Sector. The (See *Reserved Decision on page 19*)

## Indies Flock to AFM With Requests for Disk Licenses

NEW YORK, July 2.—Despite the lull in the record business, many new independents are flocking to the American Federation of Musicians (AFM) for disk licenses. The latest check-up indicates that 371 companies have signed the trust agreement. In addition, 68 transcription companies have been licensed.

In addition to the above companies which are already under the wire, an estimated 100 record companies have made inquiries and have indicated their intent to take out AFM licenses and sign the trust agreement.

A previous check-up, made several months ago, indicated a total of about 175 companies signed at that time. Shortly after the lifting of the record ban by James C. Petrillo, AFM president, waxeries were taking out licenses at the rate of 30 per week. The flow now ranges from 6 to 10 per week, all of which indicates that the

total figure will soon pass the 400 mark.

### 700 Before Ban

Prior to the disk ban, more than 700 record companies were licensed. When Petrillo terminated the ban, however, it was expected that only about 150 or 200 diskeries would start to function, particularly in view of the AFM's expressed intention of screening all applicants with regard to their financial status and reliability.

According to the office of Samuel J. Rosenbaum, the administrator of the AFM's fund, many of the companies signing the trust agreement are completely new to the business. Another interesting point is the fact that quite a number of the new licenses are songwriters who have raised enough capital to take a flier in the disk business.

## IATSE Plugs Pub Revamps

NEW YORK, July 2.—Home Office Employees, Local H-63, International Alliance of Theatrical Stage Employees (IATSE), is making a drive to organize the music publishing industry. The union has lately been active at Carl Fischer, where 200 employees voted this week to be represented by the local. The union is now waiting for certification of the election by the labor board. A membership meeting is scheduled for today, at which a set of demands are scheduled to be drawn, preparatory to beginning negotiations. The unit includes clerical, secretarial, maintenance, accounting, packing and shipping employees.

Prior to the Fischer development, the union was declared bargaining agents for an all-inclusive unit at Robbins, Miller and Feist, and also at Harms, Witmark and Remick.

The union hopes to organize the Gustav Schirmer Company following the conclusion of the Fischer negotiations.

## Pollack Boosted At Mills Music

NEW YORK, July 2.—Bernie Pollack, veteran music man who has been with Mills Music from the firm's inception, yesterday (1) was appointed professional manager by Jack Mills, the company's topper. The appointment coincided with Jack Mills' celebration of the 30th anniversary of his company. Pollack, thru the years, has worked on such top standards as *Stormy Weather*, *Stars Fell on Alabama*, *Sophisticated Lady*, *Ain't Misbehavin'*, etc.

A flock of maestros are giving Mills a send-off in honor of the 30th anni. Fred Waring started the ball rolling on his network show Thursday, when he played a number of the catalog's tunes in connection with the anniversary.

The company this week released its catalog, a 48-page job containing 5,000 salable items, including symphony, choral and educational works, teaching methods, etc.

## Quality Records Building Plant

NEW YORK, July 2.—Quality Records, Ltd., affiliated with Loew's, Inc., for the exclusive manufacture and distribution of MGM disks in Canada, has started construction of a plant in Scarborough Township, a suburb of Toronto. The plant, to cost \$500,000, is expected to be in full operation by end of the year and to employ 125 persons.

In addition to the manufacture of domestic disks under the MGM label, the plant will turn out Canadian-produced wax for the domestic market and transcriptions for station use.

Edward Joseph, formerly with MGM Records at Bloomfield, N. J., has been appointed plant manager of the Canadian company. Richard B. Dreazen is general sales manager, Don McKim handles promotion and Bill Stoeckel is sales rep.

## RCA Pops Adds O'Duffy, Deutsch

NEW YORK, July 2.—RCA Victor has added a couple of new artists to its pop roster in the persons of veteran orkster Emery Deutsch and singer Michael O'Duffy. Deutsch, who specializes in gypsy and Continental music, has etched an album for Victor which will be released in September.

He last recorded for the Majestic diskery.

## ASCAP Target Of BMI Attack At NAB Clinic

(Continued from page 8)

rights he could visualize, he said, would be a situation in which a scene from a copyrighted play was actually presented as originally portrayed in the theater.

Burton told the broadcasters to bring to court some of the situations in which license orgs are demanding a higher fee for transcription pressings than for regular records. Current practice is for these orgs to demand 25 or 50 cents per transcribed pressing for musical rights, whereas they get only 2 cents per regular record.

He also lashed out at the practice of some publishers who put a copyright notice on music that should be in the public domain and then demand a per-performance fee when the music is broadcast. He claimed a lot of unscrupulous firms were doing that and the only way to stop the practice would be for broadcaster to refuse to pay the requested fees and bring those who demand them into court. This way, he said, many fraudulent operators could be put out of business.

After the session, broadcasters agreed the operation of fraudulent copyrighters (they alleged some were ASCAP firms) had plagued the industry in the past few months. As a result of what Burton had told them, they claimed, they were going to try to stop the practice by taking legal action wherever possible. In instances, they claimed, where publishing companies would not bring the matter to a legal head, they merely would adopt the practice of non-payment for performance rights.

## Marks Ankles Spotlite Disks

NEW YORK, July 2.—Frank Marks has resigned as prexy of Spotlite Records because of ill health. Bess Berman, Apollo prexy, is taking over until a replacement is found for Marks.

Meanwhile it was learned that Spotlite is cutting and pressing the disks for the operation recently set up in Cincinnati by William Palazzolo, Petri wine topper, and Mike Brawley, former MGM Records distributor there. As previously stated in *The Billboard* June 11, Palazzolo and Brawley have a new wrinkle—they are selling to chain stores, super markets, etc., with each individual chain getting its own label on the disks. First such label is the Albers line, for the Albers grocery chain.

A second label, Capri, has been launched as part of the operation, but will be beamed toward juke ops and disk dealers rather than the chain stores.

Warbler Bud Brees, who has been waxing for Spotlite, has cut 10 sides for the labels. Brees is leaving New York Sunday (3) on a disk jockey promotion tour. He plans to contact spinners in 10 Eastern States.

Price is two disks for 75 cents.

## Music for Sticks Up to Uncle Sam

TAMMINGTON, Pa., July 2.—Rep. Jacob K. Javits (R., N. Y.), speaking at the 15th annual Tamiment Social and Economic Institute here this week, called on the federal government to put dollars behind a move to bring theater and music to the sticks.

"There are 397 cities with a population of over 25,000 in this country and 104 with a population of over 100,000," he said, "but only 30 are reached by theatrical companies or first-grade musical performers."

## 52G Assist

PHILADELPHIA, July 2.—Dave Stephens, WCAU maestro, probably had a hand in helping Rush Clarke, of Rochester, N. Y., win \$52,000 on last week's *Sing It Again* show on the Columbia Broadcasting System (CBS). Playing the *Dave Stephens Show* on the Columbia web last Saturday (25), the maestro commented on the music of 1926 and tossed in the remark, "that was the year Gertrude Ederle swam the English Channel."

The next item on the program was a promotional announcement about the phantom voice on *Sing It Again*. That night, Clarke identified the phantom voice as that of Gertrude Ederle.

## Philco May Add 45 Players to New Fall Line

NEW YORK, July 2.—The Philco Corporation will add 45 r. p. m. players to its new line of fall merchandise, according to unofficial reports. Philco, queried on the matter, refused to comment officially on the matter at this time, but nevertheless indicated the report had a "probable" basis of truth.

The Philco development—when and if it materializes—is of high trade significance. It means that virtually all important phono manufacturers, with the exception of RCA, are on a three-speed basis.

It is believed that Philco, which went LP at the beginning of that development, will formally announce its decision to go there speeds at a forthcoming Philco distributor convention, at which time distributors will be apprised of the firm's new line. No date has been set for the convention, but it is expected to be held late this month or early in August.

## Odorizzi Named Victor Veepee

CAMDEN, N. J., July 2.—Charles M. Odorizzi has been appointed vice-president in charge of service of the RCA Victor Division of the Radio Corporation of America, according to an announcement by J. G. Wilson, executive vice-president.

Odorizzi recently resigned as vice-president and general manager of the mail-order division of Montgomery Ward & Company, in which capacity he served for four years.

## Coast Radio Musickers Hit Hard by Net Seg Lay-Offs

HOLLYWOOD, July 2.—Radio sidemen face slim pickings this summer, with demand for orksters down 25 to 50 per cent. A check of Local 47, American Federation of Musicians (AFM), revealed that at least 25 network commercial stanzas were canceled or took summer lay-offs, with an estimated 4,646 jobs thus eliminated. Only about 20 commercial shows will remain airborne during the summer, forcing idle sidemen to accept low-paying sustaining shows, if and when available. Development work undertaken by National Broadcasting Company (NBC) and other nets will hike number of sustainers above previous levels, but work will be spread thin among sidemen—and sustaining take will be small.

Outlook for fall, however, is bright,

## Fox Going to Court in War On Royalty-Chiseling Indies; Disk Royalties Down 30%

NEW YORK, July 2.—Harry Fox, publishers' agent and trustee, late this week kicked off a drive against a flock of indie record companies who he alleges are delinquent in payment of mechanical royalties. Pubs viewed Fox's move with high approbation, particularly in view of a sharp slump in mechanical royalties for the second quarter of this year. A number of the companies at which Fox is aiming are close to the top of the indie classification in financial status. *The Billboard* is not mentioning their names in this story because, in a number of instances, legal papers have not yet been filed. Attorneys representing Fox and the music publishers, however, have been given the green light to draw up the necessary papers. Indications are the billets-doux will be filed within a few days.

Fox stated: "Some of these fellows are bad boys... there's no use waiting any longer." Six companies are due to be served in a day or two. Next week, according to Fox, others will be added to the delinquent list.

Fox said the attack on non-paying indies would virtually amount to a "war." In addition to those being used, he indicated, a number are being put "on notice." Penalties, of course, are cancellation of license and revocation of special royalty deals some of the companies enjoy with publishers. For instance, at least one diskery is being told that it faces loss of its 1¼-cent royalty deal in the event it does not come up with

a proper count for Fox's publisher clients.

### 30 Per Cent Drop

The drop in mechanical royalties for the second quarter of 1949 is estimated at approximately 30 per cent off the first quarter. Returns on the first quarter were none too good, and, of course, the current decline was expected. It mirrors the slow disk market resulting from a combination of the usual summer slump and the buyers' hesitancy on account of technological changes.

## Capitol, Tower In Deal for 21 Strong Masters

CHICAGO, July 2.—Dick Bradley, prexy of Tower Records, has concluded a deal with Jim Conkling, Capitol a. & r. chief, to turn over 21 Benny Strong masters, eight of which have not yet been released, for an undisclosed cash settlement plus a royalty deal. Deal was initiated at a meeting in Hollywood two weeks ago. Bradley said he has also okayed Strong's contract release before the August 15 expiration date. Strong jumped to Capitol a month ago (*The Billboard*, June 11). It's expected he will record for Capitol within the next four weeks.

Bradley has also been asked by Conkling to co-operate with him in the first Strong session. Another meeting between Conkling and Bradley is being arranged, with Bradley rumored taking over other cutting duties for Capitol in the Midwest.

Tower has inked Gloria Hart, Art Kassel chirp, who will record with her own ork, the Hart Beats, for the Chi diskery. Miss Hart is leaving Kassel in Septemebr to do a single, with Tweet Hogan booking. Tommy Carlyn, Music Corporation of America orkster, is also working out a recording deal with Tower.

Bradley said Conkling is currently making arrangements for Capitol to work out a deal whereby the firm's selling agent in Europe will handle Tower wax in England and on the Continent.

## Linke Quits Cap For Sammy Kaye

NEW YORK, July 2.—Dick Linke, Eastern publicity director in charge of national publicity for Capitol Records, this week resigned his job to take a new post with the Sammy Kaye organization.

Linke will do a public relations job for Kaye in connection with the orkster's new Chrysler radio show and will generally supervise promotion for the band. Dave Alber, Kaye's regular press agent, will continue to work for the orkster.

Linke's resignation is effective July 11.

## Sam Fox Expands Coast Operations

HOLLYWOOD, July 2.—Sam Fox, head of the publishing firm bearing his name, trekked to the Coast this week on a business-vacation trip, during which time the pubber plans to expand his Coast operations. Fox will open enlarged offices in Hollywood's Taft Building and will add personnel early this fall. Harry Coe remains Coast contact man for Fox, handling Movietone Music and Hollywood Songs, two Fox subsid firms.

## Goldman To Cut Columbia Wax

NEW YORK, July 2.—Columbia Records this week completed a deal with veteran band conductor Edwin Franko Goldman to slice an album of band music for the diskery. Goldman, who has conducted the summer band concerts on the Central Park Mall here for many years, will cut the sides with a 53-piece orchestra.

The veteran conductor hasn't sliced wax for a number of years but is represented in the Columbia catalog with an earlier band album.

## Bluebird Bows

Aug. 15 at 49¢

NEW YORK, July 2.—Victor's low-priced Bluebird line will debut about August 15.

The price has been set at 49 cents.

according to Phil Fischer, Local 47 radio-tele rep. Fischer said the coming season should see return to normal radio work, with an additional boost from video kinescoped shows adding to employment volume.

One discordant note, observed by local orksters, is the growing number of scale jobs being dangled before well-known sidemen and conductors. Several top batoneers are reported to have inked deals for next season at scale, while other top caliber musical directors, heretofore heavy earners, have been approached by agencies with "strictly scale" offers. Both union and orksters fear that continued acceptance of scale jobs by key men will destroy the high income level established and force all comers to work for scale—or be idle.

## Big-Name Orks For 3 South N. J. Resorts

ATLANTIC CITY, July 2.—The new summer again finds three dance spots in the South Jersey resort area bringing in name bands. In addition to the Marine Ballroom of Steel Pier here, name tootlers will be paraded at Orsatti's Casino at nearby Somers Point, and at Hunt's Starlight Ballroom in Wildwood. The Steel Pier, which started earlier with Harry James, Sam Donahue, Charlie Barnett, Skitch Henderson and Buddy Williams, has Ray McKinley current and follows up for the remainder of the season with Freddy Martin, Larry Clinton, Tex Beneke, Sammy Kaye, Louis Prima, Vaughn Monroe, Gene Krupa, Carmen Cavallaro, Tommy Dorsey and Tony Pastor.

Orsatti's Casino, with 3,500 capacity, opened last night (1) with Alvino Rey, with the follow bringing in Carmen Cavallaro, Horace Heidt's *Parade of Stars*, Victor Lombardo, Duke Ellington and Louis Jordan.

Hunt's Starlight Ballroom will play the names for week-ends only, kicking off tonight (2) with Larry Clinton, continuing with Sam Donahue, Tony Pastor, Louis Prima, Les Brown and Charlie Spivak for the first August week-end. Others are to be set both at Orsatti's and at Hunt's.

## Copyright Fee Hike Protested

PHILADELPHIA, July 2.—The Songwriters' Association of Philadelphia, headed by Publisher-Composer Frank Capano, and including the town's tunesmiths and pubs, protested to President Truman and a string of U. S. Congress members this week against the raising of copyright fees for published songs from \$2 to \$4 and for manuscripts from \$1 to \$4.

The association declared the fee hike for unpublished songs "is a terrible blow to the writers whose works are unpublished and creates a hardship that can very well discourage the writing of music and the further development of authors and composers." Its letter calls on the President and the lawmakers to bring back the fee for unpublished manuscripts to \$1 "and let the composers of America march on and not deter them in their genius for writing the songs that keep America in the forefront of the musical world."

## Didja See Jackie? Johnson Didn't, So Now Shares Tune

NEW YORK, July 2.—Orkster Buddy Johnson, who wrote, whose ork initially recorded and whose publishing firm published *Did You See Jackie Robinson Hit That Ball*, last week gave up one-third of the writer's share of that song to the Brooklyn Dodgers second baseman. It seems that Buddy neglected to consult with Robinson when he wrote and recorded the epic for Decca. To forestall any animosity on the part of the ball player and/or the Dodgers' management, Johnson handed a piece of the song to Jackie as a token of good will—and all is well between Dodger-ville, Johnson and Decca.

Meanwhile, the publishing aspect of Johnson's career has managed to round up a new recording of the baseball epic on the Victor label, with Count Basie's ork offering the testimonials.

## Goemare Tells How Diskers In Europe Fight AM Peril

By Jerry Wexler

NEW YORK, July 2.—In Europe it is the record manufacturers who are carrying the fight against unrestricted air play of disks, according to Pierre-Jean Goemare, sales manager of French Decca, who is here on a business trip. Goemare, in an interview with a *Billboard* reporter, pointed out that in America the musicians' union appears to be the only agency agitating for a curb on indiscriminate and unlicensed broadcast. The manufacturers here, he went on, are not merely passive in the matter, but are engaged in an all-out effort to get records played by as many disk jockeys as possible as many hours as possible.

In France, according to Goemare, no station is permitted more than three hours daily record broadcast. Such broadcast, moreover, is licensed; and part of the fee paid by the station is turned over to the musicians' union. Similar procedures are in effect thruout most of the Continent and in England.

The French Decca firm, Goemare said, is currently suing Swedish broadcasting for purported violation of these regulations, and has notified the Belgian radio people of a similar alleged infringement. European copyright law, he said, provides the record companies with the legal apparatus to proceed.

Another source of strength for the diskeries abroad, Goemare said, lies in the World Federation of Phonograph Industries, to which almost every important manufacturer belongs. The federation is active, its members support its activities with conviction and unity of purpose, Goemare said. "Collective action by the European manufacturers has enabled us to fight abuses with great success," he said.

The consensus among European diskers, the French Decca exec said, is anti-33 and 45-r.p.m., insofar as the immediate future is concerned. Most of the heavyweight European diskeries also manufacture phonographs, he pointed out, and consequently are in a position to call the turn on new-speed machines as well as records.

### Promotion-Minded

The diskeries there are quite promotion-minded, Goemare said, giving as an example the gimmick now being used by his own company of using a small photo of the artist on a record label. Not every performer is so honored, but the more important ones are, and the company noticed an immediate spurt in sales after the first disks with picture-labels went on the market.

French Decca was organized in 1947, and has import-export agreements with English Decca and American Decca. Headquarters are in Brussels, both because the firm is an outgrowth of Belgian Decca and because Belgium's exchange regulation

laws are less restrictive than France's. Goemare is here to discuss possible renewal of the reciprocal deal with American Decca and to investigate possibilities of handling non-competing indie lines in France.

## Wahoo! Dizzy Says Iroquois Invented Be-Bop

NEW YORK, July 2.—Devotees of be-bop will be handed a terrible jolt next week when the king of the boppers, Dizzy Gillespie, will break down and make the following confession, as concocted for the Tall-Story-of-the-Month Club by his press agent, in conjunction with his Thursday (7) opening at Bo. City here:

"Dizzy Gillespie, who contends that be-bop is not new music, but the oldest rhythm in the world, has chosen his Bop City engagement to mark the 500th anniversary of be-bop. According to Diz, the Iroquois Indians were the first to play be-bop five centuries ago, using tom-toms, birch piccolos and buffalo horns.

"Gillespie, who claims to have made an authentic research, maintains the first be-bop was a war chant which demoralized their enemies more completely than their crude weapons. It's Gillespie's belief that the music (?) was originated by an Iroquois medicine man, looking for a spell to cast over their traditional enemies, the Algonquins, sometimes known as the Hurons.

"The last remnants of the Iroquois tribe, now peacefully residing in up-State New York, have been invited to Bop City by Dizzy to join in the festivities, marking this hallowed anniversary of the music given America by their tribe.

"Altho the famed be-bop king is prepared to authenticate his story, he has been besieged with numerous phone calls from music lovers thruout the nation urging him to 'give be-bop back to the Indians!'"

## Whitty Heads Rego Label

DETROIT, July 2.—Grand Central Music Company, owner of the Rego Record label, has elected Al Whitty as president to succeed band leader Pete Viera. Other new officers are: vice-president, Jack Combs, songwriter; treasurer, Bob Calder, and secretary, Peter Uryga, composer and band leader. New directors, in addition to the officers, are Robert Siebert, president of American Federation of Authors and Publishers; John Lebow, song pluggler, and Percy Greenfield, songwriter. The company owns *Cornbelt Symphony*, which has been waxed by 12 labels, in addition to its other musical properties.

## Radio Luxembourg's Revival Hypo to English Music Box

(Continued from page 3)

on behalf of Whisk, the unrated soap powder. His will be a complete 30-minute band program. During the show, listeners will be asked to send in a list of six objects used temporarily and then thrown away. The show is titled *Treasure Hunt*, and each week the sponsors give prizes totaling \$500 in cash.

J. Walter Thompson, who handles the foregoing program, has also booked Felix King and his ork, now resident at the exclusive Orchid Room night club, to supply the musical background to the *Pin-Up Princess for a Day*, featuring Stewart

McPherson, Canadian commentator who is, incidentally, one of the British Broadcasting Corporation's most popular artists.

Carroll Gibbons, who has been resident with his orchestra at the Savoy Hotel for 13 years, has started his series for Colgate's Toothpaste. He is using his full band and vocalist Alan Dean, a member of the Keynotes, popular vocal group which records for London label and Decca.

Radio Luxembourg Prexy Frank Lee anticipates an early return to prewar standards for commercial radio.

## Nat'l Dance Wk. Bally Seeking AFM Backing

NEW YORK, July 2.—The shaping of a promotion plan with which to kick off a campaign for national dance week (*The Billboard*, July 2), began this week with an effort to draw the indorsement, support and co-operation of the American Federation of Musicians (AFM). Howard Sinnott, one-night booker for General Artists' Corporation (GAC), this week met with Rex Ricciardi, AFM exec. and discussed the project, which is being sparked by the National Ballroom Operators' Association (NBOA). Sinnott says that the dance week scheme met with favorable reaction from Ricciardi.

He was advised that the AFM public relations office would be consulted and that the plan would be further discussed among the top brass of the union.

## 802 Skeds 3 Concerts Daily

NEW YORK, July 2.—Local 802, American Federation of Musicians (AFM), has scheduled at least three free musical performances daily during July, according to Richard McCann, the local's president. On some days the schedule calls for more than three, the number for the month adding up to 102. Concerts are paid for by the recording and transcription fund.

Concerts will be given at homes for the aged and convalescent, veterans and civilian hospitals, psychiatric institutions, public schools and other locations. Bands will range from small strolling groups to 50-men symphony orchestras.

During June 100 free musical programs were given. Plans are to continue the musical sessions thru the year.

## Lombardo Cuts Pop Disk of "Blue Skirt"

NEW YORK, July 2.—Guy Lombardo is scheduled to cut a popular version of the Mills tune, *Blue Skirt Waltz*, for Decca Records.

Some 19 records on the tune are already out, but they're all polkas. Decca, in fact, already has a *Blue Skirt* disk made by Sokach-Habat.

Some of the polka versions have been selling so well that a pop arrangement is figured to have a good chance to hit.

## Victor To Release Album With Pope's 1950 Proclamation

NEW YORK, July 2.—RCA Victor will release a religious album shortly featuring the voice of the Pope reading the official Catholic proclamation of the holy year of jubilee, which is celebrated in 1950. An English translation is heard behind the Pope's Latin reading.

The album, titled *Anno Santo*, was scripted by the Rev. Thomas Lisk and has church sanction. An American Catholic priest cut the Pope's proclamation in Rome on an e. t. for incorporation into the album, which has music, narrative and dialog in addition to the proclamation.

The diskings were made under the supervision of Steve Carlin, head of children's, religious and educational a & r for Victor. Carlin will leave for a two-week trip to Hollywood Thursday (14) to look over material, sign talent and cut some albums for the kid market.



# TV Indies To Get Stronger Voice in ASCAP Pacting

WASHINGTON, July 2. — Independent television operators are getting fuller representation in negotiations on a music pact between the video broadcast industry and the American Society of Composers, Authors and Publishers (ASCAP), it was learned.

Negotiations toward settlement of the pact are continuing to show progress, altho developments are moving slowly. Leaders on both sides are continuing to reflect optimism over the prospect of the conclusion of a pact before the month's end. To expedite consolidating opinion on the TV side, TV-ers are mulling a plan to give indie video ops increased representation on the National Association of Broadcasters (NAB) TV Music Committee which has been handling the negotiations with ASCAP.

Talk is that vice-chairmanship on the committee may be created and that the post will be filled by an indie TV broadcaster. Such a move, it is explained, would give reassurance among indies, where necessary, that any deal consummated with ASCAP will represent the demands of indies as well as TV networks. Indies, it is learned, have chafed quietly over what one described as "too strong a role" being played by networks reps on the TV industry side.

### Per-Program Deals

An increased voice by indies in the negotiations is seen by some indies as vital at this stage, particularly since discussions have reached the point where per-program license deals are being weighed. These would affect indies as well as networks. Some talk has been heard that Robert Myers, head of the NAB TV Music Committee, has expressed willingness to withdraw from his committee role and let an indie supplant him if this

# Robbins To Plug Tune Via Jukes

NEW YORK, July 2.—Robbins Music is trying out a promotion that is extraordinary for a pubber. It is buying and spotting 1,000 Vera Lynn London diskings of the tune *You'd Be Hard To Replace* in key juke boxes in Philadelphia. The hope is to repeat the success of *Again*, which began on a Vera Lynn platter in Philadelphia and later hit the top via the London and other labels' waxings. The placing of the disks is being coordinated by Elliott Wexler, of the Kayler distribbers, which handles the London line for Philadelphia, and by juke ops, to ensure that the disk gets in spots where they will do the most good.

The tune is from the Harry Warren-Ira Gershwin score for *The Barkleys of Broadway*.

## Aw, Rats!

HOLLYWOOD, July 2.—If you don't believe the booking biz is a rat race, just ask Jack Kurtzie (of the agency of the same name). Kurtzie received this request from John Bowers, owner-operator of the Club Fireside, Coos Bay, Ore.:

"Please fly one dozen white rats to me soonest possible for July 10 rat race here at the club. Rat racing is becoming quite the rage in these parts. We are running races here twice nightly."

Pied Piper Kurtzie (Local 10, Chicago) can get the rats, but is wondering how he can sign them up on an exclusive basis.

would help matters, but Myers is looked upon generally with favor.

On the TV side of the negotiations, several revisions to the original music committee report are under study, and at least three separate drafts of suggestions are known to be under study. The current belief, however, is that the main issues will not be altered substantially. The general tendency at present is to avoid rushing matters.

# 20th Fox, Dress Firm Tie In on Mercury Disk

NEW YORK, July 2.—A unique double promotional tie-in has been set by Mercury Records on a new Vic Damone platter, with the Dan River Mills joining in exploitation of one side, and 20th Century-Fox films sharing on the other.

The Dan River firm, which manufactures dresses, has purchased 10,000 copies of the platter, and will give away a copy with each of a back-to-school dress it sells. The tie-in side here is *My Bolero*, a Shapiro-Bernstein tune. Disks, purchased at distributor prices, will be sent to retail dress shops and department stores for distribution with the dresses. The stunt will be launched August 1 at Mandel Bros. in Chicago, with Damone making a personal appearance to autograph disks. The firm is planning a national ad campaign in 17 mags, plus ads in a flock of local papers.

Twentieth-Century is joining in exploitation of the flipover, *Through a Long and Sleepless Night*, from the forthcoming flick, *Come to the Stable*. The tune is being handled by Miller Music. It has purchased a quantity of the Damone disks to play in theaters where the film is shown. The warbler will be host at a special preview in Chicago for disk jockeys, distribbers, trade papers and others connected with the music business.

### RESERVED DECISION

(Continued from page 16)  
agreement between Telefunken and the plaintiff (Capitol) was made after dealings with Germany were authorized by the United States Government and was approved by the Joint Export-Import Agency, Berlin Branch, United States Sector.

"Defendant (Mercury) does not pay Telefunken's artists the royalties and the guarantees on royalties Telefunken has agreed to pay them . . . The plaintiff (Capitol) on the other hand does pay the royalties and also contributes to Telefunken for the cost of the recordings and the cost of the matrices.

"The defendant (Mercury) is sufficiently experienced in the business to know that its use of the (Telefunken) matrices is a total disregard of the rights of the plaintiff (Capitol) and its predecessor in the interpretative performances, constituting legal malice."



### Blue Lantern for Sale

DETROIT, July 2.—The Blue Lantern Ballroom at Island Lakemede, known for years as the former home of the Jean Goldkette orchestra, is up for sale, it was learned this week from Felix Donay, who is the principal owner of the property. The Blue Lantern is being leased to Philip Parlove, with two more years to run on the lease, with a son, Joe Parlove, a former orchestra leader, as manager.



is the TIME to CASH IN



-  SOME ENCHANTED EVENING BING CROSBY  
Decca 24609
-  BALI HA'I
-  NOW! NOW! NOW! IS THE TIME ANDREW'S SISTERS and RUSS MORGAN  
Decca 24664
-  OH, YOU SWEET ONE (The Schnitzelbank Song)
-  MAYBE IT'S BECAUSE GORDON JENKINS  
Decca 24650
-  IT HAPPENS EVERY SPRING
-  THE FOUR WINDS AND THE SEVEN SEAS GUY LOMBARDO  
Decca 24648
-  WHEN MY DREAM BOAT COMES HOME
-  BE GOODY GOOD GOOD TO ME EVELYN KNIGHT  
Decca 24655
-  DON'T EVER MARRY FOR MONEY GORDON JENKINS  
Decca 24602
-  (You Must Only Marry For Love)
-  AGAIN GORDON JENKINS  
Decca 24602
-  SKIP TO MY LOU
-  I DON'T SEE ME IN YOUR EYES ANYMORE THE STARDUSTERS and GORDON JENKINS  
Decca 24576
-  BECAUSE YOU LOVE ME
-  RIDERS IN THE SKY—A Cowboy Legend BING CROSBY  
Decca 24618
-  LULLABY LAND

**NOW AVAILABLE!**  
the HIT TUNES from "MISS LIBERTY"

(Just One Way to Say) I LOVE YOU	AL JOLSON Decca 24665
PARIS WAKES UP AND SMILES	
LET'S TAKE AN OLD-FASHIONED WALK	
LITTLE FISH IN A BIG POND	DICK HAYMES with GORDON JENKINS Decca 24666
HOMERWORK	ANDREW'S SISTERS Decca 24660
ONLY FOR AMERICANS	

75¢ EACH (Plus tax)

Don't wait for  
your salesman—  
**ORDER TODAY!**



America's Fastest Selling Records!

# Senate Hokus-Pokus Keeping T-H Clamp on Welfare Funds

(Continued from page 3)

welfare funds under the direct supervision of the secretary of labor and remove the requirement that employers must be represented in the administration of such funds. The new bill provides that employers may waive their right to be concerned in administration.

Existing welfare contracts would not be affected until date of their expiration or July 1, 1950, whichever is the earlier. This means that, should the bill be enacted, the welfare fund of the American Federation of Musicians (AFM) would have to be examined by the secretary of labor by next July, and he would have to certify that the AFM fund is operated in conformity with all legislation.

## Humphrey Objects

Commenting on the issue, Sen. Hubert H. Humphrey (D., Minn.) declared there is no reason to limit welfare funds in any way. "All evidence indicates that union and health welfare funds have always been administered competently and honestly," said Humphrey. "There can be no possible justification for the government's imposing such a restriction on private bargaining rights on the theory that abuses might occur in the future."

The parliamentary situation in the Senate was such that the solons had no opportunity to vote on the merits or demerits of welfare fund restrictions. The fund provision was bound up in what was termed the Taft substitute for three sections of what started out to be a Taft-Hartley repealer.

The 49-44 vote by which the substitute was accepted broke across party lines, with liberal GOP-ers voting with the administration Demo-

crats and most Southern Democrats voting for Taft provisions along with regular Republicans. The amended labor bill now goes to the House Labor Committee, which has been discussing the similar Wood Bill. The House bill, however, leaves present T-H welfare fund provisions as they are.

## Palda and Cowboy Ink Pact in Philly

PHILADELPHIA, July 2.—Negotiations were concluded this week for the Palda Record Company here to manufacture and handle the distribution of Cowboy Records. Palda has a label under that name for string band waxings and owns several other labels, including Noel for Christmas music, Tower for Irish music, and others for race, hillbilly, children, etc. Cowboy, which is the oldest existing waxwork here, specializes in hillbilly, Western and folk, and its catalog includes such familiar names as Jesse Rogers, Curly Herdman, Elmer Newman, Ray Whitley, Shorty Warren, Broadway Buckaroos and Polly Jenkins.

Palda will reissue many of the earlier sides, with James E. Myers, Cowboy prexy, continuing to handle artists and repertoire chores for the label and supervise the recording sessions. Terms of the deal include guaranteed production on a monthly basis against a royalty figure made for the over-all Cowboy catalog. The deal was negotiated by Myers and Jack Howard, Cowboy vice-president, who will continue to handle the label's advertising and promotion, with Palda's head man, Dave Miller, and Albert Miller, Maurice A. Granatour, local attorney who holds an interest in the Cowboy label, handled the legal details.

## "Fall-In" Place

NEW YORK, July 2.—A "fall-in" place for pluggers, pubbers, musicians and others in the trade is being readied by tenorman Georgie Auld at the Hotel Markwell on 49th Street. Auld has bought into the Markwell's bar and is remodeling the room, which will be known as "Georgie Auld on Tin Pan Alley."

Auld will not play but will act as host, and has engaged pianist Ralph Burns, who will be on the stand at regular times to play demonstrations for any writers or pubbers who happen along, or just to play.

## BMU Frowns On BG's Deal

NEW YORK, July 2.—Benny Goodman this week received a letter from the British Musicians' Union (BMU) which reprimanded the orkster for not contacting the BMU in making arrangements for his forthcoming appearance at the Palladium Theater in London. Goodman's appearance at the theater was handled as an act rather than as a music presentation and was cleared thru the British Variety Artists rather than the BMU. The treatment of Goodman's package as an act is based on the fact that the orkster is going to make complete use of the book show which he has been using in theaters here.

Goodman has obtained all the necessary Ministry of Labor papers and permits for his London engagement. His troupe, including a girl singer, a dance team, a boy singer and comic, also have been cleared for the engagement which commences July 18. They are to fly to England Thursday (7).

## Price Wars Hurt TV Sales; Ad Gimmicks in Boomerang

(Continued from page 14)

Stores, New York, appeared to have touched off another advertising battle with an ad that stated: "Name your price on any famous make television and we'll try to meet it. We'll give discounts from 20 per cent up to 70 per cent off." Altho the ad did not quote any prices, it listed the names of such manufacturers as RCA Victor, Philco, Emerson, Admiral, Crosley, General Electric, Olympic, Motorola and Travler.

The Times Square ad followed upon another price flare-up that started two weeks prior to the present affair. At that time, however, the ads listed makers, list prices and sale price tags. It was R. H. Macy & Company that created the big noise then with an ad that touted the store's private brand with copy that read, "You can't play a nationally advertised label! A nationally touted trademark doesn't make your TV reception any better—or your TV set any better looking."

### L. A. Deluged

The Los Angeles market has also been bombarded recently with a series of gimmick ads. Schulman Brothers bought space in the local papers to advise the consumer that they were "the first in the United States to offer television for only one cent" and: "The full price of this new 1949 television (Model 702) will cost you exactly \$0.01 (1 cent)—that's all—with the purchase of a Philco Model 1475 television set, as illustrated on this page, at guaranteed factory list price, \$734.00." The same city's Television Theater offered a

## Dial Purchases Comet Catalog

NEW YORK, July 2.—Ross Russell, Dial Records prexy, has bought the Comet catalog from Black & White. He will bring out selected Comet items on Dial, pioneer bop indie.

First on the agenda are five 12-inch platters which will be cut to the 10-inch size. These comprise six diskings by pianist Art Tatum and four by Red Norvo and a group of all-stars. The Norvo sides, featuring such sidemen as Dizzy Gillespie, Charlie Parker and Slam Stewart, have been in strong demand by collectors, having been in short supply here on the Comet label.

## '49 TV MARKET

(Continued from page 14)

urgent consumer demand for durables has been met." The agency advised stores and manufacturers "to undertake more aggressive merchandising programs in terms of producing and selling products of the price, style and quality that customers are willing and able to buy."

The board commented that while credit sales of durables were increasing yearly, cash sales still were more important than they were before the war. Last year, credit accounted for 48 per cent of appliance sales, compared with 42 per cent in 1947. The board expects the trend to continue.

### 70% Are Banking

Consumers, generally, reported that they felt themselves at least as well off financially as at any time since the war. Some 70 per cent had savings or checking accounts, and 47 per cent of the families had a total income of more than \$3,000 in 1948, an increase of 7 per cent over 1947.

Three out of every five consumers expect further price drops during the year, while two out of five feel their incomes will be less this year than in 1948. The Federal Reserve Board feels that if more price declines do not appear, the 60 per cent of the consumers expecting declines may put off their planned purchases.

## DuMONT PREPS

(Continued from page 14)

DuMont Club was merchandised to bars, restaurants, fraternity houses, etc., but was considered too bulky a set for home use.

It is expected that three models will be announced by the second week of July, with the 19-inch set to be introduced the following week. The first large-scale showing of the sets will be at the July 25 convention of the National Association of Music Merchants (NAMM). An expanded advertising and promotion campaign will also be announced at that time.

Stickel also revealed that DuMont would continue to manufacture and distribute several of the models in its present line—those that have proved to be the best sellers.

On Thursday (7) Stickel will leave for California to make arrangements to move his family to New York. He will return to his new position with DuMont in time for the NAMM convention.

ads give the store's name and address, many just list a phone number. Whether or not the phone number advertisers are operating out of a hat is difficult to tell, since telephone queries result only in a "visit our place and see what we have to offer." The classified ads range from "5 per cent above wholesale" to "50 per cent—60 per cent off."

Industry observers feel that the end to the price cutting and gimmick ads is not yet in sight. The feeling is that dealers will see how far they can go before they cut their own throats or the FTC does the job for them. It is also generally agreed that the future of television retailing isn't bright while retailers persist in waging a price war at a time when they should sell the merits of video rather than place it in the bargain basement category.

## NEW PRODUCTS

(Continued from page 14)

\$399.50. . . Hallicrafters will shortly release a new line of receivers including 10-inch and 16-inch table models, a 12½-inch console and a 16-inch console. Prices have not been set. . . Meck's 12½-inch table set at \$249 is now in production. . . The new Federal line includes a 16-inch console with AM-FM radio and three-speed changer at \$499.50, a 16-inch console at \$399.50 and a 16-inch table model at \$349.50. . . Stromberg-Carlson has started production on a Chinese classic television combination set with 12½-inch tube to retail at \$795. The set features a three-speed changer and AM-FM radio. . . Sightmaster's first console is a 15-inch set at \$495. . . General Electric announced its first TV set with a 16-inch tube. The console will retail at \$495. . . The new Masco TV booster will retail at \$42.50. It's produced by the Mark Simpson Company and is said to be designed for installation by non-technical set owners. . . Trans-Vue made its bid for the home receiver market with a 15-inch console with AM-FM radio.

## MAGNAVOX SALES

(Continued from page 14)

remainder of the year and he expects the company to operate in the black for this period.

He also told stockholders inventories were reduced another \$250,000 in June. This makes a total reduction of \$1,250,000 since close of the company's fiscal year, February 28, 1949. He emphasized only a small portion of present inventory is in finished radio-phonograph sets and that the bulk is in materials for television and radio-phonographs and in component parts such as loudspeakers. This is important in view of trade reports that the company's inventories were causing financial trouble.



# Art MOONEY'S

at it again!

## NOT 1 BUT 2

### Bang up hits on 1 record!

# "TWENTY-FOUR HOURS OF SUNSHINE"

and

# "IN A SHADY NOOK BY A BABBLING BROOK"

on MGM 10446

The Billboard Picks 'Em  
Both as a Hit!

### Record Possibilities

Based on reports received last three days of Week Ending June 17 -

#### THE BILLBOARD PICKS:

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

**TWENTY-FOUR HOURS OF SUNSHINE**... Art Mooney's Ork... MGM 10446  
**IN A SHADY NOOK BY A BABBLING BROOK**... Art Mooney's Ork... MGM 10446  
Mooney has another couple of zingy swingy, ginger peachy corn-fed items back-to-back on his newest. It's one of those ensemble vocal deals, with the ork chipping in with a chorus here and a chorus there. Both tunes are plenty infectious. "Shad" Nook," which was a of tunes in England, also has another razzamatiazzer. In an etching by Primo Scala the London label.

## M-G-M RECORDS



THE GREATEST NAME IN ENTERTAINMENT

**TIPS ON HITS FOR**

**JUKES DEALERS DEEJAYS**



*Use this...* CHECK LIST OF TOP-SELLING M-G-M RECORDS — ORDER FROM YOUR M-G-M RECORDS DISTRIBUTOR

INDICATE QUANTITY

**POPULAR**

THERE'S YES! YES! IN YOUR EYES I HAD MY HEART SET ON YOU

**BLUE BARRON**  
and his Orchestra  
M-G-M 10417

TWENTY-FOUR HOURS OF SUNSHINE IN A SHADY NOOK BY A BABBLING BROOK **ART MOONEY**  
and his Orchestra  
10446

BABY, IT'S COLD OUTSIDE MY HEART BEATS FASTER **ESTHER WILLIAMS and RICARDO MONTALBAN**  
M-G-M 30197

TEMPTATION CRYING **BILLY ECKSTINE**  
M-G-M 10458

OPEN THE DOOR POLKA WHOSE GIRL ARE YOU **BLUE BARRON**  
and his Orchestra  
M-G-M 10412

LOVER'S GOLD POSSIBILITIES **HELEN FORREST**  
M-G-M 10450

MERRY-GO-ROUND WALTZ THE HEART OF LOCH LOMOND **ART MOONEY**  
and his Orchestra  
M-G-M 10405

THE FOUR WINDS AND THE SEVEN SEAS IF I ONLY HAD ONE DAY TO LIVE **JOHNNY DESMOND**  
M-G-M 10451

NIGHT AFTER NIGHT A NEW SHADE OF BLUES **BILLY ECKSTINE**  
M-G-M 10422

THE LOVE NEST A PAIR OF WOODEN SHOES **BUDDY KAYE QUINTET**  
M-G-M 10443

DON'T CALL ME SWEETHEART ANYMORE HAVIN' A WONDERFUL WISH **SHEP FIELDS**  
and his Orchestra  
M-G-M 10454

THE BEAUTIFUL BLONDE FROM BASHFUL BEND EVERY TIME I MEET YOU **ART LUND**  
M-G-M 10419

A ROSE WAS A ROSE BARGAIN DAY **DORIS DREW**  
M-G-M 10449

LORA-BELLE LEE TWILIGHT **JACK FINA**  
and his Orchestra  
M-G-M 10447

SERENADE TO A POODLE COMMUNICATIONS **SLIM GAILLARD**  
M-G-M 10442

YOU'RE SO UNDERSTANDING MISSISSIPPI FLYER **BLUE BARRON**  
and his Orchestra  
M-G-M 10369

**FOLK and WESTERN**

LOVESICK BLUES NEVER AGAIN **HANK WILLIAMS**  
M-G-M 10352

I AIN'T GOT NOBODY PAPA'S JUMPIN' **BOB WILLS**  
M-G-M 10459

CRACKER BOOGIE ONE LITTLE, TWO LITTLE, THREE LITTLE TIMES **ARTHUR (Guitar Boogie) SMITH**  
M-G-M 10441

WEDDING BELLS I'VE JUST TOLD MAMA GOODBYE **HANK WILLIAMS**  
M-G-M 10401

..... ORDER FORM .....  
(FILL OUT—SEND TO YOUR M-G-M RECORDS DISTRIBUTOR)

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

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

**The Billboard MUSIC POPULARITY CHARTS**  
**Part I**  
**The Nation's Top Tunes**

Based on reports received last three days of Week Ending July 1  
The nation's 10 top tunes THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

**HONOR ROLL OF HITS**

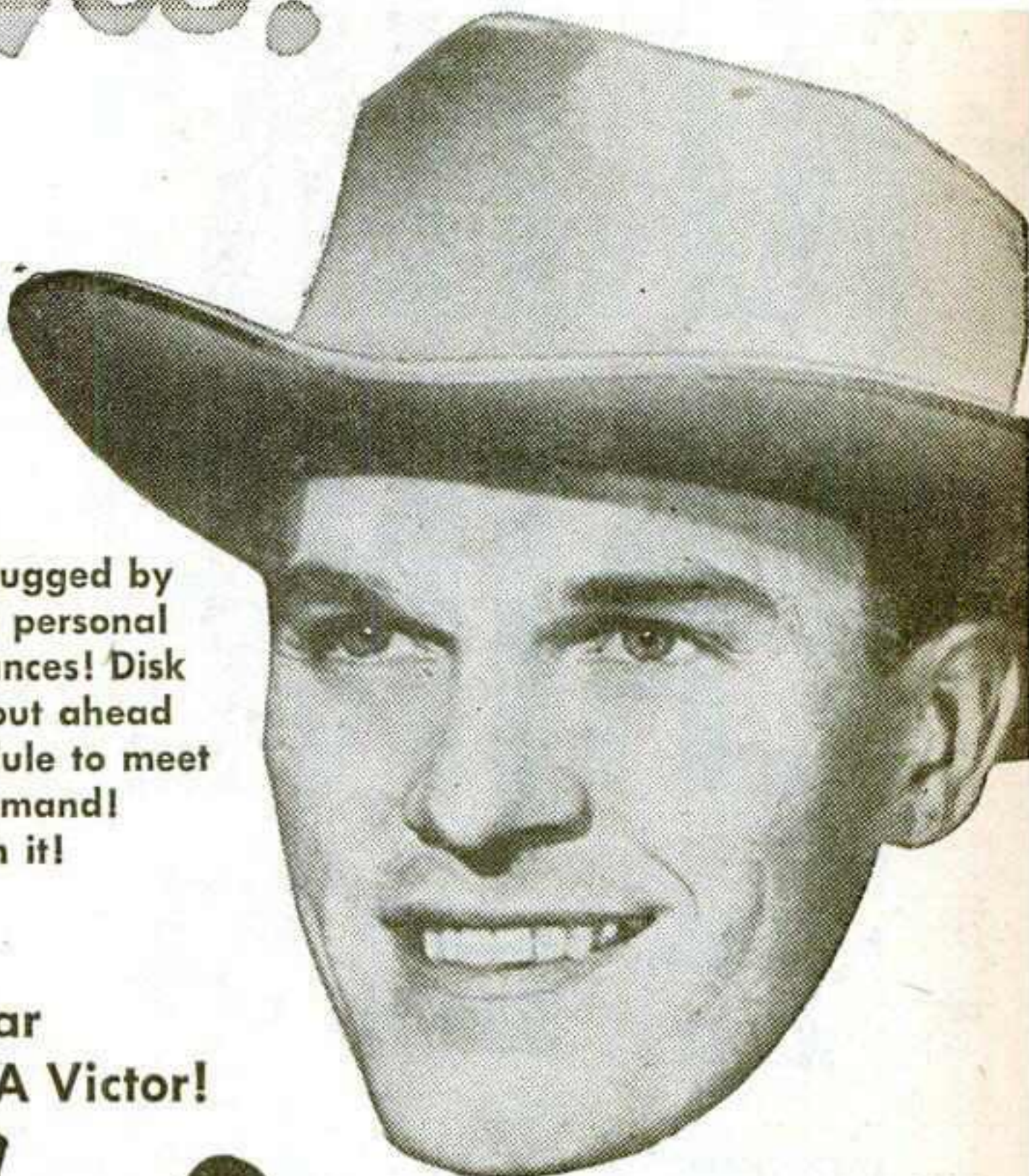
The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

- |  |   |
|--|---|
| <p><b>1. RIDERS IN THE SKY</b><br/>Records available: B. Crosby-R. Darby Singers Decca 34618; D. Palligant-H. Winterhalter Ork. MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; F. Willing &amp; His Riders of the Purple Sage, Capitol 57-40164; S. Jones &amp; His Death Valley Riders, Mercury 5320; Sons of the Pioneers, Victor 21-0065; E. McCurdy Monogram 134; Wingy Manone, Kem 2700; J. Saunders-R. Bloch Singers, Hi-Tone 122; The Song Spinners, Vocalion 55003.<br/>(No information on electrical transcription libraries available as The Billboard goes to press.)</p>   | <p>By Stan Jones<br/>Published by Mayfair (ASCAP)<br/>1</p>   |
| <p><b>2. AGAIN</b><br/>From 20th Century-Fox film, "Road House."<br/>Records available: V. Damone-G. Osser Ork, Mercury 5261; D. Day The Mello-men, Columbia 38467; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mooney Ork. MGM 10398; M. Scott-The Paulette Sisters, Spotlite 516; M. Forme Capitol 15428; L. Rucker &amp; C. McLin Combo, Aristocrat 10001; J. Clay Ork. Hi-Tone 109; B. Harrington, Vocalion 55001; Phil Reed, Dance-Tone 330; D. Gardner, Gotham G-181.<br/>Electrical transcription libraries: Linda Stevens-Rene Durant Standard; Manhattan Madcaps, NBC Thesaurus; Geri Gallan, World.</p>                    | <p>By Newman and Cochran<br/>Published by Robbins (ASCAP)<br/>2</p>   |
| <p><b>3. SOME ENCHANTED EVENING</b><br/>Records available: Perry Como-M. Ayres Ork. Victor 20-3402; B. Crosby-J. B. Trotter Ork, Decca 24609; J. Laurenz-J. Carioni Ork, Mercury 5276; Frank Sinatra, Columbia 38446; J. Stafford P. Weston Ork. Capitol 57-544; H. Winterhalter Ork. MGM 10399; P. Weston Ork. Capitol 57-629; J. Saunders-R. Bloch Ork, Hi-Tone 122; S. Black Ork, London 455; B. Harrington, Vocalion 55000; A. Jolson-V. Young Ork, Dec 24667; J. Davis, Harmony 1048.<br/>Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork. World; The Music of Manhattan; NBC Thesaurus; Elliot Lawrence Associated; Shep Fields, Lang-Worth</p>  | <p>By Rodgers and Hammerstein<br/>Published by Williamson (ASCAP)<br/>From the Broadway musical, "South Pacific"<br/>3</p>  |
| <p><b>4. FOREVER AND EVER</b><br/>Records available: H. Carroll &amp; the Carolers, Mercury 5252; Perry Como-M. Ayres, Victor 20-3347; Russ Morgan Ork, Decca 24569; D. Shore-H. Zimmerman Ork. Columbia 38410; M. Whiting, Capitol 15388; P. Reed, Dance-Tone 312; Fran Allison, Rondo 185; J. Clay-The Riddlers, Hi-Tone 108; R. Ross Ork, Vocalion 55004.<br/>Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard</p>  | <p>By Frank Winkler-Malia Rosa<br/>Published by Robbins (ASCAP)<br/>4</p>   |
| <p><b>5. BALI HA'I</b><br/>Records available: P. Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. B. Trotter Ork, Decca 24609; P. Lee-D. Barbour Ork, Capitol 57-543; F. Sinatra, Columbia 38446; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, MGM 10399; P. Weston Ork, Capitol 57-629; J. Long Ork, Hi-Tone 129; S. Black Ork, London 455; B. Harrington, Vocalion 55000.<br/>Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork. World; Sweetwood Serenaders, NBC Thesaurus.</p>  | <p>By Rodgers and Hammerstein<br/>Published by Williamson (ASCAP)<br/>From the Broadway musical, "South Pacific"<br/>5</p>  |
| <p><b>6. BABY, IT'S COLD OUTSIDE</b><br/>Records available: C. Calloway, Hi-Tone 135; D. Cornel-S. Kaye Ork, V 20-3448; E. Fitzgerald-L. Jordan, Dec 24644; Homer &amp; Jethro-J. Carter, V 21-0078; L. &amp; F. Loesser, Mercury 5307; D. Shore-B. Clark, Col 38463; M. Whiting-J. Mercer-P. Weston Ork, Cap 57-567; E. Williams-R. Montalban, MGM 30197; H. Babbitt-The Allen Sisters, Vocalion 55011; P. Bailey, Harmony 1049.<br/>Electrical transcription libraries: The Jumping Jacks, NBC Thesaurus; Frankie Masters, Associated.</p>   | <p>By Frank Loesser<br/>Published by E. H. Morris<br/>From MGM's "Neptune's Daughter"<br/>7</p>                             |
| <p><b>7. "A"—YOU'RE ADORABLE</b><br/>Records available: P. Como-Fontane Sisters, Victor 20-3381; L. Fontane Ork, Decca 24579; J. Pace-G. Ellis Ork, Keystone 1600; R. Paige-The New Yorkers, Spotlite 510; I. Pastor Ork, Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 15391; A. Vincent-J. Carroll Ork, Mercury 5253; Buddy Kaye Quintet, MGM 10310; H. Babbitt-The Allen Sisters, Vocalion 55011.<br/>Electrical transcription libraries: Bob Eberly-Mack Stewart Quartet, World; Vic Damone, Associated; Sweetwood Serenaders, NBC Thesaurus</p>   | <p>By Kaye, Wise and Lippman<br/>Published by Laurel (ASCAP)<br/>6</p>  |
| <p><b>8. I DON'T SEE ME IN YOUR EYES ANYMORE</b><br/>Records available: B. Clark-E. Hagen Ork, Columbia 38408; P. Como-M. Ayres Ork, Victor 20-3347; H. Forrest, MGM 10373; J. Garber Ork-T. Reardon, Capitol 15402; K. Kallen-M. Miller Ork, Mercury 5265; V. Lynn-B. Brown-B. Farnon Ork, London 403; J. Pace-G. Ellis Ork, Keystone 1500; The Stardusters-G. Jenkins Ork, Decca 24576; L. Douglas-B. Curtis Quartet, Hi-Tone 119; B. Harrington, Vocalion 55001; Phil Reed, Dance-Tone 330.<br/>Electrical transcription libraries: Kaye Armen, Associated; Vincent Lopez, NBC Thesaurus</p>  | <p>By Benie Benjamin and George Weiss<br/>Published by Laurel (ASCAP)<br/>9</p>   |
| <p><b>9. CRUISING DOWN THE RIVER</b><br/>Records available: B. Barron Ork, MGM 10346; Jack Smith the Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H. Carroll, Mercury 5249; R. Morgan Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi Tonians Hi-Tone 104; The Paulette Sisters, Spotlite 505; L. Monti's Tu-Tones, Double Feature DF 3010; Danny Majewski, Harmonia H 1215.<br/>Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated; Russ Morgan Ork. World; Lawrence Welk, Standard</p> | <p>By Beadell and Tollerton<br/>Published by Henry Spitzer (ASCAP)<br/>8</p>  |
| <p><b>10. A WONDERFUL GUY</b><br/>Records available: I. Carpenter Ork, Vocalion 55007; S. Fields Ork, MGM 10423; E. Knight, Dec 24640; D. Shore, Col 38460; F. Warren-H. Rene Ork, V 20-3403; M. Whiting-F. DeVol Ork, Cap 57-542; J. Davis, Harmony 1048; E. Baird-R. Arthur Quartet, Hi-Tone 144.<br/>Electrical transcription libraries: Louise Caryle-Music of Manhattan Ork, NBC Thesaurus; Monica Lewis, World.</p>  | <p>By Rodgers and Hammerstein<br/>Published by Williamson (ASCAP)<br/>From the Broadway Musical, "South Pacific"<br/>10</p> |

Yes! Yes!

He's done it again!

# Eddy Arnold



**I'M THROWING RICE**  
and  
**SHOW ME THE WAY BACK TO YOUR HEART**

RCA VICTOR 21-0083 (48-0080\*)

**YES!** plugged by Eddy on personal appearances! Disk rushed out ahead of schedule to meet huge demand! Get with it!

New pop star signed up with RCA Victor!

# Mindy Carson



**ONE MORE TIME**  
and **TWELVE O'CLOCK AND ALL IS WELL**

RCA VICTOR 20-3480 (47-2950\*)

**SONG OF SURRENDER**  
and **BLAME MY ABSENT-MINDED HEART**

RCA VICTOR 20-3508 (47-2980\*)

**YES!** Mindy's the 'find' of the year! Darling of the clubs, she'll hit the top on wax! Go along with Mindy!

## THE CERTAIN SEVEN

(Best-sellers that no dealer can afford to be without)

20-3411=47-2902*	Riders in the Sky	Vaughn Monroe
20-3402=47-2896*	Some Enchanted Evening and Ball Ha'	Perry Como
20-3347=47-2829*	Forever and Ever	Perry Como
20-3459=47-2923*	Four Winds and the Seven Seas	Sammy Kaye
11-8863=49-0252*	Warsaw Concerto	Boston Pops Orch.
21-0051	One Kiss Too Many	Eddy Arnold
21-0002=48-0042*	Don't Rob Another Man's Castle	Eddy Arnold

\*Now Available on 45 RPM

## THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked \* are 45 rpm.)

### POPULAR

Hand Holdin' Music  
I Only Want What's A-Comin' To Me  
Pussy Willow  
Dream of You  
That Wonderful Girl Of Mine  
Scalwag  
For Mari-Yootch (I Walka Da Pooch)  
Five Foot Two, Eyes Of Blue

**DENNIS DAY**  
20-3491 (47-2957\*)  
**TOMMY DORSEY**  
20-3492 (47-2958\*)  
**IRVING FIELDS' TRIO**  
20-3493 (47-2959\*)  
**LOUIS PRIMA**  
20-3494 (47-2960\*)

Tomorrow  
I Ain't Got Nothin' To Lose  
Don't Call Me Sweetheart Anymore  
Arizona Waltz

### POP-SPECIALTY

Ship Ahoy Polka  
Jolly Fella Tarantella

**LUCKY MILLINDER**  
20-3495 (47-2961\*)  
**SPADE COOLEY**  
20-3496 (47-2962\*)

**MERRIE MUSETTE ORCHESTRA**  
25-1128 (51-0009\*)

### COUNTRY and WESTERN

I Always Had A Way With Women  
Nevada Waltz  
Don't Wait The Last Minute To Pray  
Love Or Hate  
When Things Go Wrong With You  
Come On, If You're Coming

**DUDE MARTIN**  
21-0084 (48-0081\*)  
**KITTY WELLS**  
21-0085 (48-0082\*)  
**TAMPA RED**  
22-0035 (50-0019\*)

DEALERS: Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

The stars who make the hits are on

# RCA Victor Records



# FRANKIE

# LAINÉ

**SCORES AGAIN WITH  
A NEW SMASH HIT!**

# 'GEORGIA ON MY MIND'

**Non-Breakable Mercury 5293**

**SELECTED IN DISK JOCKEY PICKS, DEALERS PICKS  
AND OPERATORS PICKS...BILLBOARD MAGAZINE**

*Only Mercury has the  
Hits on Non-Breakable*

**Frankie Laine in Person Oriental Theatre, Chicago**

The **Billboard** **MUSIC POPULARITY CHARTS**  
**Sheet Music**  
PART II  
Based on reports received last three days of Week Ending July 1

### BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week		Publisher
11	1	1	1	SOME ENCHANTED EVENING (M) (R)	Williamson
11	2	2	2	RIDERS IN THE SKY (R)	Mayfair
18	4	3	3	FOREVER AND EVER (R)	Robbins
13	3	4	4	AGAIN (F) (R)	Robbins
10	7	5	5	BALI HA'I (M) (R)	Williamson
16	5	6	6	"A"—YOU'RE ADORABLE (R)	Laurel
22	6	7	7	CRUISING DOWN THE RIVER (R)	Spitzer
14	9	8	8	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
7	8	9	9	A WONDERFUL GUY (M) (R)	Williamson
6	13	10	10	KISS ME SWEET (R)	Advanced
3	10	11	11	THE FOUR WINDS AND THE SEVEN SEAS (R)	Lombardo
2	15	12	12	ROOM FULL OF ROSES (R)	Hill & Range
5	11	13	13	BABY, IT'S COLD OUTSIDE (F) (R)	E. H. Morris
7	—	14	14	CANDY KISSES (R)	Hill & Range
15	14	15	15	CARELESS HANDS (R)	Melrose

### ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week		English	American
8	1	1	1	WEDDING OF LILI MARLENE	Box and Cox	Leeds
8	3	2	2	RED ROSES FOR A BLUE LADY	Lawrence Wright	Mills
13	1	3	3	LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
17	4	4	4	TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
5	7	5	5	"A"—YOU'RE ADORABLE	Connelly	Laurel
7	5	5	5	CANDY KISSES	Chappell	Hill & Range
10	6	7	7	PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
13	10	8	8	HOW CAN YOU BUY KIL-LARNEY	Peter Maurice	Peter Maurice
18	8	9	9	FAR AWAY PLACES	Leeds	Laurel
9	9	10	10	STRAWBERRY MOON	Edward Kassner	*
5	11	11	11	FOREVER AND EVER	Francis Day	Robbins
2	20	12	12	AGAIN	Francis Day	Robbins
14	14	12	12	IN A SHADY NOOK BESIDE A BABBLING BROOK	Keith Prowse	Stasny
16	12	14	14	POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
7	17	15	15	BEHIND THE CLOUDS	Feldman	*
4	17	16	16	I'LL ALWAYS LOVE YOU	Noel Gay	*
15	19	17	17	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
28	13	18	18	CUCKOO WALTZ	Keith Prowse	Criterion
20	15	19	19	IT'S MAGIC	Campbell-Connelly	Witmark
3	16	20	20	CLANCY LOWERED THE BOOM	Peter Maurice	Kenmore Music

\*Publisher not available as The Billboard goes to press.

## SUBSCRIPTION ORDER FORM

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Cincinnati 22, Ohio

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City ..... Zone ..... State .....

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART III**  
**Radio Popularity**  
Based on reports received last three days of Week Ending July 1



**RECORDS MOST PLAYED BY DISK JOCKEYS**

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part I (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Last Week	This Week	Record	Artist	Label
11	1	1	RIDERS IN THE SKY	V. Monroe Ork.	V. 20-3411, 47-2902—ASCAP
8	3	2	AGAIN	D Day-The Mellomen	Col 38467—ASCAP
11	4	3	SOME ENCHANTED EVE	P. Como-M. Ayres Ork.	V 20-3402, 47-2896—ASCAP
8	6	3	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork. Cap 57-567, 54-582—ASCAP	
10	5	5	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP
10	2	6	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP
10	10	7	AGAIN	M. Torme-P. Rugolo Ork.	Cap 15428—ASCAP
14	11	8	AGAIN	V. Damone-G. Osser Ork.	Mercury 5261—ASCAP
7	7	9	SOME ENCHANTED EVE	J. Stafford-P. Weston Ork.	Cap 57-544—ASCAP
3	12	10	BALI HA'I	P. Weston Ork.	Cap 57-629—ASCAP

(Continued on page 166)

**SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)**

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental, 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

Week of June 24-30

SI—Sustaining Instrumental SV—Sustaining Vocal CI—Commercial Instrumental CV—Commercial Vocal

Song	Publisher	Heard in N.Y.	Heard in Chi.	Heard in Calif.	Add. Sur. Tot.
		SI SV CI CV SI SV CI CV SI SV CI CV			Pts
A Wonderful Guy (South Pacific)	Williamson	4 5 1 6 1 3 2 6 3 6 1 5	116		
"A" You're Adorable	Laurel	3 4 1 3 2 2 1 3 0 9 1 3	80		
Again (Road House)	Robbins	1 9 0 10 2 9 3 8 5 4 0 8 2	167		
Baby, It's Cold Outside (Neptune's Daughter)	E. H. Morris	0 2 0 6 0 3 0 8 0 1 0 5 4	92		
Bali Ha'i (South Pacific)	Williamson	9 5 4 7 14 5 6 7 5 5 3 6 3	180		
Ballin' the Jack	E. B. Marks	4 2 1 4 5 2 1 4 4 1 0 3	73		
Candy Kisses	Hill & Range	4 7 0 3 1 8 1 3 1 7 0 3 14	103		

(Continued on page 166)

**SONGS WITH GREATEST RADIO AUDIENCES (ACI)**

(Beginning Friday, June 24, 8 a.m., and ending Friday, July 1, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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**The Top 30 Tunes (plus ties)**

A Wonderful Guy (M) (R)	Chappell—ASCAP
"A"—You're Adorable (R)	Laurel—ASCAP
Again (F) (R)	Robbins—ASCAP
Baby, It's Cold Outside (F) (R)	E. H. Morris—ASCAP
Bali Ha'i (M) (R)	Williamson—ASCAP
Ballin' the Jack (R)	E. B. Marks—BMI
Candy Kisses	Hill & Range—BMI
Comme Ci, Comme Ca (R)	Leeds—ASCAP
Cruising Down the River (R)	Henry Spitzer—ASCAP
Dreamy Old New England Moon (R)	Leeds—ASCAP
Every Time I Meet You (F) (R)	Feist—ASCAP
Everywhere You Go (R)	Lombardo—ASCAP
Five Foot Two, Eyes of Blue (R)	Feist—ASCAP
Forever and Ever (R)	Robbins—ASCAP
Hand Holdin' Music (R)	Kenmor—ASCAP
How It Lies, How It Lies, How It Lies (R)	E. H. Morris—ASCAP
Hucklebuck (R)	United—ASCAP
I Don't See Me in Your Eyes Anymore (R)	Laurel—ASCAP
Just for Me (R)	Peer—BMI
Kiss Me, Sweet (R)	Advanced—ASCAP
Love Is a Beautiful Thing (R)	Porgie—BMI
Lover's Gold (R)	Oxford—ASCAP
Merry-Go-Round Waltz (R)	Shapiro-Bernstein—ASCAP
My One and Only Highland Fling (F) (R)	Harry Warren—ASCAP
Riders in the Sky (R)	E. H. Morris—ASCAP
Some Enchanted Evening (M) (R)	Williamson—ASCAP
Someday You'll Want Me To Want You (R)	Duchess—BMI
Swiss Lullaby (R)	Southern—ASCAP
Weddin' Day (R)	Famous—ASCAP
Who Do You Know in Heaven? (R)	Robbins—ASCAP
You're So Understanding (R)	Barron-Pemora—BMI



**VIC DAMONE**

**SINGS THE SMASH HIT THAT IS SWEEPING THE COUNTRY!**

*"You're Breaking My Heart"*

"BACKED BY FOUR WINDS AND SEVEN SEAS"

**MERCURY RECORD NO. 5271**

**JUMPING TO NO. 10 IN ONLY 3 WEEKS . . .**

**BEST-SELLING POPULAR RETAIL RECORDS**

THE BILLBOARD, Week of July 2d

3 20 10. YOU'RE BREAKING MY HEART V. Damone-G. Osser Ork. . . . The Four Winds and the Seven Seas . . . Mercury 5271

Here's a Sure Thing. . . Get on It! Stay on It! It's a Hit!

**IN PERSON CHICAGO THEATER, JULY 8TH.**

*Only Mercury has the Hits on Non-Breakable*

**THEY'RE HOT! THEY'RE HITS!**

# Harmony RECORDS

Release #2

49¢

TAX INCLUDED

- TOP NAME ARTISTS
- HIT TUNES
- LOW PRICES
- LARGE PROFITS
- 78 RPM SHELLAC

(For the Mass Market Reach)

## Harmony Hits on Release #2



**PHILO BRITO with orchestra**  
1051 ROOM FULL OF ROSES  
YOU'RE BREAKING MY HEART (with Italian Chorus)



**RUSS MORGAN and his orchestra**  
1052 I LOVE A LASSIE, with vocal choruses by choir  
LINGER AWHILE—STUMBLING, featuring piano



**SAMMY KAYE and his orchestra**  
1053 IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE  
WHEN THEY PLAYED THE POLKA (with vocal refrains)



**PEARL BAILEY with THE MARINERS**  
with orch  
1054 IT'S A GREAT FEELING from Warner film "It's a Great Feeling"  
AIN'T HE (SHE) SWEET (with bones player)

**...and don't overlook these toppers from release #1**

- AL JOLSON with orchestra**  
1004 ROCKABYE YOUR BABY  
YOU ARE TOO BEAUTIFUL  
1005 APRIL SHOWERS  
—Guy Lombardo Orch.  
HALLELUJAH, I'M A BUM
- BENNY GOODMAN sextette**  
1011 IF I HAD YOU  
LIMEHOUSE BLUES  
1012 BEWITCHED  
—Vocal by Helen Forrest  
BLUES IN THE NIGHT  
—Vocal by Peggy Lee
- BING CROSBY with orchestra**  
1007 PARADISE  
SHE REMINDS ME OF YOU  
1008 WALTZING IN A DREAM  
STAY ON THE RIGHT SIDE OF THE ROAD
- JULIE WILSON & JERRY WAYNE with orchestra**  
1047 JUST ONE WAY TO SAY I LOVE YOU  
LET'S TAKE AN OLD FASHIONED WALK From "Miss Liberty"
- JANETTE DAVIS with orchestra**  
1048 SOME ENCHANTED EVENING  
A WONDERFUL GUY From "South Pacific"

- HORACE HEIDT orchestra**  
1029 THE THREE TREES  
CARLE MEETS MOZART with Frankie Carle  
1030 FALLING LEAVES  
A LOVER'S LULLABY with Frankie Carle
- PEARL BAILEY with the Mariners and orchestra**  
1049 BABY, IT'S COLD OUTSIDE  
HUCKLEBUCK
- CLAUDE THORNHILL orchestra**  
1036 WHIP-POR-WILL  
JIM  
1038 DOLL DANCE  
LULLABY OF THE RAIN
- GUY LOMBARDO orchestra**  
1017 VILIA  
GOOFUS  
1018 JUST BECAUSE YOU'RE YOU  
I'LL NEVER BE THE SAME
- ROSEMARY CLOONEY with orchestra**  
1050 LOVER'S COLD  
FOUR WINDS AND SEVEN SEAS
- RUSS MORGAN orchestra**  
1022 WAY DOWN YONDER IN NEW ORLEANS  
WABASH BLUES

**TRADE COST: Only 27¢**  
+ tax F. O. B. Meriden, Conn., and Los Angeles  
**Direct Sale Only**

# Harmony RECORDS

Exclusively Distributed by VARSITY RECORD CORP.  
47 West 63d St., N. Y. C.

PLEASE SHIP QUANTITIES INDICATED				
1051	1004	1007	1029	1038
1052	1005	1008	1030	1017
1053	1011	1047	1049	1018
1054	1012	1048	1036	1050
				1022

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## The Billboard MUSIC POPULARITY CHARTS

### PART IV

# Retail Record Sales

Based on reports received last three days of Week Ending July 1

### BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is listed in italics.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
12	1	1	RIDERS IN THE SKY	V. Monroe Ork.	V 20-3411, 47-2902—ASCAP
11	2	2	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork.	V 20-3402, 47-2896—ASCAP
12	3	3	AGAIN	G. Jenkins Ork-J. Graydon	D 24602—ASCAP
9	4	4	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork.	Cap 57-567, 54-582—ASCAP
8	9	5	BALI HA'I	P. Como-M. Ayres Ork.	V 20-3402, 47-2896—ASCAP
14	13	6	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins-The Stardusters	D 24576—ASCAP
17	7	7	FOREVER AND EVER	P. Como-M. Ayres	V 20-3347, 47-2892—ASCAP
7	6	8	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
9	12	9	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP
13	8	10	AGAIN	M. Torme-P. Rugolo Ork.	Cap 15428—ASCAP
17	5	11	FOREVER AND EVER	R. Morgan Ork.	D 24569—ASCAP
8	25	12	I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork.	V 20-3347—BMI
4	10	13	YOU'RE BREAKING MY HEART	V. Damone-G. Osser Ork.	Mercury 5271
4	14	14	THE FOUR WINDS AND THE SEVEN SEAS	S. Kaye Ork.	V 20-3459, 47-2923—ASCAP
14	15	15	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork.	V 20-3381, 47-2899—ASCAP
20	10	16	CRUISING DOWN THE RIVER	R. Morgan Ork.	D 24568—ASCAP
6	16	18	HUCKLEBUCK	T. Dorsey Ork-S. Shavers	V 20-3427—ASCAP
4	17	16	ROOM FULL OF ROSES	S. Kaye-D. Cornell-The Kaydets	V 20-3441—BMI
3	22	19	HUCKLEBUCK	F. Sinatra	Col 38486, 1-222—ASCAP
7	22	20	A WONDERFUL GUY	M. Whiting-F. DeVol Ork.	Cap 57-542—ASCAP
12	—	21	AGAIN	V. Damone-G. Osser Ork.	Mercury 5261—ASCAP
2	22	22	BABY, IT'S COLD OUTSIDE	D. Cornell-S. Kaye Ork.	V 20-3448, 47-2914—ASCAP
4	—	22	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork.	Cap 57-544—ASCAP
1	—	24	JUST ONE WAY TO SAY I LOVE YOU	P. Como-M. Ayres Ork.	V 20-3469, 47-2931—ASCAP
8	18	25	AGAIN	Doris Day-The Mellomen	Col 38467—ASCAP
4	29	25	AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP
6	27	27	MERRY-GO-ROUND WALTZ	G. Lombardo and His Royal Canadians	D 24624—ASCAP
2	29	28	THE FOUR WINDS AND THE SEVEN SEAS	M. Torme-F. DeVol Ork.	Cap 57-671—ASCAP
16	28	29	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP
4	20	29	BALI HA'I	B. Crosby-J. S. Trotter Ork.	D 24609—ASCAP
3	19	29	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP

**WARNING!**

In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.





"IN THE MONEY"

*Pinah  
Shores*



"LOVER'S GOLD"

38500 (1-254)\*

\*Columbia's 7 Inch Microgroove Records



Trade-marks "Columbia," and CD Reg. U. S. Pat. Off.



# The Billboard

## MUSIC POPULARITY CHARTS

PART  
IV

### Retail Record Sales

Based on reports received last three days of Week Ending July 1

Billboard  
TRADE  
SERVICE  
FEATURE

#### BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

POSITION		Weeks		Last   This		to date   Week   Week	
56	1	1.	LITTLE TOOT (One Record)	Don Wilson-The Starlighters.....Cap DAS-80, CASF-3001			
56	2	2.	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinto" Colvig..Cap BBX-34—DBX-114			
23	3	3.	SO DEAR TO MY HEART ALBUM (Four Records)	Walt Disney-B. May, director..Cap BD-124, DD-109, CDF-3000			
56	4	4.	BUGS BUNNY (Three Records)	Mel Blanc.....Cap CC-64, CCF-3004			
45	12	5.	BUGS BUNNY AND THE TORTOISE (Two Records)	Mel Blanc-Billy May.....Cap DBX-93			
32	9	6.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)	Fred Waring and Pennsylvanians.....D CUS-7			
15	—	7.	MOTHER GOOSE (One Record)	F. Luther.....D CU-100			
22	—	7.	LITTLE ENGINE THAT COULD (Two Records)	P. Wing.....V Y-341			
1	—	7.	BOZO'S JUNGLE JINGLES (One Record)	P. Colvig-B. May Ork.....Cap DAS-3011			
41	5	10.	BOZO UNDER THE SEA (Two Records)	Vance "Pinto" Colvig, Alan Livingston.....Cap DBX-99			
5	9	10.	PETER AND THE WOLF (Two Records)	Sterling Holloway.....V Y-345			
1	—	12.	LITTLE FIREMAN (One Record)	Martin Wolfson-Young Peoples.....YPR-615			
46	6	13.	BOZO SINGS (Two Records)	Alan Livingston-Vance "Pinto" Colvig..Cap DBS-84, CBSF-3002			
45	8	13.	NURSERY RHYMES (Two Records)	Frank Luther.....D CS-5			
2	14	15.	OLD MACDONALD HAD A FARM (One Record)	B. Williams.....Peter Pan 2226			

#### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

POSITION		Weeks		Last   This		to date   Week   Week	
192	2	1.	Clair de Lune	Jose Iturbi.....V 11-8851; 49-0176			
7	1	2.	Bachianas Brasileiras	B. Sayao.....Col 71760-D			
182	4	3.	Chopin's Polonaise	Jose Iturbi.....V 11-8848; 49-0134			
140	5	4.	Jalousie	Boston Pops Ork, Arthur Fiedler, conductor.....V 12160			
134	3	4.	Warsaw Concerto	Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist .....V 11-8863; 49-0252			

#### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Newcomers in this classification this week apparently mirror heavy sales resulting from RCA Victor's clearance sale.

POSITION		Weeks		Last   This		to date   Week   Week	
7	1	1.	Salome (Two Records)	L. Welitsch, Metropolitan Opera Ork; F. Reiner, director .....Col MX 316; ML 2048			
10	1	2.	Rimsky-Korsakov: Scheherazade (Five Records)	San Francisco Symphony Ork; Pierre Monteaux, conductor .....V DM 920			
4	3	3.	Facade (Four Records)	E. Sitwell, reader; Chambers Ork; F. Prausnitz, director .....Col MM 829; ML 2047			
94	4	4.	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, conductor, Philadelphia Ork.....V 1020			
26	—	4.	I Can Hear It Now (Five Records)	Edward R. Murrow, Narrator.....Col MM-800; ML-4095			
14	4	4.	Greig's Concerto in A Minor (Three Records)	A. Rubinstein, Philadelphia Ork; E. Ormandy, dir...V DM 900			

#### BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION		Weeks		Last   This		to date   Week   Week	
8	1	1.	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza.....Col MM-850			
20	2	2.	KISS ME, KATE (Six Records)	A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....Col C-200			
7	3	3.	DICK CONTINO (Four Records)	Dick Contino Accordion.....Magnolia MA-501			
2	—	4.	SOUTH PACIFIC (Four Records)	M. Whiting-P. Lee-G. MacRae-D. Barbour-F. DeVol..Cap CD-162			
4	6	5.	SOUTH PACIFIC (Four Records)	Bing Crosby-Danny Kaye-Evelyn Knight-Ella Fitzgerald..D A-714			
6	4	6.	SQUARE DANCES (Four Records)	C. Stone and His Square Dance Band.....Cap BD-44-3678			
31	—	7.	GLENN MILLER MASTERPIECES (Four Records)	Glenn Miller.....V P-189			
30	—	8.	ROSES IN RHYTHM (Four Records)	F. Carle.....Col C-174—CL-6032			
9	—	8.	JAZZ AT THE PHILHARMONIC, VOL. VIII (Three Records)	I. Jacquet-F. Phillips-B. Harris-H. McGhee-J. Jones-R. Brown-H. Jones.....Mercury JATP Vol. 8			
14	7	10.	SUPPER CLUB FAVORITES (Three Records)	P. Como-R. Case-The Satisfiers-L. Shaffer Ork.....V P-237			

RONDO  
RECORDSManagement  
Billboard Attractions  
203 N. Wabash,  
Chicago, Illinois

# KEN GRIFFIN

## scores again!

this time with  
**"BEAUTIFUL WISCONSIN"**  
 and "By the Waters of Minnetonka"

RONDO No. 192 — Ken Griffin at the organ

● This newest release by Rondo indicates terrific acceptance, not only throughout the state of Wisconsin, but nationwide as well. Not since "You Can't Be True Dear" has any of Ken Griffin's records created such a sensation.

### OTHER RONDO HITS BY KEN GRIFFIN

R-196...Ting-a-ling... (Waltz of the Bells)  
 You Didn't Want Me When You Had Me

R-197...The Skater's Waltz  
 Take Me out to the Ball Game

R-189...Neapolitan Nights  
 After the Ball

● All latest releases of Rondo Records made of unbreakable filled-vinyl at no increase in price.

**Rondo**  
 RECORDS  
 329 S. WOOD STREET CHICAGO 12

Order from your nearest Rondo distributor or direct from Rondo.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Juke Box Record Plays**  
 PART V  
 TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending July 1

**MOST-PLAYED JUKE BOX RECORDS**

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part L.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label	
11	1	1	1	RIDERS IN THE SKY	V. Monroe Ork	V 20-3411, 47-2902—ASCAP	
7	4	2	4	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork	V 20-3402, 47-2896—ASCAP	
11	2	3	2	AGAIN	G. Jenkins Ork-Joe Graydon	D 24602—ASCAP	
17	2	4	2	FOREVER AND EVER	R. Morgan Ork	D 24569—ASCAP	
14	5	5	5	FOREVER AND EVER	P. Como-M. Ayres	V 20-3347, 47-2892—ASCAP	
5	7	5	7	SOME ENCHANTED EVENING	B. Crosby-J. S. Trotter Ork	D 24609—ASCAP	
12	6	7	6	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins Ork-The Stardusters	D 24576—ASCAP	
5	12	8	12	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork	Cap 57-567, 54-582—ASCAP	
9	10	9	10	AGAIN	V. Damone-G. Osser Ork	Mercury 5261—ASCAP	
9	8	10	8	AGAIN	M. Torme-P. Rugolo Ork	Cap 15428—ASCAP	
21	9	11	9	CARELESS HANDS	S. Kaye Ork	V 20-3321, 47-2901—ASCAP	
				(M. Torme-S. Burke Ork, Cap 15379; J. Denis & His Ranchers, London 428; Bob & Jean, Dec 24563; T. Ritter, Cap 57-40155; B. Crosby-K. Darby Singers, Dec 24616; M. Smith-H. Heidt Ork, Magnolia MS 1002; J. Price, Rich-R-Tone 443; E. Dean, Merc 6170; R. Paige-The New Yorkers, Spotlite 507; Shorty Long & the Santa Fe Rangers, V 21-0007; P. Reed-Dance-Tone 310; J. Desmond, MGM 10349; J. Laurens-A. Vincent, Merc 5245; The Song Spinners, Vocalion 55003; L. McAuliffe & His Western Swing Band, Col 20546; A. Smith & His Cracker Jacks, MGM 10380)			
18	12	11	12	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork	V 20-3381, 47-2899—ASCAP	
2	—	11	—	ROOM FULL OF ROSES	S. Kaye Ork-D. Cornell-The Kaydets	V 20-3441—BMI	
				(The Starlighters-P. Weston Ork, Cap 57-617; Sons of the Pioneers, V 21-0065; S. Sims, Coral 60067; E. Howard, Merc 5296; D. Haymes, Dec 24623; G. Morgan, Col 20594 & 2-272; P. Terry, with R. Arthur Quartet, Hi-Tone 145; J. Wayne, Col (78) 38525, (LP) 1-278)			
5	18	14	18	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Col 38463—ASCAP	
4	18	15	18	BABY, IT'S COLD OUTSIDE	E. Fitzgerald-L. Jordan	D 24644—ASCAP	
6	11	16	11	AGAIN	T. Dorsey Ork-M. Lutes	V 20-3427—ASCAP	
1	—	17	—	BABY, IT'S COLD OUTSIDE	S. Kaye Ork-D. Cornell	V 20-3448, 47-2914—ASCAP	
1	—	18	—	BALI HA'I	B. Crosby-J. S. Trotter Ork	D 24609—ASCAP	
6	20	19	20	AGAIN	A. Mooney Ork	MGM 10398—ASCAP	
16	21	20	21	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Col 12394-F—ASCAP	
				(H. Harding, Grand G-25013; H. Carroll & Carolers, Merc 5252; L. Duchow's Red Raven Ork, V 20-3356; Soeach-Habat Polka Ork, D 45068; V Zembrusky, Continental C-1260; Harmonv Bells Ork-J. Conway & The Wayfarers, Dana 2042; R. Ross Ork, Vocalion 55005)			
10	15	21	15	CARELESS HANDS	B. Crosby-K. Darby Singers	D 24616—ASCAP	
3	27	22	27	ROOM FULL OF ROSES	D. Haymes	D 24632—BMI	
3	25	22	25	AGAIN	D. Day-The Mellomen	Col 38467—ASCAP	
4	15	24	15	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork	Cap 57-544—ASCAP	
6	22	25	22	HUCKLEBUCK	T. Dorsey-S. Shavers	V 20-3427—ASCAP	
				(B. Goodman, Ca 57-576; F. Sinatra, Co 38486, B Marshall-Cozy Cole Ork, D 48099; R. Milton & His Solid Senders, Specialty SP 328; The Pig Footers, Merc 8130; Big Sis Andrews & Her Hucklebuck-Busters, Ca 57-7000; C. Calloway & His Cab Jivers, Hi-Tone 135)			
14	24	26	24	"A" YOU'RE ADORABLE	Jo Stafford and G. MacRae-P. Weston Ork	Cap 15393—ASCAP	
15	25	27	25	CARELESS HANDS	M. Torme-S. Burke Ork	Cap 15379—ASCAP	
5	23	27	23	I DON'T SEE ME IN YOUR EYES ANYMORE	P. Como-M. Ayres Ork	V 20-3347—ASCAP	
4	—	27	—	FAR AWAY PLACES	D. Shore	Col 38356—ASCAP	
				(K. Smith-J. Miller, MGM 10356; E. Baird, Hi-Tone 104; Ames Bros., Coral 60016; P. Terry-Paulette Sisters, Spotlite 500; P. Como-H. Rene Ork, V 20-3316)			
1	—	30	—	ROOM FULL OF ROSES	E. Howard	Mercury 5296—BMI	

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**COLUMBIA RECORD HITS**  
 CLICKING ACROSS THE COUNTRY



NEW IRVING BERLIN HIT TUNES FROM  
**"MISS LIBERTY"**

**"Let's Take An Old-Fashioned Walk"**  
 FRANK SINATRA & DORIS DAY

**"Just One Way To Say I Love You"**  
 FRANK SINATRA  
 38513 (1-260\*)

**"You Can Have Him" "Homework"**  
 DINAH SHORE & DORIS DAY  
 DINAH SHORE  
 38514 (1-261\*)

**"Little Fish In A Big Pond"**  
 DINAH SHORE & BUDDY CLARK

**"Paris Wakes Up And Smiles"**  
 BUDDY CLARK  
 38515 (1-262\*)

**"Baby It's Cold Outside"**  
**"My One And Only Highland Fling"**  
 Dinah Shore and Buddy Clark  
 38463 (1-200\*)

**"The Four Winds And The Seven Seas"**  
**"Never Be It Said"**  
 Herb Jeffries  
 38511 (1-256\*)

**"Be My Little Baby Bumble Bee"**  
**"Maybe It's Because"**  
 Bob Crosby—Marion Morgan  
 38504 (1-244\*)

**"The Huckle Buck"**  
**"It Happens Every Spring"**  
 Frank Sinatra  
 38486 (1-222\*)

**"Lover's Gold"**  
**"Till My Ship Comes In"**  
 Dinah Shore  
 38509 (1-254\*)

**"Some Enchanted Evening"**  
**"Bali Ha'I"**  
 Frank Sinatra  
 38446 (1-174\*)

**"A Wonderful Guy"**  
**"Younger Than Springtime"**  
 Dinah Shore  
 38460 (1-197\*)

**"Everywhere You Go"**  
**"Again"**  
 Doris Day  
 38467 (1-211\*)

**"I'm In The Mood For Love"**  
**"The Monkey Song"**  
 Mary Kaye Trio  
 38495 (1-230\*)

**"You Told A Lie"**  
**"You're Mine"**  
 Marjorie Hughes  
 38500 (1-235\*)



\*Columbia 7-inch Microgroove Records  
 "Columbia," "Masterworks" and Trade-marks, Reg. U. S. Pat. Off. Marcas Registradas, © Trade-mark

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JUST OFF THE PRESSES**



**NOVELTY SENSATION  
OF THE YEAR!  
Just Released ...**

# "COUNTRY GIRL"



(Written by  
FELICE AND BOUDLEAUX BRYANT,  
ASCAP)  
ON  
**RCA VICTOR  
21-0078**  
**HOMER & JETHRO**  
with  
**JUNE CARTER**

**HERE HE IS AGAIN WITH  
THE TOPS FOR THE OPS**



With His Latest and  
Greatest Release  
**"MIND YOUR OWN  
BUSINESS"**  
(Written by HANK WILLIAMS, BMI)  
Coupled with  
**"THERE'LL BE NO  
TEAR-DROPS  
TONIGHT"**  
(Written by HANK WILLIAMS, BMI)  
ON  
**MGM 10461**

# HANK (Lovesick Blues) WILLIAMS

NOTE: Order direct from your record distributor

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The **Billboard** MUSIC POPULARITY CHARTS  
**Folk (Country & Western)** PART VI  
**Record Section**

Based on reports received last three days of Week Ending July 1

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

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

Weeks to date	Last Week	This Week	POSITION	Record Title	Artist	Label
18	1	1	1.	LOVE SICK BLUES.....	Hank Williams and His Drifting Cowboys....	MGM 10352—BMI
8	3	2.	2.	THE ECHO OF YOUR FOOTSTEPS.....	Eddy Arnold, the Tennessee Plow-boy.....	V 21-0051—BMI
9	2	3.	3.	ONE KISS TOO MANY.....	Eddy Arnold, the Tennessee Plow-boy.....	V 21-0051—BMI
19	5	4.	4.	DON'T ROB ANOTHER MAN'S CASTLE.....	Eddy Arnold.....	V 21-0002, 48-0042—BMI
8	4	5.	5.	WEDDING BELLS.....	H. Williams and His Drifting Cowboys...MGM 10401—ASCAP	
4	—	6.	6.	PANHANDLE RAG.....	L. McAuliffe and His Western Swing Band.....	Col 20546
3	13	7.	7.	THE DEATH OF LITTLE KATHY FISCUS.....	Jimmy Osborne.....	King 788
12	6	8.	8.	I'M BITING MY FINGERNAILS AND THINKING OF YOU.....	E. Tubb-Andrews Sisters-Texas Troubadours.....	D 24592—BMI
2	14	8.	8.	I'M THROWING RICE AT THE GIRL I LOVE.....	E. Arnold.....	V 21-0083, 48-0080—BMI
15	11	10.	10.	TENNESSEE BORDER.....	R. Foley.....	D 46151—BMI
11	—	10.	10.	CANDY KISSES.....	R. Foley.....	D 46151—BMI
2	—	12.	12.	TENNESSEE TEARS.....	P. W. King and His Golden West Cowboys.....	V 21-0037
1	—	12.	12.	TENNESSEE POLKA.....	R. Foley.....	D 46170
20	8	14.	14.	CANDY KISSES.....	George Morgan...Col 20547—BMI	
3	15	15.	15.	I WISH I HAD A NICKEL...Someday You'll Call My Name	J. Wakely and Cowboy Band....	Cap 57-40153—BMI

### WARNING!

In utilizing these charts for buying purposes readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart, and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

### ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

A Smile Will Chase Away a Tear M. Seiger (Brush Those) Keystone K 102	Mind Your Own Business H. Williams & His Drifting Cowboys (There'll Be) MGM 10461
Aggravatin' Lou From Louisville R. Perkins (Hoe-Down Boogie) King 792	Moan, Chillun, Moan J. White (I Don't) Harmony 1006
Baby Blue Eyes L. Flatt-E. Scruggs (Bouquet in) Mercury 6200	My Saddle Pals and I Sons of the Pioneers (Kelly Waltz) Harmony 1035
Billie, the Kid Sons of the Pioneers (Down Along) Harmony 1033	Please Paint a Rose on the Garden Wall S. Whitman & Band (Tears Can) V (78) 21-0073; (45) 48-0069
Blue Danube Waltz B. Boyd & His Cowboy Ramblers (Varsoviana) V (78) 20-0071; (45) 48-0087	Promises G. Coward with the Pocono Echoes (Queen of) Shawnee 513
Blue Ranger 20th Century Pioneers (Coyote Joe) 20th Century TC-20-93	Queen of the Poconos G. Coward with the Pocono Echoes (Promises) King 513
Bob Wills' Square Dance No. 1 B. Wills & His Texas Playboys (Bob Wills') MGM 10469	Read It and Weep J. Bond (Somebody Loves) Col (78) 20592; (LP) 2-267
Bob Wills' Square Dance No. 3 B. Wills & His Texas Playboys (Bob Wills') MGM 10469	River of Tears S. Whitman & Band (I've Got) Coral 64015
Bouquet in Heaven L. Flatt-E. Scruggs (Baby Blue) Mercury 6200	Room Full of Roses G. Morgan (Put All) Col (78) 20594, (LP) 2-272
Brush Those Tears From Your Eyes M. Seiger (A Smile Will) Keystone K 102	Shoo Fly Brown Eyed Mary Piute Pete (Looby-Lu) Solo 12-006
Cowpuncher's Waltz T. Williams & His Western Caravan (Ham 'n' Eggs) Cap 57-40194	Silky...Tinkling Down J. Atkins (The Handout) Coral 60082
Coyote Joe 20th Century Pioneers (Blue Rangers) 20th Century TC-20-93	Slipping Around S. Whitman & Band (My Tennessee) Dec 46173
I Don't Know Why W. Raney (Why Don't) King 791	Somebody Loves You J. Bond (Read It) Col (78) 20592; (LP) 2-267
Down Along the Sleepy Rio Grande Sons of the Pioneers (Billie, the) Harmony 1033	Soon in de Mornin' J. White (I Wonder) Harmony 1013
Ham 'n' Eggs T. Williams & His Western Caravan (Cowpuncher's Waltz) Cap 57-40194	Square Dance Polka R. Allen & the Black River Riders (Yodeling Bird) V (78) 21-0072; (45) 48-0068
Hoe-Down Boogie R. Perkins (Aggravatin' Lou) King 792	Stars Over Laredo Red River Dave (When It's) Coral 64013
I Don't Care Where They Bury My Body J. White (Moan, Chillun) Harmony 1006	Step Right Back P. Pete, Caller (Duck for) Solo 12-004
I Wonder Will My Mother Be on Dat Train J. White (Soon in) Harmony 1013	Tears Can Never Drown the Flame (That's in My Heart) S. Whitman & Band (Please Paint) V (78) 21-0073; (45) 48-0069
I've Been Lonesome Since You Went Away P. Howard & His Arkansas Cotton Pickers (You Left) King 789	Texas Yodel D. Reynolds & His Westerners (The Parting) Selective S-1X
Kelly Waltz Sons of the Pioneers (My Saddle) Harmony 1035	That Blond Headed Gal of Mine D. Dedmon & His Rhythm Ramblers (That Lonesome) Imperial 8061

The Billboard

MUSIC POPULARITY CHARTS

PART VI

TRADE SERVICE FEATURE

# Folk (Country & Western) Record Section

Based on reports received last three days of Week Ending July 1

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

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

POSITION	Weeks Last (This to date)	Week (This to date)	Record	Artist	Label
19	2	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
8	1	2	ONE KISS TOO MANY	Eddy Arnold, the Tennessee Cowboy	V 21-0051—BMI
7	3	3	THE ECHO OF YOUR FOOTSTEPS	Eddy Arnold, the Tennessee Cowboy	V 21-0051—BMI
36	8	4	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	D 46136—BMI
3	12	5	TENNESSEE POLKA	R. Foley	D 46170
1	—	6	NEVER AGAIN	H. Williams and His Drifting Cowboys	MGM 10352
13	—	7	TENNESSEE BORDER	R. Foley	D 46151—BMI
8	4	8	I WISH I HAD A NICKEL	J. Wakely and Cowboy Band	Cap 57-40153—BMI
1	—	8	I'M THROWING RICE AT THE GIRL I LOVE	E. Arnold	V 21-0083; 48-0080—BMI
1	—	10	PANHANDLE RAG	L. McAuliffe and His Western Swing Band	Col 20546
2	—	10	HADACAL BOOGIE	B. Nestles & His Dixie Blue Boys	Mercury 6190
1	—	12	BEFORE YOU CALL	D. Landers	MGM 10427
6	11	13	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401—ASCAP
3	12	13	SOMEDAY YOU'LL CALL MY NAME	J. Wakely	Cap 57-40153
14	7	13	I'M BITING MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	D 24592—BMI

### WARNING!

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## FOLK TALENT AND TUNES

By Johnny Sippel

The Cass County Boys, heard with Gene Autry, are cutting sides for Modern, the Coast label. . . David X. Miller has taken over the helm of Castle disks, another Coast diskery. Firm still plans to go into the folk field, but the departure of Bobby Worth has slowed up the entrance. . . T. Tex Tyler (Four Star) recently did a concert of gospel songs at the Bright Corner Community Church, Long Beach, Calif. Tyler will be in the Eastern folk music park territory during July. . . Ray Ferris, producer at WLS, Chicago, has a promising ditty in "Do the Angels Cry?" . . . Paul Simpkins is now jockeying at WGRM, Greenwood, Miss. . . Lew Platt, Akron booker, and Cliff Rodgers (Donnett Hit), WHKK, Akron, disk jockey, staged a "George Morgan Day" at Summit Beach Park, Akron, June 26. Morgan is from Barberton, O., a few miles from Akron. Ted Parker, mayor of Barberton, presented Morgan with a key to the city and a parade was staged. Platt and Rodgers are using the 3,500-seat park theater to stage folk music events this summer. . . Buddy Starcher (4 Star) is now doing a disk show at WCAU, Philadelphia. . . Pete, Art and the Range Riders, for the past eight years at KDNT, Denton, Tex., will appear during the summer at the "Big-D-Jamboree," staged by Johnny Hicks over KRLD, Dallas. . . Merle Travis (Capitol) was honored recently at the Beverly Hills Hotel on the Coast. He was featured guest on Ted Fio Rito's "Composers' Night."

In the first running weekly survey of the nation's top folk music disk jockeys by The Billboard, which was answered by 22 rustic music platter pilots, Hank Williams' "Lovesick Blues" (MGM) topped all comers as the most played disk of the week. Following Williams in order were: Hawkshaw Hawkins' "All Because of My Jealous Heart" (King), Floyd Tillman's "Slippin' Around" (Columbia), with Pee Wee King's "Waltz of the Alamo" (Victor) and George Morgan's "Candy Kisses" (Columbia) tied for fourth.

In rating records as future hits, the platter spinners selected Eddy Arnold's "I'm Throwing Rice" (Victor) as the topper. Following in order were: Jimmy Dickens' "Country Boy" (Columbia) and Hank Williams' "Wedding Bells" (MGM) tied for second; Red Foley's "Tennessee Polka" (Decca) and George Morgan's "Room Full of Roses" (Columbia). Oatune disk jocks are asked to contact The Billboard's folk music department if they have not yet been contacted in the survey.

Eddy Arnold was feted in Hollywood at the Knickerbocker Hotel June 25. Robert Mitchum emceed a program that included appearances by Gene Autry, Hank Thompson, Julian Aberbach, Carolina Cotton, Pat Buttram, Nick Lucas and others.

Cowboy Dallas Turner, platter pilot and singer at KCRG, Cedar Rapids, Ia., is moving to KHMO, Hannibal, Mo., August 1. He will do 18 shows per week. His first release for Continental is set for July 10. Turner was in Chicago recently, talking over the publishing of his new songs with Forster Music. . . Andrew Jenkins, WEAS, Decatur, Ga., has joined Hi Tone label, with "Little Kathy Fiscus' Fate" and "Memories of Floyd Collins" as his first release. Jenkins,

(Continued on page 35)

MERCURY'S  
LATEST  
HILLBILLY  
RELEASES



"ONE YOU MUST CHOOSE"

WRITTEN BY

EDDIE DEAN

RECORDED BY

EDDIE DEAN

HERE'S A NATURAL AFTER  
"ONE HAS MY NAME"

MERCURY RECORD NO. 6195

REVERSE SIDE

"On The Banks Of The Sunny San Juan"

REMEMBER! EDDIE DEAN WROTE  
"ONE HAS MY NAME" AND HIS RECORD  
STARTED IT ROLLING LAST YEAR.

IT'S A HIT ALREADY!  
"HADACOL BOOGIE"

REVERSE SIDE

"I'm Footloose Now"

MERCURY RECORD

NO. 6190

RECORDED BY

BILL NETTLES

AND HIS DIXIE BLUE BOYS

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Announcing Regent's **FIRST Race Release**

#1000 **MOVE OUT**

Sonny Bridges Orch.

I'll Love You Till the End of My Life

Vocal: Sonny Bridges

#1001

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Delta John

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on ALL CHARTS

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and DEALERS Have Forced Us To Release

**THE ORIOLES'**  
GREATEST To Date

**"I CHALLENGE  
YOUR KISS"**

Backed by

**"DONKEY SERENADE"**

JUBILEE #5008

Orders totaling over 22,000 so far AND RELEASE DATE  
IS JULY 5th. Place Your Orders NOW—They will be  
filled as they come in.

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764 10th AVE. NEW YORK, N.Y.

## The Billboard MUSIC POPULARITY CHARTS

PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending July 1

### BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

Weeks to date	Position Last Week	This Week	Record	Label
12	1	1	1. TROUBLE BLUES <i>Honey, Keep Your Mind on Me</i>	C. Brown.....Aladdin 3024—BMI
15	6	2	2. AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon.....Supreme 1506—ASCAP
10	3	3	3. LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats.....King 4268
10	4	4	4. TELL ME SO <i>Deacon Jones</i>	The Orioles.....Jubilee 5005—BMI
12	7	5	5. HOLD ME, BABY <i>Jitterbug Parade</i>	A. Milburn.....Aladdin 3023
21	2	6	6. HUCKLEBUCK <i>Hoppin' John</i>	P. Williams.....Savoy 683—ASCAP
12	9	7	7. DRINKIN' WINE, SPO-DEE-O-DEE <i>Blues Mixture</i>	"Stick" McGhee.....Atlantic 873
6	15	8	8. HOBO BLUES <i>Hoogie Boogie</i>	J. L. Hooker.....Modern 663
3	11	9	9. IN THE MIDDLE OF THE NIGHT <i>Pot Luck Boogie</i>	A. Milburn.....Aladdin 3026—BMI
6	8	10	10. COLE SLAW <i>Every Man to His Own Profession</i>	L. Jordan's Tympany Five.....D 24633—ASCAP
12	9	11	11. CLOSE YOUR EYES <i>Candle Glow</i>	H. Lance...Sittin' In-514—ASCAP
6	4	11	11. DRINKIN' WINE, SPO-DEE-O-DEE <i>She Just Won't Sell No More</i>	W. Harris.....King 4292
3	13	13	13. BABY, IT'S COLD OUTSIDE <i>Don't Cry, Cry Baby</i>	E. Fitzgerald-L. Jordan.....D 24644—ASCAP
4	—	14	14. CONFESSION BLUES <i>I Love You, I Love You, I Love You</i>	Maxine Trio.....Downbeat 171
6	13	15	15. POT LIKKER <i>Red Boy at the Mardi Gras</i>	T. Rhodes.....King 4287

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### MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

Weeks to date	Position Last Week	This Week	Record	Label
12	1	1	1. TROUBLE BLUES	C. Brown.....Aladdin 3024—BMI
13	5	2	2. DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee.....Atlantic 873
22	2	3	3. HUCKLEBUCK	P. Williams.....Savoy 683—ASCAP
11	4	4	4. LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats.....King 4268
12	2	5	5. HOLD ME, BABY	A. Milburn.....Aladdin 3023
4	—	6	6. CONFESSION BLUES	Maxine Trio.....Downbeat 171
10	9	7	7. CLOSE YOUR EYES	H. Lance...Sittin' In-514—ASCAP
5	5	7	7. POT LIKKER	T. Rhodes.....King 4287
2	—	7	7. IN THE MIDDLE OF THE NIGHT	A. Milburn.....Aladdin 3026—BMI
6	—	10	10. BACK STREET	E. Chamblee.....Miracle 133
10	9	10	10. TELL ME SO	The Orioles.....Jubilee 5005—BMI
16	13	12	12. ROCKIN' AT MIDNIGHT	R. Brown.....De Luxe 3212
5	11	12	12. DRINKIN' WINE, SPO-DEE-O-DEE	W. Harris.....King 4292
10	13	14	14. D' NATURAL BLUES	L. Millinder Ork.....V 20-3351
14	7	15	15. AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon.....Supreme 1506—ASCAP
4	13	15	15. RICKY'S BLUES	The Ravens.....National 9073

### ADVANCE RHYTHM & BLUES RECORD RELEASES

Arnold Fine D. Dickens Quintet (You're the) Gotham G-185	I'm a Fool About Mama S. Mosley's Sextet (Claire) Penguin 0858
Claire S. Mosley's Sextet (I'm a Fool) Penguin 0858	Jason, Get Your Basin The Velvetears (Fine Like) Manor 1190
Dark Eyes H. Red Allen Ork (Red Jump) Brunswick 80110	Jump, Little Rabbit Memphis Minnie & Son, Joe (Tonight I) Col 30164
Fatigue E. Wilcox & J. Lunceford Ork (Ooh! That's) Manor 1187	Jump'n' With Pie E. Woodland Ork (Stranger in) Gotham G-186
Fine Like Wine The Velvetears (Jason Get) Manor 1190	Long John Blues D. Washington (Baby Get) Mercury 8148
Baby, Get Lost D. Washington (Long John) Mercury 8148	Midnight Mean D. (Mr. Alto) Turner & His Quartet (Give Me) Gotham G-183
Box Lunch E. Spencer Ork (Sunday Afternoon) Black & White 875	New Orleans Blues C. Brown with J. Moore's Three Blazers (Groovy Movie) Exclusive 107X
Give Me Some More of That Real Fine Loving D. (Mr. Alto) Turner & His Quartet (Midnight Mean) Gotham G-183	Ooh! That's What I Like E. Wilcox & J. Lunceford Ork (Fatigue) Manor 1187
Groovy Movie Blues C. Brown with J. Moore's Three Blazers (New Orleans) Exclusive 107X	Please Don't Go R. Brown & His Mighty-Mighty Men (Riding High) De Luxe 3226
He Knows How To Hucklebuck P. Williams & His Hucklebuckers (House-Rocker) Savoy 702	President's Blues H. (Peeie Wheatstraw) Ray (Working Man) Dec 48107
Hen Pecked Papa I. Willis (You Tu. ) MGM 10463	Rattlesnakin' Papa M. Martin (I Ain't) Selective S-104
Hoppin' With Hunter Big J. McNeely (Tondalayo) Exclusive 108X	Red Jump H. (Mr. Alto) Turner & His Quartet (Give Me) Gotham G-183
House Rocker P. Williams & His Hucklebuckers (He Knows) Savoy 702	Riding High R. Brown & His Mighty-Mighty Men (Please Don't) De Luxe 3226
	Slider F. Mitchell Ork (The Derby) Derby 711

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**  
**PART VIII**  
Billboard TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending July 1

**RATINGS (100 Point Maximum)**  
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
 40-69 SATISFACTORY • 0-39 POOR

**How Ratings Are Determined**  
 Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market. Point listings are maximums. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY OPERATOR

**POPULAR**  
**JIMMY SAUNDERS & THE RIDDERS** (Scott Fisher Quintet) (Hi-Tone 145)  
**The Four Winds and the Seven Seas** 75--70--77--78  
 Saunders does the fast-moving poetic ballad with fine feeling and sensibility, using echo to good advantage. Choir and quintet back smartly.  
**Room Full of Roses** 73--68--75--76  
 Pat Terry (Ray Arthur Quartet)  
 Simple, straightforward and sympathetic warbling at medium bounce tempo, cleanly supported by small combo.

**BOB HOWARD & ORK** (Abbey Records A68)  
**Ballin' the Jack** 65--64--62--69  
 Taken at a slower tempo than customary, the jazz standard gets one of Mr. Howard's characteristically happy vocals and whistling jobs.  
**How Can You Look So Good? (And Act So Bad)** 65--64--62--69  
 Old style jazz-flavored ballad done in slow rock fashion. Howard warbles, with a sideman interpolating answers in falsetto. Catchy little job.

**THE MERRY MACS** (Frank Wooley & Ork) (Pine Arts FA 1003)  
**The Rooster's Love Song** 40--40--40--40  
 Silly lyric without point or humor. Macs do their usual good job, but in a lost cause.  
**Faith** 45--45--45--45  
 Frank Wooley & Ork  
 Shaky warbling job and draggy ork performance make for a dull item here.

**AL GAYLE & ORK** (June Bruner) (Black & White BW-749)  
**A Fine, Fine Day** 67--67--66--68  
 Optimism-kick ditty of the genre but not the calibre of "It's a Great Day" piped well enough with adequate ork backing. Tune might make a fair opener for cafe performers.  
**Do You Believe?** 72--72--71--73  
 (Al Gayle)  
 Ballad has charm, with attention-getting lyric and melody. Performance doesn't do it full justice.

**GEORGE COWARD & THE POCONO ECHOES** (Shawnee 513)  
**Queen of the Poconos** 50--50--50--50  
 Not unpleasant stoching of a waltz which may do some business in the Poconos region.  
**Promises** 47--47--47--47  
 Not much of concern here.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL DISK JOCKEY OPERATOR

**POPULAR**  
**ART KASSEL & HIS ORK** (Mercury 5298)  
**Hell's Bells** 62--63--63--61  
 Kassel tries to revive his own oldie in rather unimpressive fashion.  
**His Excellency of the American Society for Little Pink Toes** 60--60--60--60  
 Another Kassel song which hardly makes a stir on wax.

**PHIL HARRIS & ORK** (Phil Harris & Jack Benny's Quartet) (RCA Victor 20-3477)  
**Thank the Man Upstairs** 50--50--50--50  
 This quasi-spiritual, combining religious sentiment and flag waving, isn't Harris' dish of tea at all.  
**I Wish I Were a Goldfish** 60--60--60--60  
 Comic bit of fluff is more in the Harris tradition, but too flimsy to make the grade.

**ERSKINE HAWKINS & ORK** (Henry Heywood) (RCA Victor 20-3490)  
**Rose Room** 60--61--60--59  
 Clarinet solo by Henry Heywood dominates this etching of the oldie. Doesn't impress.  
**Tell It to Me (If It Takes All Night Long)** 79--78--78--80  
 (Jimmy Mitchell)  
 Good blues mood and Mitchell vocal should be able to pick up some coin particularly for blues-and-rhythm ops.

**JACK CARSON** (The Crew Chiefs-Frank DeVol & Ork) (Capitol 57-672)  
**Give Me a Song With a Beautiful Melody** 79--80--79--78  
 Carson's not half bad in his disk debut. Song's one of those he does in his forthcoming "It's a Great Feeling" flick. It's a satisfactory material item.  
**That Was a Big Fat Lie** 78--79--77--78  
 Carson solos with the ork on this side. He tries a Chevalier and it comes off pleasingly.

**PEE WEE HUNT & ORK** (Capitol 57-673)  
**The Charleston** 80--81--79--81  
 Pee Wee may have a minor successor to his smash "Twelfth Street Rag" in this revival of the dance fave of two decades ago rarefied by some jazzy Dixieland licks.  
**Youthful Fountain** 73--70--75--75  
 Pee Wee's fountain flows with rye whiskey. He may find some fraternal sympathizers in taverns but many a radio station still prefers the ether.  
 (Continued on page 162)

*May I Extend...*

My sincerest thanks to Ken Murray for my second year in his "Blackouts." My every good wish to James Conkling and the entire gang at Capitol Records for standing behind me and rooting all the way. Believe me, I am looking forward to the next three years with all of you.

My deepest gratitude to my personal manager, Jack Beekman, who has made all of these wonderful things possible, also for his untiring efforts and faith in me.

My heartfelt thanks to all my friends who came to the El Capitan Theater in Hollywood, wish you could be at my opening in New York with Ken Murray's "Blackouts," September 6th at the Ziegfeld Theater.

*Nick Lucas*

Personal Management **BANK OF AMERICA BLDG.**  
**JACK BEEKMAN** BEVERLY HILLS, CALIF.

**NEW YORK RECORD CORPORATION**  
**Pioneers in Plastic Pressings**  
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**NON-BREAKABLE VINYL PLASTIC RECORDS AT SHELLAC PRICES**

**P.S.:** Of course, you'll save on packing, shipping, insurance, breakage, with less surface noise. A tremendous help for mail-order business. A penny postcard will bring you a sample pressing quickly. For more detailed information call or write "Wally" at . . .

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**HAVE YOU, MR. DEALER  
MADE ANY OF THESE  
STATEMENTS?**



"The record business is bad. I have to cut down on my advertising."

"My inventory's too high; I can't afford to take a chance on stocking very many of any record."



"When a hit comes along, I soon run out, and my distributor can't supply me fast enough."

"Television is so hot, I haven't got time for my record department."



"Your proposition sounds good, and your line is no doubt the coming thing, but business is going to get worse before it gets better, and I can't afford to invest anything right now."

"That record sounds like it has all the makings of a hit, but the experts haven't said so yet, so don't send me more than 25."



**ARE YOU GUILTY OF MAKING ANY ONE OF THESE STATEMENTS? IF SO, "THE HOT DOG STORY" IS FOR YOU . . .**

**"THE HOT DOG STORY"** is the keynote article in the July 30 issue of The Billboard. It brings out into the open the most controversial problems now facing every level of the music-record industry, and The Billboard's NAMM supplement goes further to effectively clarify these problems and stimulate enthusiastic and aggressive action to correct them.

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IX**  
**Record Possibilities**  
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending July 1

**THE BILLBOARD PICKS:**

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

**SOMEDAY** ..... Vaughn Monroe Ork. Victor 20-3510  
 Mills Brothers..... Decca 24691

Four years ago this was a country hit for Elton Britt on Victor. Now Monroe and the Mills boys are bringing it back as a pop item. And it makes a handsome vehicle for both of them. Vaughn gives his version the usual tasteful, danceable treatment and has vocal group assistance. The Mills turn in one of their most effective jobs in recent months, offering a slow first chorus and a slightly upped tempo in the second—the group's top hit formula.

**TWENTY-FOUR HOURS OF SUNSHINE**..... Dick Jurgens Ork. Columbia 38530  
 Carmen Cavallaro Ork. Decca 24678

This is the rousing and retentive tune which has been picked previously via an MGM plattering of Art Mooney's. Both of these renditions boast an easy flowing melody line, spot ensemble vocals and firm instrumental portions. Diskings could bring both of these bands back to wax contention.

**THROUGH A LONG AND SLEEPLESS NIGHT**..... Dinah Shore..... Columbia 38539

A new and haunting sort of ballad from the score of the new Loretta Young-Celeste Holm flick, "Come to the Stable," is done up in a fashion which should induce those who see the movie, a top 20th Century-Fox offering, to want the record. Dinah's rendition is embellished with a churchy choral group and a simple orchestral backing. It is a natty production job which should get lots of play.

**THE DISK JOCKEYS PICK:**

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

1. HOMEWORK ..... Fran Warren..... Victor 20-3466
2. DID YOU SEE JACKIE ROBINSON HIT THAT BALL?..... Buddy Johnson..... Decca 24675
3. HOMEWORK ..... Dinah Shore..... Columbia 38514
4. NOW THAT I NEED YOU..... Doris Day..... Columbia 38507
5. I LOVE YOU..... Jo Stafford..... Capitol 57-665
6. HOMEWORK ..... Jo Stafford..... Capitol 57-665
7. I LOVE YOU ..... Perry Como..... Victor 20-3469
8. LOVER'S GOLD ..... Dinah Shore..... Columbia 38509
9. LOVER'S GOLD ..... Ella Fitzgerald..... Decca 24646
10. NOW, NOW, NOW IS THE TIME..... Andrews Sisters-Russ Morgan..... Decca 24655

**THE RETAILERS PICK:**

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

1. HOMEWORK ..... Jo Stafford..... Capitol 57-665
2. NOW, NOW, NOW IS THE TIME..... Andrews Sisters-Russ Morgan..... Decca 24655
3. THE FOUR WINDS AND THE SEVEN SEAS ..... Vic Damone..... Mercury 5271
4. TWENTY-FOUR HOURS OF SUNSHINE ..... Art Mooney..... MGM 10446
5. THERE'S YES! YES! IN YOUR EYES..... Larry Green..... Victor 20-3464
6. LET'S TAKE AN OLD-FASHIONED WALK ..... Perry Como..... Victor 20-3469

**THE OPERATORS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below Based on a weekly survey among them on what the juke box operators think tomorrow's will be.

1. NOW, NOW, NOW IS THE TIME..... Andrews Sisters-Russ Morgan..... Decca 24655
2. THERE'S YES! YES! IN YOUR EYES..... Blue Barron..... MGM 10417
3. THERE'S YES! YES! IN YOUR EYES..... Larry Green..... Victor 20-3464
4. YOU'RE BREAKING MY HEART..... Vic Damone..... Mercury 5271
5. BE GOODY GOOD, GOOD TO ME..... Evelyn Knight..... Decca 24655
6. THERE'S YES! YES! IN YOUR EYES..... Eddy Howard..... Mercury 5296
7. TWENTY-FOUR HOURS OF SUNSHINE ..... Art Mooney..... MGM 10446
8. TING A LING..... Ken Griffin..... Rondo 196

**FOLK TALENT AND TUNES**

(Continued from page 31)

known as the "Blind Balladier," was the writer of the "Death of Floyd Collins," a song which sold into the millions 20 years ago. . . . Jimmy Wakely (Capitol) starts his next Monogram pic, "Melody Roundup," July 25, after returning from his current Eastern swing.

Jimmie Osborne, WLEX, Lexington, Ky.; Clyde Moody, WHHT, Durham, N. C., and Grandpa Jones, WARL, Arlington, Va., all King artists, highlighted the second annual Virginia Hillbilly Festival at Blackstone, Va., June 18. Part of the festival, was aired over the Mutual web. . . . Campfire Swingsters of Alcoa, Tenn., cut their first session for Dixie, the new Knoxville label. . . . Sons of the Range, Russ, Curly, Hank and Rocky, airing daily over WJMJ, Philadelphia, and appearing nightly at Steve Brodie's local bistro, have cut their first session for Regent. They also have sides on Pla-Rite and Metropolitan. . . . Lucille Ballantine, talent producer at the Swiss Chalet of the Bismarck Hotel, Chi, reports that Brady and Judy, the square dance calling team, will be held over until July 25 because of the impetus their work has given business. Spot is doing between 2,300 and 2,400 covers per week, a peak for the smart room. . . . Bill Monroe (Columbia) has returned to work at WSM, Nashville, following two weeks of complete rest, ordered by his doctor.

Johnnie Coulson and the Coulson Brothers' Oklahoma Cowhands, KCRC, Enid, Okla., and the Lilly Brothers, Everett and Mitchell, WWVA, Wheeling, W. Va., have joined the Cozy Records' talent roster on one-year pacts. . . . Clyde Baldschun, of McConkey Music's Hollywood office, setting up a nationwide tour for Wesley Tuttle's Capitol recording band.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago 1, Ill.

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 ★ You'll latch on to these  
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**HOUSE-ROCKER**  
 Paul Williams and His Hucklebuckers  
 He Knows How To HUCKLEBUCK  
 Vocal by Joan Shaw

**#701**  
**I SURRENDER, DEAR LOVE WALKED IN**  
 Errol Garner  
 With Rhythm Accompaniment

**#700**  
**DOUBLE TROUBLE BLUES**  
**I GOT WHAT IT TAKES**  
 Hot Lips Page and His Orch.  
 Vocal by Lips Page

**#698**  
**CALIFORNIA HOP SUNDAY DINNER**  
 Deacon McNeely and His Blue Jays

**#688**  
**I COVER THE WATERFRONT**  
**PENTHOUSE SERENADE**  
 Errol Garner

**#697**  
**HAPPY DAYS SWANEE RIVER**  
 Hal Singer Sextette

**#694**  
**P. B. BOOGIE FAT BOY BOOGIE**  
 Pete Brown Sextette

**#693**  
**FATSTUFF BOOGIE LAZY JOE**  
 Milton Buckner and His Orchestra

**#691**  
**SATURDAY NITE**  
 Tennessee Baby  
**CHEATIN' WOMAN**  
 Kansas City Jimmy

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- Written by Pee Wee King and Redd Stewart
- WALTZ OF THE ALAMO VICTOR 21-0015
- Written by Erwin King
- Vocal by Redd Stewart
- CHATTANOOGA BESS VICTOR 20-3232
- Written by Pee Wee King and Redd Stewart
- Vocal by Redd Stewart

- 49 WOMEN VICTOR 20 2995
- Written by Jerry Irby
- I HEAR YOU KNOCKIN' VICTOR 20-2366
- Written by Jimmie Widener
- KEEP THOSE COLD, ICY FINGERS OFF ME VICTOR 20-2263
- Written by J. Lair
- NEW YORK TO NEW ORLEANS VICTOR 20-3106
- Written by Arthur Smith
- Order these records from your distributor.
- TENNESSEE TEARS RCA Victor's
- Written by Erwin King Pee Wee King
- ALABAMA MOON #21-0037
- Written by Dave Denney

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**HAWKSHAW HAWKINS**

THE LONGER WE'RE TOGETHER  
WOULD YOU LIKE TO HAVE A  
BROKEN HEART?  
KING 793

★

**GRANDPA JONES**

YOU'LL MAKE OUR SHACK A MANSION  
I AIN'T GOT MUCH TO LOSE  
KING 794

★

**HANK PENNY**

HILLBILLY BE-BOP  
SWEET TALKIN' MAMA  
KING 795

★

**THE JUBALAIRES**

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"Just Love, My Sweet"—  
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- 9080—WINGY MANONE  
"Face on Bass"—  
"Can't Get You Off My Mind"
- 9081—DALLAS BARTLEY  
"I Know What It's All About"—  
"You're the Greatest"
- 5018—DICK THOMAS  
"Bartender Polka"—"Open Polka"

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# The Billboard MUSIC POPULARITY CHARTS

PART  
X

## Advance Information

Based on reports received last three days of Week Ending July 1

### ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

#### POPULAR

- A Wonderful Guy**  
E. Baird-R. Arthur Quartet (One Kiss) Hi-Tone 144
- Ach Du Lieber Augustin**  
J. Biviano-RCA Victor Accordion Ork (Schnitzel Bank) V (78) 25-1129; (45) 51-0014
- And It Still Goes**  
J. Dorsey Ork-L. Noble-H. Carroll (Fiddle Dee) Col (78) 38523; (LP) 1-273
- And It Still Goes**  
V. Monroe Ork (Someday) V (78) 20-3510; (45) 47-2986
- Dinah**  
D. Kaye (Eileen) Col 36585
- Donkey Serenade**  
The Orioles (I Challenge) Jubilee 5008
- Don't Bring Lulu**  
B. Stone (Pay the) Cap 57-699
- Don't Stop**  
R. Collins-B. Smith Ork (Take It) Apollo 1149
- Eileen**  
D. Kaye (Dinah) Col 36585
- Every Night Is Saturday Night**  
R. McKinley Ork (Only for) V (78) 20-3057; (45) 47-2979
- Fiddle Dee Dee**  
J. Dorsey Ork-C. Hogan (And It) Col (78) 38523; (LP) 1-273
- Frankly Sentimental Album—F. Sinatra—**  
A. Stordahl Ork (4-10")  
Columbia C185; CL-6059  
Body and Soul . . . Col 38472  
Pools Rush In . . . Col 38473  
Guess I'll Hang My Tears Out To Dry . . . Col 38474  
It Never Entered My Mind . . . Col 38475  
Laura . . . Col 38472  
One for My Baby . . . Col 38474  
Spring Is Here . . . Col 38473  
When You Awake . . . Col 38475
- Give Me the Moonlight**  
A. Dale-R. Bloch Ork (Vampin') Hi-Tone 141
- Good for You**  
R. Laurence Ork (Loving You) Dana 2046
- Guess I'd Better Knock on Wood**  
J. (Ty) Parsons (I Couldn't) A Natural Hit 103
- Hamlet**  
B. Hutton-J. Lilley Ork (That's Loyalty) Cap 57-696
- I Challenge Your Kiss**  
The Orioles (Donkey Serenade) Jubilee 5008
- I Couldn't Take It**  
J. (Ty) Parsons (Guess I'd) A Natural Hit 103
- (Just One Way To Say) I Love You**  
P. Page (I'll Keep) Mercury 5310
- I Never Knew**  
M. Hughes-H. Winterhalter Ork (You're Heartless) Col (78) 38524; (LP) 1-274
- I Wish I Had a Wishbone**  
C. Richards-S. Burke Ork (Silver Dollars) Dec 24680
- I'll Keep the Love Light Burning (In My Heart)**  
P. Page (I Love) Mercury 5310
- It's Love**  
G. Hudson & His Modern Music (Put It) King 4300
- It's Raining**  
R. Brown-E. Condon's Ork (So Long) Atlantic 879
- Just Like That**  
J. Long Ork (Sweet Sue) Hi-Tone 146
- Lora-Belle Lee**  
Mills Brothers (Out of) Dec 24679
- Loving You**  
R. Laurence Ork-Hayes Gordon (Good for) Dana 2046
- Minsan Lamang**  
X. Cugat Ork-D. Campo (Rumbasia) Col (78) 38516; (LP) 1-263
- My First Love, My Last Love, for Always**  
W. King Ork (We'll Still) V (78) 20-3511; (45) 47-2987
- On the Five-Forty-Five**  
C. Thornhill Ork-R. Carlyle (Who Do) V 20-3506; (45) 47-2978
- One Kiss Too Many**  
J. Saunders-S. Fisher Quintet (A Wonderful) Hi-Tone 144
- Only for Americans**  
R. McKinley Ork (Every Night) V (78) 20-3057; (45) 47-2979
- Ooh, If You Knew**  
P. Weston Ork (Reckin' Em) Cap 57-697
- Pay the Man the Money**  
B. Stone (Don't Bring) Cap 57-699
- Out of Love**  
Mills Brothers (Lora-Belle Lee) Dec 24679
- Oye Negra**  
J. Smith-F. DeVol Ork (The Mariachi) Cap 57-698
- Poinciana**  
A. Dale-R. Bloch Ork (The Isle) Hi-Tone 147
- Put It on the Cuff**  
G. Hudson (It's Love) King 4300
- Reckon I'm in Love**  
P. Weston Ork (Ooh, If) Cap 57-697
- Room Full of Roses**  
P. Terry-R. Arthur Quartet (The Four) Hi-Tone 145
- Roseanna**  
A. Wayne & The Tune Tailors (Sugar-coated Lies) Superb ASR 501
- Rumbasia**  
X. Cugat Ork (Minsan Lamang) Col (78) 38516; (LP) 1-263
- Schnitzel Bank**  
J. Biviano-RCA Victor Accordion Ork (Ach Du) V (78) 25-1129; (45) 51-0014
- Show Girl Blues**  
M. Moore & Her Salesman With Harmony Girls (That's May) A Natural Hit 105
- Silver Dollars Tinkling Down**  
C. Richards-S. Burke Ork (I Wish) Dec 24680
- Simply Say Goodbye**  
T. Mosley-N. Rodriguez Ork (When They) Apollo 1147
- So Long**  
R. Brown-E. Condon Ork (It's Raining) Atlantic 879
- Someday**  
V. Monroe Ork (And It) V (78) 20-2510; (45) 47-2986
- Sugarcoated Lies**  
A. Wayne-H. Saunders (Roseanna) Superb ASR 501
- Sweet Sue, Just You**  
J. Long Ork (Just Like) Hi-Tone 146
- Take It Easy, Arthur**  
R. Collins-B. Smith Ork (Don't Stop) Apollo 1149
- That's Loyalty**  
B. Hutton-J. Lilley Ork (Hamlet) Cap 57-696
- That's My Specialty**  
M. Moore & Her Salesman With Harmony Girls (Show Girl) A Natural Hit 105
- The Four Winds and the Seven Seas**  
J. Saunders-The Riddlers-S. Fisher Quintet (Room Full) Hi-Tone 145
- The Girl From Jones Beach**  
J. Bradford-H. Rene Ork (The Shade) V (78) 20-3512; (45) 47-2988
- The Isle of Capri**  
A. Dale-R. Bloch Ork (Poinciana) Hi-Tone 147
- The Mariachi Serenade**  
J. Smith-The Crew Chiefs-F. DeVol Ork (Oye Negra) Cap 57-698
- The Shade Went Up**  
J. Bradford-H. Rene Ork (The Girl) V (78) 20-3512; (45) 47-2988
- Vampin'**  
A. Dale-R. Bloch Ork (Give Me) Hi-Tone 141
- We'll Still Be Honeymooning (On Our Golden Wedding Day)**  
W. King Ork (My First) V (78) 20-3511; (45) 47-2987
- When They Ask About You**  
R. Mosley-N. Rodriguez Ork (Simply Say) Apollo 1147
- Who Do You Know in Heaven?**  
C. Thornhill Ork-N. Clayton (On the) V (78) 20-3506; (45) 47-2978
- You're Heartless**  
M. Hughes-H. Winterhalter Ork (I Never) Col (78) 38524; (LP) 1-274

#### HOT JAZZ

- Bop Off**  
R. Norris Quintet (That's My) Monogram 139
- B-Yot**  
Illinois Jacquet Ork (Big Foot) V (78) 22-0037; (45) 50-0021
- Big Foot**  
Illinois Jacquet Ork (B-Yot) V (78) 22-0037; (45) 50-0021
- Bopscotch**  
S. Chaloff & The Herdsmen (Chickasaw) Futurama 3003
- Chickasaw**  
S. Chaloff & The Herdsmen (Bopscotch) Futurama 3003
- Down Home, Parts I & II**  
W. Henry & His KC Cats Imperial 5043
- I Surrender, Dear**  
E. Garner (Love Walked) Savoy 701
- Illinois Blows the Blues**  
I. Jacquet (Uptown Boogie) Monogram 138
- Love Walked In**  
E. Garner (I Surrender) Savoy 701
- Skip a Page**  
Skip Hall & Band (Two Left Feet) Jamboree 1001

(Continued on page 150)

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Olympia 2901

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART XI**  
**Album Reviews**  
TRADE SERVICE FEATURE

Based on reports received last three days of Week Ending July 1

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

**THE RATINGS**  
 (100 points—the maximum)

90-100	.....tops
80-89	.....excellent
70-79	.....good
40-69	.....satisfactory
0-39	.....poor

**THE CATEGORIES**

	Max. Pts.
1. Production Idea (grouping of selection continuity)	15
2. "Name Value"	15
3. Caliber of Material	15
4. Manufacturers' Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion film, legit and other plugs)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work, binding, wrapping)	10

**MOZART: SYMPHONY NO. 40 IN G MINOR—AMSTERDAM CONCERTGE-BOUW ORK-EUGEN JOCHUM, director (3-12")** **80**  
 Capitol-Telefunken ECL 8015

This tremendous symphony, built on one of the most familiar musical strains, is a masterpiece of composition. The Mozart is most popularly appreciated for his melodic lyricism, this work has that and sublime grandeur as well. The performance is alive and warm, the recording satisfactory. There's every good reason to believe it should enjoy a good sale, being grand Mozart handsomely interpreted by a fine European ork.

**JUKES** Not suitable.  
**JOCKS** Can be profitably programed on half-hour classical segs.

**BEETHOVEN: QUARTET IN C MINOR, OP. 18, NO. 4—PAGANINI QUARTET (3-12")** **78**  
 Victor DM 1308

The six string quartets in Opus 18 were Beethoven's first excursion into this form. Number 4, the C Minor, is probably as famous and beloved a quartet as anything in the chamber music repertoire. As with most early Beethoven, it is gay and delightful. The Paganini group does a beautifully co-ordinated, spirited reading. The album will be a must for chamber music collectors, being the last waxing by the original Paganini Quartet before the death of cellist Robert Maas. Recording is superb, reproducing the string tones with virtually perfect fidelity and balance.

**JUKES** Not suitable.  
**JOCKS** Okay for longhair segs.

**DATE WITH JANE POWELL ALBUM — JANE POWELL -CARMEN DRAGON ORK (3-10")** **68**  
 Columbia MM 835

The Donkey Serenade; Mighty Lak' a Rose; Over the Rainbow; Summertime; One Kiss; Sweethearts. The young and pretty movie star, Jane Powell, herein adds another collection of standards to other of her Columbia albums. Her previous wax efforts had her singing at least passably well—well enough probably to satisfy her movie followers. But in this package Miss Powell sings without distinction, quality and only a minute amount of feeling. Probably some of her movie following will buy the set and probably they, too, will be disappointed.

**JUKES** Not suitable.  
**JOCKS** Spin it for name values only.

**R. STRAUSS: FINAL SCENE FROM "SALOME"—Ljuba Welitsch, Metropolitan Opera Orchestra, conducted by Fritz Reiner (2-12")** **85**  
 Columbia MX-316

The Reiner-Welitsch debut at the Metropolitan Opera this past season was without any question of doubt one of the most heralded musical events of the past few years. Their joint entry was made with Richard Strauss' "Salome" as the vehicle. In this excerpt from the violent opera, Miss Welitsch's beautifully toned soprano manages somehow to transfer some of the passion of Salome onto wax in singing the work's most intense sequence. Reiner handles the orchestra impeccably. The technical recording is on a high plane.

**JUKES** Not suitable.  
**JOCKS** Must for all longhair and FM libraries.

**JERROLD DEVELOPS**

(Continued from page 14)

teraction. Only one antenna array is necessary for use with the system. No switching is necessary, and all the receivers are fed from one coaxial cable.

Engineers of the Jerrold firm have already completed tests in various parts of the country on the new system and are making pilot installations. One installation has been completed in the Montgomery Ward

**MOZART: EINE KLEINE NACHTMUSIK—THE BERLIN PHILHARMONIC ORK-ERICH KLEIBER, director (2-12")** **80**  
 Capitol-Telefunken EBL 8017

This score is one of the most popular in Mozartiana. It has been sadly mishandled by most orchestras; it is a serenade written for a small string orchestra rather than for the immense sea of instruments prescribed for most symphony groups today. In this package, a small group of strings from the Berlin Philharmonic under Erich Kleiber plays the charming and melodic Mozart score in a performance which is closest to the prescription of the composer. Tho this etching was made in the mid-'30s, it still has much resonance and good sound. The interpretation of the work is one of the soundest on wax. Package is the standard Capitol simulated-leather wine-colored album.

**JUKES** Not suitable.  
**JOCKS** Highly recommended for FM and longhair spinners.

**RIMSKY-KORSAKOV: ANTAR, OP. 9 — THE CLEVELAND ORK-ERICH LEINSDORF, director (4-12")** **74**  
 Columbia MM-834

Rimsky-Korsakov shaped one of his more colorful scores in this symphonic suite which depicts the story of Antar, the Arabian warrior-poet of the sixth century, who forsook mankind to avoid its evils. It is an early work of the Russian composer but it is nevertheless equal in orchestration ideas and melodic content to his later romantic works. The composer makes much use of oriental themes in this work as he did in his later and more popular "Scheherazade" suite. Leinsdorf, who graduated from the Metropolitan Opera orchestra to leadership of the fine Cleveland group, extracts a good sound from the orchestra and contributes a sound reading of the score.

**JUKES** Not suitable.  
**JOCKS** New recording sounds give this set preference over other etchings.

**GOUNOD: FAUST (Complete in two volumes) — Sir Thomas Beecham, conducting soloists and the Royal Philharmonic Orchestra (16-12")** **74**  
 Victor DM-1300 and DM 1301

The highlight of the recent 70th birthday release for Sir Thomas Beecham was this ambitious two-volume recording of Gounod's brilliant opera, "Faust." In the 32 sides, Beecham crams, if not the complete opera, all of the work which is yet heard in the opera houses. This is indeed one of Beecham's finest efforts on wax. His spirit and domination of the Gounod score is apparent thruout the performance. He outshines the excellent soloists (Georges Nore as Faust, Geori-Boue as Marguerite, Roger Rico as Mephistopheles, and Roger Bourdin, Betty Bannerman, Huguette Saint-Arnaud and Ernest Frank). His pacing, phrasing and attention to dynamics make this a memorable reading of the Gounod score. It is beautifully recorded as well. Certainly this package will stand as a landmark in operatic recordings.

**JUKES** Not suitable.  
**JOCKS** If this is too long for a single show then use excerpts by all means.

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# The Honor Roll of Popular Songwriters

By Jack Burton

## NO. 27—JULIAN EDWARDS

During the adolescent years of American comic opera, Julian Edwards was a member of the musical intelligentsia of Tin Pan Alley, which was then largely populated by one-finger composers from New York's seamy East Side and the cotton fields of Dixie.

A native of Manchester, England, where he was born December 17, 1855, Edwards studied music under two instructors who had been knighted by Queen Victoria, Sir Her-

bert Oakley and Sir John MacFarren. Edwards then served as the conductor of the Carlo Rosa Opera Company and also the Royal English Opera Company where his future wife, Phillipine Siedle, was prima donna. Being schooled in classical music, Edwards naturally turned first to the field of grand opera to exploit his talents, and achieved a notable triumph in 1884 when his *Victorian* was produced at London's famed Covent Garden Theater.

### PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

#### Lighter Music

Four years later, however, Edwards sailed with his wife for the United States and, settling in New York, switched from grand opera to the lighter forms of musical composition—operettas and comic operas. Such a step was at variance with the procedure of such contemporary English composers as Leslie Stuart and Ivan Carlyle, who exported the scores of *Floradora* and *The Pink Lady to America* for Broadway production after their London premieres but remained abroad to spend their royalties.

While Edwards was considered the equal of Victor Herbert as a composer, he could not match the prolific

output of that Irish master of melody, and for this reason, does not rank with the truly great of Tin Pan Alley. His record, however, is too brilliant to be completely ignored. With Stanislaus Stange as a collaborator, he provided Lillian Russell, Jefferson de Angelis, Christie MacDonald, Lulu Glaser, Madame Schumann-Heink, Blanche Ring, Georgia Caine and Kitty Gordon with outstanding Broadway successes, and his *My Own United States*, the song hit from *When Johnny Comes Marching Home*, has all the patriotic fervor of George M. Cohan's *You're a Grand Old Flag*, which is no mean achievement for a songwriter who was English born and bred.

### ★ ★ ★ JULIAN EDWARDS'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE ★ ★ ★

Unless otherwise noted, all of Julian Edwards's songs are published by M. Witmark & Sons.

#### Musical Comedies

1892—**JUPITER**, or "The Cobbler and the King"

Book and lyrics by Harry B. Smith, and starring Digby Bell in a cast that included Laura Joyce Bell, Louise Montague, Trixie Friganza and J. Aldrich Libby.

I'LL MAKE A LAW TO STOP IT  
THE COBBLER'S SONG  
FLY FAST, FOND DOVE  
A VERY OLD GAG  
SAILING TO THE MOON  
YOU MAY SOAR AND SEARCH  
LIFE IS SUCH A STUPID BORE  
I'LL WAIT FOR THEE  
I CALL ALOUD FOR THEE  
I PRITHEE HEAR ME  
COME DRAW NIGH

1893—**FRIEND FRITZ**

A comic opera by Stanislaus Stange, based on the French farce, "L'Ami Fritz," and co-starring John Mason and Marion Manola.

I WOULD NOT IF I COULD  
THE HEART THAT LOVES  
THE SNOW KING'S DEATH  
BACHELOR'S SONG  
NOBODY KNOWS  
SONG OF THE WEDDING RING  
I'LL FOLLOW THE RULE

1895—**MADELEINE**, or "The Magic Kiss"

Book and lyrics by Stanislaus Stange, and starring Camille D'Arville and Charles Dickson. John Church Company.

SONG OF THE HUSBANDS  
MARY HAD A LITTLE LAMB  
LEGEND OF GRIMM  
'T WAS BUT A DREAM  
I LOVE YOU SO  
'T IS SAD TO LOVE IN VAIN  
DICKIE AND THE BIRDIE  
THE DOCTOR AND THE SCRIBE  
THE BRIDAL SONG  
SERENADE  
HEART, FOOLISH HEART  
I WOULD HAVE TOLD YOU LONG AGO

1896—**BRIAN BORU**

Book and lyrics by Stanislaus Stange, and starring Jefferson de Angelis in a cast that included Max Eugene, John C. Slavis and Amella Summerville. John Church Company.

I'M A GIANT'S LITTLE BABY  
THE IRISH PATRIOT  
GUARDIANS OF BEAUTY  
THE EARTH'S RICHEST DOWER  
FARE-THREE-WELL

#### SONGWRITERS COMING UP!

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... And Others

THERE'S A LAD THAT I KNOW  
A PICTURE IN MY HEART  
SIMPLE IRISH COLLEENS  
MY NAME IS PAT O'HARA  
SING THE SONG OF GREAT BRIAN  
SING A MERRY ROUNDELAY  
AN ENGLISHMAN'S TOAST  
THE OPEN GATES  
NO SPY AM I  
A FOOL AM I  
PADDY AND HIS PIG  
WHENE'ER YOU LEAVE  
SHEATHE THE SWORD  
FILL UP THE LOVING CUP  
BOYS AND GIRLS  
PRIDE GOES BEFORE A FALL  
CLINK CLANK  
WHERE IS THY HEART, OH BRIAN  
THE BRAVE?  
FOR IRELAND  
ALL HOPE HAS FLOWN  
THE IRISH CUCKOO

1896—**THE GODDESS OF TRUTH**

Book and lyrics by Stanislaus Stange, and starring Lillian Russell in a cast that included Leo Dietrichstein and Joseph W. Herbert. John Church Company.

THE SWEET OLD STORY  
A PRINCESS I  
ON PROBATION  
THE LITTLE WEATHER VANE  
I AM BULGARIA'S KING  
'T IS THE SPIRIT NOT THE LETTER  
AH LOVE SWEET FRAGRANT FLOWER  
HUSH—SAY NOTHING  
AUF WEIDERSEHN  
LOVE THE MAGICIAN  
I WISH YOU WOULDN'T DO THAT  
IF YOU SHOULD  
WHEN A GOOD KING REIGNS  
ONE SMILE FROM THEE

1898—**THE JOLLY MUSKETEER**

Book and lyrics by Stanislaus Stange, and starring Jefferson de Angelis in a cast that included Van Rensselaer Wheeler, Harry MacDonough and Maude Hollins.

THE WISHING WELL  
THE KING'S OWN MUSKETEERS  
LOVE FOR AN HOUR  
WICKED MAN  
THAT SWEET OBLIVION DRINK  
JUST TO PRATTLE AWAY  
WILFUL WOMAN

1900—**PRINCESS CHIC**

Book and lyrics by Kirke LaShelle, and starring Christie MacDonald in the New York production and Marguerite Sylva on the road.

THE LOVE LIGHT IN YOUR EYES  
WAR IS A BOUNTIFUL JADE  
WEAK AS A WOMAN  
COME LOVE, GO LOVE  
A SOLDIER OF FORTUNE  
THE FOOLISH SWALLOW  
THE WOOD NYMPH  
THE STORY BOOK

1902—**DOLLY VARDEN**

Book and lyrics by Stanislaus Stange, and starring Lulu Glaser and Van Rensselaer Wheeler.

SWING, MY PRETTY ONE  
MY SHIP'S THE GIRL FOR ME  
DOLLY VARDEN  
THE COUNTRY GIRL  
WHAT LOVE MEANS  
WHEN WE MET IN LOVER'S LANE  
THE CANNIBAL MAID  
AN AURAL MISUNDERSTANDING  
LOVABLE LOVE  
THE NAVY  
FOR THE BENEFIT OF MAN  
THE LAY OF THE JAY  
THE GIRL YOU LOVE  
THE SONG OF THE SWORD  
BRIDES AND GROOMS

1902—**WHEN JOHNNY COMES MARCHING HOME**

Book and lyrics by Stanislaus Stange, and presented by a cast headed by William G. Stewart, Albert McGuckin, Homer Lind, Maude Lambert, Julia Clifford and Thelma Fair.

I COULD WALTZ ON FOREVER  
'T WAS DOWN IN THE GARDEN OF  
EDEN  
MY OWN UNITED STATES  
(Available on RCA Victor record 4433,  
Lawrence Tibbett.)  
JUST MARRY THE MAN AND BE  
MERRY  
WHEN OUR LIPS IN KISSES MET  
FAIRYLAND  
WHO KNOWS  
WHILE YOU'RE THINKING  
THE SUWANEE RIVER  
MY HONEYSUCKLE GIRL  
LOVE'S NIGHT  
SPRING, SWEET SPRING  
KATIE, MY SOUTHERN ROSE  
GOOD DAY, YANKEES  
YEARS TOUCH NOT THE HEART  
FLAG OF MY COUNTRY  
BUT THEY DIDN'T  
THE DRUMS

1904—**LOVE'S LOTTERY**

Book and lyrics by Stanislaus Stange, and starring Madame Schumann-Heink in a cast that included Louise Gunning, Wallace Brownlow and John C. Slavin.

SONG OF THE TUB  
BEHOLD OUR LADY GREAT  
WHAT ARE THOU  
HOAX AND COAX  
MY FIRST TRUE LOVE  
THE VILLAGE RECRUITS  
THE HONEYMOON  
CUPID'S A LAD  
KIND FORTUNE SMILES TODAY  
LONG FORGOTTEN  
A GLIMPSE OF EDEN  
HOLIDAY JOYS  
FOLLOW THE FLAG  
IF WE PART  
THE BLARNEY OF KILLARNEY  
THE TEMPTATION  
SWEET THOUGHTS OF HOME

1906—**HIS HONOR THE MAYOR**

Book and lyrics by C. J. Campbell and R. M. Skinner, and starring Blanche Ring in a cast that included Harry Kelly, Fletcher Norton, Fred Walton and the original English Pony Ballet.

FLOWER SONG  
THE DAINY MILLINERS  
THE GIRL FROM ILLINOIS  
COME TAKE A SKATE WITH ME  
Music by Gus Edwards.  
THE MAYOR OF KANKAKEE  
I'LL TRAVEL THE LINKS WITH YOU  
THE LAND YOU LEFT BEHIND  
MARY ANN  
CALL AROUND ON SUNDAY AFTER-  
NOON  
SWEET TOKAY  
MILITARY WILLIE  
MAYGAR MAID  
A LITTLE GIRL LIKE ME  
WALTZ ME AROUND AGAIN, WILLIE  
By Will Cobb and Rene Shields.

1907—**THE BELLE OF LONDON TOWN**

Book and lyrics by Stanislaus Stange, and starring Camille D'Arville.

TO DRINK WE HAVE NO FEAR  
THE LIGHT THAT LIES IN WOMAN'S  
EYES  
MAGICIAN LOVE  
I WAS BORN TO RULE  
I CANNOT WAIT TILL MONDAY  
THEY PICTURED ME LIKE THIS  
LET US GOSSIP OF THE LATEST COURT  
FLIRTATION  
FAIR BEAUTY'S QUEEN  
THE LADY OF SOCIETY  
HINDOO PARADISE  
I SHOULD HAVE BEEN OFFENDED IF  
MY WAIST YOU HAD NOT SQUEEZED  
WHEN FORTUNE SMILES  
GUARDIANS OF THE HOUSE  
THE LITTLE WEATHER VANE  
DRINK WITH ME THE NIGHT AWAY  
LOVE'S SECRET  
STILL THE WORLD ROLLS ON, ON, ON

1907—**THE GIRL AND THE GOVERNOR**

Book and lyrics by S. M. Brenner, and starring Jefferson de Angelis.

DON MASQUALE DE MESQUITA  
I WOULD LIKE A FRANK OPINION

I'VE A VERY NASTY TEMPER, SO  
BEWARE  
A MUSICAL LOVER I'D BE  
WHO WOULD A BACHELOR BE  
HAVE YOU HEARD IT TOLD THAT  
WAY BEFORE

1908—**THE GAY MUSICIAN**

Book by Edward Siedle, lyrics by Charles Campbell, and with a cast headed by Amella Stone, Walter Percival and Joseph C. Miron.

WE WON'T DO A THING TO HIS  
OPERA  
HAIL TO THE QUEEN OF BEAUTY  
THAT'S HOW I GET TREATED  
THE SAUCY SPARROW  
MY DASHING SOLDIER BOY  
THE BOX OFFICE TELLS THE STORY  
THAT MELODY  
AT LAST, AT LAST  
DAINTILY, LIGHTLY  
D'UNE COQUETTE  
WHAT A DRY WORLD THIS WOULD  
BE  
A CUP OF TEA  
IF THE UNEXPECTED HAPPENS  
I HAVE MY DOUBTS  
IT'S A LONG, LONG TIME  
NOT AS SIMPLE AS I LOOK  
I WANT TO BE YOUR BLUE-EYED  
BABY  
COME ALONG, IT'S A TRIFLING  
AFFAIR  
TAKE THAT

1909—**THE MOTOR GIRL**

Book and lyrics by Charles J. Campbell and Ralph Skinner, and with a cast headed by Georgia Caine, Elizabeth Brice and Ted Lorraine.

PROFIT  
TROT-I-TY TROT  
WHEN WE WERE TWENTY-ONE  
WILHELMINA  
THE MOTOR GIRL  
OUT IN THE BARNYARD  
ALL THE WORLD LOVES A LOVER  
JUST LIKE THAT  
JUST SUPPOSE YOU LOVED ME  
THE HONOR OF ALTENSTEIN  
FINESSE  
IN PHILADELPHIA  
WHAT CAN A FELLOW DO?  
WHEN I'M A DUCHESS  
BREAD AND CHEESE  
THE BELLE OF THE DAIRY LUNCH  
I'M OLD ENOUGH TO THINK

1909—**THE GIRL AND THE WIZARD**

Book by J. Hartley Manners, lyrics by Robert B. Smith and Edward Madden, and starring Kitty Gordon and Sam Bernard.

REVEILLE  
THE LAND OF LOVE  
WHAT WEALTH IS HERE  
SONG OF THE HEART  
THE WEDDING FETE  
The following numbers were interpolated in this production:  
LA BELLE PARISIENNE  
Music by Louis A. Hirsch.  
MILITARY MARY ANN  
Music by Louis A. Hirsch.  
I WONDER IF YOU'RE LONELY  
By Ned Wayburn and George Dougherty.  
HOW CAN YOU TOOT?  
By Will Heelan and Seymour Furth.  
THE BLUE LAGOON  
By Jerome Kern.  
FRANZI FRANKENSTEIN  
By Jerome Kern.  
WHEN I SANG TOREADOR  
By Melville Gideon.  
OPERA COMIQUE  
By Melville Gideon.

1910—**MISS MOLLY MAY**

Book and lyrics by Walter Browne, and with a cast headed by Grace LaRue, Eva Fallon and Sydney Grant.  
LOVE COMES TO STAY  
THE MERRY MODEL'S BALL  
ART WITH A CAPITAL "A"  
MOLLY MAY  
MY FACE IS MY FORTUNE  
POOR LITTLE LONELY KID  
THE BAGPIPES

# Music—As Written

## New York:

**Sammy Kaye** has been racking up some top grosses lately. In McKeesport, a suburb of Pittsburgh, Kaye accounted for a record breaking gross at the Vogue Terrace during the week of June 13-18. With a \$1.50 cover, the location was sold out practically the entire week. The maestro followed this with a week in Washington, where despite the 97-degree temperature he grossed \$26,000. The Washington date was hyped by Kaye's "So You Want To Lead a Band" promotion, the winner getting a Plymouth auto.

The **Three Suns** have been renewed at the Roosevelt Grill to July 27. This is the first time the spot has carried a name attraction into the summer months. . . . **Dan McNamara**, of the American Society of Composers, Authors and Publishers (ASCAP), is vacationing for a few weeks.

The **William Morris Agency** band wing, still functioning on a much-abbreviated basis, has set **Charlie Spivak's** ork for 25 consecutive one-nighters running thru July 24, and has his crew pretty well filled up to September 5, at which time the band will take a vacation. . . . Personal manager and publisher **Barbara Belle** leaves for a three-week trip to the West Coast July 12. . . . **Gene Williams's** crew heads into Old Orchard Beach July 11 for a two-week stay.

**Howard Sinnott**, one-night booker for the General Artists Corporation here, was secretly married to his secretary, **Pat Kuester**, June 25. . . . **Buddy Fields** still is with the Detroit office of the Music Corporation of America despite previous reports to the contrary. . . . Singer **Ray Stapleton** opened at the Famous Door nitery July 1. . . . **Ted Steele**, the radio and television disk jockey-singer-orkster, has been inked to a Columbia recording contract. His initial date will be held next week, with the **Marlin Sisters** due to lend him a vocal assist.

**Regina Chomska**, a leading interpreter of Israeli songs over here, will fly to Tel Aviv next week where she will make a series of recordings for the Israel Music Foundation. . . . **Seymour Heller**, of the Gabbe, Lutz & Heller personal management office, flew back to Hollywood July 1 after several months here. . . . Savoy Records, the blues, rhythm and jazz label, last week signed tenor saxist **Lester Young**, to a wax pact. He last etched for **Aladdin**. . . . The **Ink Spots** recorded last week with orchestral backgrounds for the first time in the group's history. . . . The **Three Weidler** brothers, tootlers who have worked with a number of name bands as sidemen, sliced a couple of sides for Capitol Records as a singing group doing songs which they wrote.

**John H. Hammond Sr.**, father of Mercury Records exec **John Hammond** and **Mrs. Benny Goodman**, died Tuesday (28) of a heart attack while shooting a round of golf. . . . Baritone sax specialist **Cecil Payne**, former sideman with **Dizzy Gillespie's** ork, sliced four sides for Decca in front of a five-piece combo. . . . Decca artists and repertoire man **Paul Cohen** leaves next week for a two-week recording trip thru the South. **Sy Rady**, of the same diskery, returned to New York last week after several weeks of slicing wax on the West Coast. . . . Songwriter **Jack Fulton** cut a couple of sides for MGM Records, with recitation bits added by **Franklyn McCormack**.

**Thrush Kitty Kallen** has been pacted by RKO to star in the first of a series of musical film features. The pic will be shot in New York, starting July 12. . . . **Johnny Clarke**, who does the Johnny Clarke show over WNJR, Newark, N. J., became the father of a nine-pound son last week. . . . **Mrs. Clarke** is the former **Lorraine Woodruff**. . . . Maestro **Elliot Lawrence** has added 20-year-old trombonist, **Gene Hensler**, to his ork, replacing **Jap Harris**. The latter is forming his own Dixieland organization. **Jimmy Padget**, trumpeter with Lawrence, is back with the band after a minor operation.

## Chicago:

**Jim Bulleit**, former prexy of the Bullet label and now operating Delta, folk music and race label, was injured two weeks ago in an auto accident near Nashville. He is convalescing at his home in Nashville. His wife and infant daughter, who were in the car, suffered only minor injuries and are fully recovered. . . . **Monroe Passis**, chief of Chord Distributors, has dropped all his lines except race and hillbilly. . . . **Jack Pierce**, King Records trouble shooter, in Chi for two weeks overseeing the local distributorship. **Marv Reiner** left his post as head of King's local outlet. . . . **Carol (The Voice) Bary**, oldest employee in point of service at GAC here, celebrated her ninth anniversary at the office's switchboard. . . . **Nat Cole** completed plans early in June to adopt his wife's four-year-old niece, **Carol Lane**. **Mrs. Cole** will be presenting him with an heir of his own next February.

## London:

A number of top music names open at the Olympia July 4. Supporting America's **Myron Cohen** are **Vera Lynn**, who earned the title of "Forces Sweetheart" during the war and is now a big seller on London and Decca labels; tenor **Gene Marvey**; **Ambrose** and his orchestra; the **George Mitchell Choir**; British thrush **Gwen Catley**; the **Richard Crean** orchestra; the **Dagenham Girl Pipers**, and others.

**Jack Nathan**, who with his orchestra left the exclusive Churchill's Club in Bond Street to go to the Nightingale two months ago, will now return to Churchill's at the management's request. During his absence **Frank Weir** led a small group there. It is reported that the Nightingale has been sold. . . . **Jack White** and his band, who are resident at the Astoria Palais De Dance in London, will commence a new air series July 14. **Harry Leader** and his band, also at the Astoria, also have a series coming up this month.

**Harry Gold** and His Pieces of Eight, most popular Dixieland group in the country, are now resident for summer season at Weston Supermare. . . . **Jack Simpson** has augmented his sextet to a 14-piece band for a three-week engagement at the noted Green's Playhouse Dance Hall in Glasgow.

**Benny Goodman** will have several English key instrumentalists to accompany him when he appears at the London Palladium. They include trumpeter **Kenny Baker** now on a retainer with **Ambrose** and for a long period with **Ted Heath** Music and, of course, the fine Palladium pit orchestra, **The Skyrockets**, who are currently touring with **Danny Kaye**.

**Maurice Winnick**, who is resident **Ciro's Club**, will appear for a season at the **Ambassadeur Club**, Deauville, this August. . . . **Robin Richmond**, Hammond organist, has taken a small group to Oslo, Sweden, and will commence his Scandinavian tour from there.

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**VOX JOX**

A National Accounting of Disk Jockey Activities

**GOTHAM GAB . . .** Elliot Nevins, 17-year-old Forest Hills High School student, begins his eight-week deejay job at WOV Monday (4). Nevins, who won the contract as first prize in the station's recent high school deejay contest, will split his tenure into a four-week morning show and a four-week late show. . . . Graeme Zimmer, of WCSI, Columbus, Ind., was a New York visitor last week. . . . Jackson Low, WWDC, Washington, known there as "the mayor of Connecticut Avenue," also visited New York last week, cutting transcribed interviews with Sarah Vaughan and Illinois Jacquet at Bop City. . . . Bill Cook returned to WAAT, Newark, last week, after a two-week vacation in Chicago.

**STRICTLY FROM DIXIE . . .** Bill Wills has switched from KLEE to KCOH in Houston. He will serve as program director in addition to doing a three-hour afternoon platter stint known as "Wells Bells." . . . Don Elliot, WCON, Atlanta, is set for a fall television show when the wattery adds a TV outlet. . . . Sammy Roen, former publicity director for WMCA in New York, is now a deejay at WORZ, Orlando, Fla. . . . Bill Fields is piloting the all-nighter at WCPO, Cincinnati, having changed venue from WZIP, Covington, Ky., just across the river. . . . Clayton Van Calligan has been named program director at WMGA, Moultrie, Ga. . . . Bob Watson, "Platter Party" pilot at WSB, Atlanta, back from a 17-day vacation at Daytona Beach, got his journalism degree at Emory University last week. . . . Orkster Buddy Johnson has skedded visits with Ken Corbitt, WTIK, Durham, N. C., and Bob Nelson, WBBQ, Augusta, Ga., on his current Southern tour. . . . Joe Monroe, KENT, Shreveport, La., is setting up as a record distributor, handling such indie lines as Commodore. . . . C. James David has launched a new platter show, "The All Colored Revue," at WHNC, Henderson, N. C. . . . Rick Weaver, formerly at WCAV, Norfolk, is now a deejay and program director at WPDQ, Jacksonville, Fla. . . . Bob Earls, WCLA, Baton Rouge, La., has started a new disk show titled "Tune Trolley for Teens," saluting a differently sorority, fraternity or social club each day. Every Wednesday representatives of one of the clubs appear on the show, spinning disks of their choice. . . . Herb Gershon, WCOH, Atlanta, and Johnny Martin, WERD, same city, collaborated in transcribing an interview with Nat Cole during a recent one-nighter by "the King."

**CANADIAN CAPERS . . .** Bob Clark, CKNX, Wingham, Ont., has started a "New Release Review" Saturday afternoons, featuring disks played for the first time on the station. . . . Bob Tabor, CKCW, Moncton, N. B., reports a heavy regional demand for Paul Weston's Capitol platters, despite the lack of a distributor in the area.

**WESTERN WAX WHIRL . . .** Dan Palen, KGLO, Mason City, Ia., did a ticker-tape broadcast of the Walcott-Charles fight during his deejay stint. . . . Ray Starr, KAYX, Waterloo, Ia., emceed the Policeman's Ball there, played by the Ray Anthony ork, and cut an e. t.'d interview with the maestro. . . . George Logan, WKRO, Cairo, Ill., is doing an all-new release show, titled "Record Review." . . . Bruce Wimer, Emporia, Kan., devotes the 10:15 seg of his "Bruce's Bash" every Tuesday evening to The Billboard's "Honor Roll of Hits."

**CONNECTICUTTINGS . . .** Don John Ross, WDRG, Hartford, is back at the mike after a vacation thru the Middle West. . . . Mrs. Russ Naughton, wife of the WDRG deejay, has been a patient at a Hartford hospital. . . . Arthur Ashley, WONS, Hartford, received the Distinguished Flying Cross and the Air Medal with two clusters, earned as a radio operator in the China-Burma-India theater. . . . Ex-Bridgeporter Bill Newman is now at WXGI, Richmond, Va. . . . Paul Morency, WTIC, Hartford, reports the addition of a new record show, aired Sundays at 12:30 p.m. Called "Ranger Show," the stint features Western melodies, natchurally. . . . Bertha Porter, music librarian at WDRG, Hartford, is back from a New York visit where she met with Gotham jocks and made an exhaustive tour of the Brill Building. . . . Joe Girard, WCCC, Hartford, is pitching in with the local campaign to raise funds for underprivileged children's summer camps by offering signed photos of himself to all listeners mailing contributions to the station.

**Trapps To Teach Amateurs To Sing**

NEW YORK, July 2.—The first 150 of the 600 people from various parts of the United States and Canada who will participate in four 10-day "sing weeks" under the direction of the noted Trapp Family Singers are scheduled to arrive in Stowe, Vt., Monday (4). The family comprises the widow and eight children of the late Baron George Von Trapp.

The Trapp Singers, during the 10-day period, will attempt to prove that a person without any previous musical training and no special gifts, can progress in that brief period from simple singing to intricate polyphonic choral works.

More than 3,000 people have participated in the Stowe "sing weeks"

**Dat Brat!**  
NEW YORK, July 2.—Cleffer Joe Myrow, contract writer with 20th Century-Fox, is worrying about professional competition from his son, Freddie. Freddie's composition, *Palm Canyon*, has been selected by Guy Maier, dean of American piano teachers, for inclusion on this year's list of recommended pieces. The list is subscribed to by more than 5,000 piano teachers. Freddie is nine years old.

since the Trapp family began the project in 1944. The scene of the project is a former Civilian Conservation Corps (CCC) camp, leased by the Trapps from the State of Vermont for 10 years.

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# SOCIAL SECURITY BLUES

## Fla. & AGVA To Huddle on Bond Tangle

### Rules in Conflict

NEW YORK, July 2.—The State of Florida and the American Guild of Variety Artists (AGVA) will start their first huddles Thursday (7) when Jonas Silverstone, AGVA's national counsel, arrives in Tallahassee to discuss bonds with the State Industrial Commission officials.

Under Florida law, no theatrical guild, group or union may collect a bond from any Florida op. Under AGVA's rules, no cafe op can have a show unless he has posted a bond with the union equal to at least the first week's salary of all acts on the bill.

AGVA, say insiders, recognizes the law, but claims its demand for bonds doesn't violate the law. The reasoning is based on the contention that all bonds are filed with the national (New York) AGVA office and do not remain in Florida.

### Horse and Buggy

But with this hassle about bonds, there is still another complication. In recent months, some of Miami's beach front hotels have put in acts, some for long stands. There is an old Miami Beach ordinance that forbids entertainment in beach hotels, except stringed orks. Recently police raided a few of these hotels, and the cry of "horse and buggy" laws went up.

The main objectors to the hotels' talent policies are the smaller downtown hotels who fear that larger hotels' potential talent buying power will drive the smaller hostelrys out of business.

Now with AGVA tangling with the State authorities on the matters of bonds, it is possible that not only cafes and theaters but hotels too will be without AGVA talent for the coming season.

The union admits it is caught on the horns of a dilemma. Obviously, it says, it wouldn't like to do anything to lessen the chances of actors getting work. At the same time, it says, it has to protect the salaries of performers who take jobs.

## N. Y. Copa, Plaza Doing Top Biz

NEW YORK, July 2.—Two of the most successful rooms, judging from crowds, are the cocktail lounge of the Copacabana and the very lush Plaza Hotel's Rendez-Vous Room.

The Copa, with disk jockey Jack Eigen at the mike, pulls in some of the top names in the biz. There is hardly a big name in flickers, radio or cafes who doesn't take a whack at Eigen's mike. Frequently customers come in just to sit in the lounge and hear and see an Eddie Cantor, a Fred Allen or similar big timer give out with opinions on various things. The other night Cantor held forth on the Hooper ratings to a rapt audience, most of whom wouldn't know a Hooper from a mop. But it made for good audience appeal.

The Rendez-Vous is a completely different operation. A class restaurant major-domoed by Gigi, the room has two bands spelling each other, Payson Re's Society Beats and Nicholas Matthey's Royal Tziganes.

## La Tucker "Fuss" Over St. Loo Vaude Preem Helps Pull 24G

NEW YORK, July 2.—The preem of vaude at Loew's State in St. Louis June 16, the first stagershow in that house in 19 years, was greeted by 90-degree heat, a Dodger-St. Louis ball game, and the opening of the St. Louis Opera Company, but it still did \$24,000 for the week.

The biggest hypo came from a situation involving Sophie Tucker, who was playing at the Chase Hotel. According to a news story in *The St. Louis Star-Times*, Miss Tucker was reported as saying in effect that vaude was dead, and "it was foolish to bring it back."

Frankie Laine, Artie Dann, Connie Haines and two other acts at Loew's State did a burn when they saw the story, and Dann, who emceed the Loew's State show, made a pitch at each performance, asking the audience if they liked the show to send cards saying so to Miss Tucker. Later in the week, the program was switched. Customers were asked to send their cards to the theater instead. The result was that on the last day of the bill, the house got over 2,000 cards.

In the meantime Dann and Laine were still burning, claiming that Miss Tucker's blast hurt the vaude comeback and was a sour-grape gesture from a performer who was made by vaude. Dann also pointed out that, when the Palace reopened, Miss Tucker wired the RKO toppers congratulations.

### La Tucker Denial

Sophie Tucker flatly denied having made the statements attributed to her by *The Star-Times*. She said she had been misquoted. "I'm an old vaudevillian," said Miss Tucker. "How could I say vaudeville is dead?"

## Labor Demands Kill Atlantic City Pier's Shows

ATLANTIC CITY, July 2.—The Million-Dollar Pier, which had aimed at weekly vaude shows in its Hippodrome Theater, junked the idea this week after the theatrical unions stepped in and advised the new ownership, headed by George J. Costello, that it would take a nine-piece pit band and four stagehands to light up the stage. With the Pier getting off to a rather haphazard start, the management decided to forget about bringing in the vaude units.

In addition, the Pier canceled out the *Hayloft Hoedown* show, radio network hillbilly revue, which was inked in to fill in the Monday nights in the theater during the summer. Keeping the theater closed enables the management to ease out of the contracts made with the Western show and with stage units booked earlier.

The Pier also changed the set-up for the Jimmy Costello (no relation to George) audience participation radio show skedded for the Hippodrome. Instead of a morning stanz., Costello is doing his stint from the ballroom from 6:30 to 8 in the evening with a half-hour aired by WMID. Pier Ballroom carries on with Roy Stevens's band and the Ed Curry Trio.

The Chi-Chi Room is doing so well that for the first time since its opening it will stay open all summer.

If vaudeville's dead, then Tucker's dead. I see stagershows coming back all over the country and giving work to actors. I'm all for it."

But whether it was a stunt or an accident, the fact remained that the theater management played up the "feud" for all it was worth. Miss Tucker said the news stories brought the Chase Hot, where she was working, "a big business," while Loew's State came thru with a bang-up gross.

"I take my hat off to whoever started the whole thing," said Miss Tucker. "It helped business. I hope in other towns where I may work and where stagershows are going on, that somebody comes up with a similar stunt."

## Gus Van Out; Bright Races Georgie Price

NEW YORK, July 2.—The withdrawal of Gus Van as a candidate for prexy of the American Guild of Variety Artists (AGVA) throws the campaign into a race between Jackie Bright and Georgie Price.

The campaign was further intensified this week when Dewey Barto, AGVA topper, withdrew as an aspirant for AGVA's national board. While Van pulled out because "one year is enough for anybody to serve," Barto's withdrawal was based on different factors. AGVA's by-laws bar any paid official or employee from being a candidate for any elective office, the theory being that employees would be in a strong strategic position to electioneer.

### Bright Is Anti-Barto

Charges have been made that Bright is to be licked "because he's against Barto." Yet it was Price who started the campaign at AGVA's recent Chicago convention to unseat Barto. Later, Price seemed to have a change of heart.

Bright is the choice of the small actor—the ones who play the bread-and-butter club dates. Price, with a big name of some standing, has been charged with inability to understand the small actor's problems.

Both Bright and Price are starting their campaigns in low gear, but with the election only a few months away they are expected to step it up before July is over.

### Barto the Mystery

Where Barto fits into the picture is a mystery. He had offered to quit his job as AGVA's boss man when a new man was found to take over. Up to now a number of men have been mentioned as possible candidates. A sub rosa arrangement involving Barto was to "guarantee" him a position on the national board if he quit the top AGVA job. With his name dropped from the ballot, he is no longer a candidate for the board. However, it has been pointed out that it is possible to start petitions calling for the reinstatement of his name.

### S. F. Tivoli Drops Flesh

SAN FRANCISCO, July 2.—After several months of showing vaude acts, the Tivoli Theater has tossed in the sponge. Manager Ellis Levy has announced he will revert to a flicker policy at the conclusion of this week's run.

## Cafes, Bookers And Theaters Are Headachy

### Gotta Get Up the Dough?

(Continued from page 3)

termed employers and as such will have to put up dough with the State and federal governments for Social Security and unemployment insurance and will have to cover their actors thru workmen's compensation. Bookers claim they are not employers, but others point to their practice of hiring acts at one figure and putting them to work in various spots for other figures. This, say lawyers, makes the bookers employers and the actors employees.

The argument that actors are not employees but independent contractors has been knocked down by the New York State Department of Labor, which said in effect that artists who take direction as to hours of rehearsal, number of shows and the like are considered employees, and employers will be required to live up to the law regulating collection of taxes and their payment to the proper authorities.

### It Began in 1943

The question of employee vs. independent contractor was first ruled upon in the courts in 1943. Radio City Music Hall was asked for taxes in the case of Gautier's Steeplechase and claimed that Gautier was an independent contractor. The Appellate Division upheld the Music Hall and nothing further was done about it.

Showbiz authorities say that the Music Hall case may have been analogous to the situation arising today, that case was heard before a tribunal and the present situation is a ruling by State and federal authorities. It is possible, they say, that the present ruling may be tested in the courts some day, but until it is, it becomes the law of the State, and with the federal government backing up the State, its effect is nationwide except where States have laws specifically mentioning artists as individual contractors.

In the case of circus performers, courts have already ruled they are employees and not individual contractors. AGVA maintains the same (See *Social Security Blues*, page 44)

## Short Notice

NEW YORK, July 2.—Billy Toffel, who opened at the Cafe Wienecke, Friday (1), almost had to do his act in shorts.

Toffel moved to a new apartment early Friday and was cleaning up the place, in a pair of shorts, carrying rubbish to the hall incinerator, when suddenly the door slammed and locked him out.

His wife, out shopping, returned, but didn't have the keys. There was no superintendent to be found, and no locksmith was available. The renting agents had no keys and suggested he call the fire department.

Toffel called the fire department. They told him to call the police department. Finally a prowler car showed up with a pair of cops who removed the lock from the door.

**Oriental, Chicago**

(Thursday, June 30)

Capacity, 3,200. Price range, 50-98 cents daily. Four shows weekdays, five shows weekends. House booker, Charley Hogan. Shows played by Carl Sands' house ork.

Frankie Laine is the first record name singer to work locally during the past year and received as big a mitt in his second p. a. here as in the first. While other record biggies have slipped a bit on recent p. a.'s, Laine's terrific animated delivery, co-ordinated with his original phrasing, had even the oldsters mitting at the finale. The Mercury recorder's easy talk between numbers and his enthusiastic presentation make him a must for video.

Chirp Monica Lewis looked sharper than ever in a black and white gown that brought sounds of approval from males and fens. Gal still lacks the original delivery and voice that means stardom, but she did a creditable job with several pops and a novelty, which was the high spot. Decca chirp won consistent palming all the way.

Ming and Ling were a topnotch comedy novelty here three years ago in their first stay. Since that time, they haven't changed the act's structure or lines in any way, with the result that a comedy natural is getting stale. Act needs a major re-vamping to put it in the topnotch bracket where it belongs.

Lewis and Van have changed the music in their excellent cleating stint. They now do a showmanly precision routine on tiny steps to a fiery Latin number, while their closing precision rhythm bit is a be-bop number. New music enhances.

Carl Sands' house ork inserted a well-played Ellington medley, for a nice change of pace, in the middle of the show.

Pic: *It Happens Every Spring.*  
Johnny Sippel.

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**VAUDEVILLE REVIEWS**

**RKO Boston, Boston**

(Thursday, June 30)

Capacity, 3,000. Prices, 55 to 74 cents. Booked thru RKO, New York. Four shows daily. Band led by Charles Dant.

The Dennis Day show which starts a six-week tour from the RKO Boston Theater is destined to hang up some records around the RKO circuit. That's a flat prediction based on audience reaction and the state of business on the first show here. To theatergoers, Dennis Day is a guy whose records they hear on the radio once in a while. To radio fans, he's a guy who can do anything and do it well.

Impressions, songs, ad libs, sketches and the like come to him with equal ease. On his first show here he showed he is potentially one of our greatest entertainers. There's a lot of moola behind him on this tour. But he doesn't need it. His own gifts will carry him.

**Day Does It**

Day is in the middle of everything in this show; but he makes it look as tho he were not trying to hog the limelight. He introduces every act, takes part with some; stays away from others. But all told he has a company of expert performers, with few weak spots.

The Clark Brothers lead off with some hyper-thyroid acro-dancing. The acts include Gale Robbins, as fine a vocalist as the town has seen in ages. She's pretty, has a real voice and a personality which never flags.

Bill Norvas and the Upstarts are highly trained in group vocals but they sound awfully shrill and nervous. The Acromaniacs perform some of the most incredible acrobatics imaginable.

And Day winds up the show with a group of songs, ranging from *Some Enchanted Evening* to *Ave Maria* (sung in Latin), to impressions of Harry Lauder and Sophie Tucker.

It's a whale of a show and ought to be good for a long extension from its scheduled tour. Bill Riley.

**Capitol, New York**

(Thursday, June 30)

Capacity, 4,627. Price range, 80 cents-\$1.50. Number of shows, four daily; five Saturdays. House booker, Sidney Piermont. Show played by the Hal McIntyre band.

The stagershow this time around plays slowly; little happens until Bert Wheeler, now working with Sid Slate, comes on. The earlier part of the bill suffers from poor pacing, even if the acts themselves do okay jobs.

Wheeler comes out after an intro by Slate, who in turn is brought on as the assistant bandleader by McIntyre. Most of the act has been done by Wheeler, particularly the bit he used to do with Paul Douglas, before the latter became a flicker hit. But with it there's been added a number of new bits that make the act socko. Slate makes a fine straightman, and his long experience makes him an equally deft comic. Wheeler's sad little man mannerisms is top comedy. The house roars. Sandra Slate (Sid's wife) is also in the act, adding bonuses to the laughs that Wheeler and Slate pull.

Thelma Carpenter, togged out in a high necked white brocade, came in with some exciting arrangements on standards, with *Big, Wide, Wonderful World* being particularly slick. The gal wound up to a hand almost big enough to stop the show.

The flesher opened with Hal McIntyre's band (15) on stage blasting it out with listenable but loudish

**Palace, New York**

(Thursday, June 30)

Capacity, 1,700. Price range, 55 cents-\$1.20. Chain booker, Dan Friendly. Number of shows, four daily. Show cut by Don Albert's house ork.

One sock act on even an average bill can make all the difference, and on this one it is that old standard, Ross and La Pierre, who put the whole thing on ice.

Frank Ross's trumpet imitations, little bits of biz and throwaway lines pulled hand after hand and terrific yocks midway and at the end of the act. Miss La Pierre's straightening was as deft as ever. When they walked off the applause was tremendous.

Bob Howard, who followed and closed, was in a tough spot, but he, too, registered with his songallog-pianistics.

The show teed off with Lott and Joe Anders, a good looking couple with a fine unicycle-juggling act. The kids worked fast, showed some eye-compelling tricks and wound up way ahead.

**La Kenton Enthusiastic**

Kay Kenton, comic singer, made up in enthusiasm and sheer drive what she lacked in a routine. Three songs, *Man Could Be a Wonderful Thing*, a hillbilly and a Latin bouncer, were received in okay fashion.

Carlton Emmy's dog act, a standard that has played probably every house on the Stem, made a good sight act for customers who like watching pups go thru various paces. It earned a nice hand.

The Ben Yost Colleens, four gals, did three songs, *McNamara's Band*, the *Whiffenpoof Song* and a longhair number with comic overtones. The gals are attractive, sing okay—and girl acts are in demand.

Ray English started slowly but got them with his series of comic falls and drunk bits. His chatter was adequate tho improvement seemed called for. His flat-back falls, staggers and particularly his be-bop number put him way ahead. His eccentric dancing was, as usual, very good.

The Ciro Rimac Revue, with Rimac and his son, Charley Boy, taking turns on the tympani, worked hard, tho the audience didn't seem to go for Latin acts. The four-person troupe (two men, two girls) beat out all the standard Latin stuff, vocal and terp, to tepid interest. Rimac, who's been around for some time, might take the audience into his confidence by telling it that people in his act are members of his family. Theater audiences would respond to such a pitch. Pic, *The Last Fling*. Bill Smith.

McIntyre's boy singer, Frankie Lester, showed a hefty pair of pipes in belting out *Old Man River*. Later he was joined by three sidemen and the girl singer, Paula George, in *Hucklebuck* for a satisfactory hand. The girl singer, Paula George, is apparently a novice. She has a nice voice and looks good, but she needs much more stage experience.

Bob Dupont, comedy juggler, who opened the act part of the show, worked to an apathetic house during his first few minutes. It wasn't until almost the close of his spot that he got his customary results.

Hal LeRoy, the perennial juvenile, still has two of the best educated feet in the business. His hoofing is clean but looked so easy that nobody got excited. His chair dance to brushes got somewhat better reactions. Pic, *Any Number Can Play*. Bill Smith.

**Roxy, New York**

(Friday, July 1)

Capacity, 6,000. Price range, 80 cents-\$1.50. Number of shows, five daily; six Saturday. House booker, Sam Rauch. Show played by Paul Ash's house band.

Polished production work and big-time performances by singer Janet Blair and skater Carol Lynne make this well balanced bill one of the Roxy's most showmanly presentations. The show opened big with a colorful ice spectacle, and built from there, maintaining a tightly co-ordinated, bright pace thruout.

By now, Miss Blair's metamorphosis from a wide-eyed film ingenue into a slap happy singing comedienne who can sell is no longer a surprise. The gal has looks, vitality and a well-developed comedy sense. Teeing off with a fast, bouncy arrangement of *I May Be Wrong*, she followed with a parody version of *Comme Ci, Comme Ca*. The latter featured some rather pointless patter, but she sold it well and rated a good hand from the audience.

It was the Blair-Blackburn team tho that sparked the show's best audience reaction. The duo collaborated on *A Fine Romance* and *Baby, It's Cold Outside*, and their youthful exuberance and uninhibited hoofing scored a tremendous hit on the opening day.

**Twins Pull Mitts**

The Blackburn Twins were on before, and their precision dancing and flashy mirror routine pulled a fair hand, but it couldn't compare with the mitt they rated with Janet Blair.

Carol Lynne's personality and grace dominated the *Slaughter on 10th Avenue* number. The production opened on the wonder stage, with a Roxy lad peddling newspapers (i.e., "Read all about the big slaughter on 10th Avenue"). The chorus boys and girls, in Bowery and Park Avenue togs, danced on and Lynne made a surprise entrance, sans skates. Slinkily draped in a short cerise costume, she demonstrated her versatility by performing a sexy ballet solo to the Rodgers and Hart music. Then she brought the house down by doing the same routine on ice, modified bumps and all.

Herb Shriner, a home-spun comedian reminiscent of Will Rogers, supplied a shrewd change of pace. His rambling discourse on life in Indiana had plenty of spontaneous sounding gag lines and had sound audience appeal. Even the musicians howled.

The Martin Brothers, a fast moving puppet act, rounded out the bill. The boys are skillful marionette manipulators, and their wooden dolls have real personalities. The clown bit was particularly effective. Their walk-off with dancing skeletons was cleverly utilized to introduce a chorus number. The routine featured a line wearing identical sk' on costumes, which glowed in the dark. The eerie effect looked like a line-up of technicolor paper dolls drawn by Thurber. Pic, *House of Strangers*. June Bundy.

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# NIGHT CLUB REVIEWS

## Club Harlem, Atlantic City

(Wednesday, June 29)

Capacity, 700. Price policy, \$1.85 admission, no minimum, no cover. Shows at 11 and 2:30. Owners-operators, Sam Singer and LeRoy Williams. Manager, Charles S. Johnson.

One of the oldest cafes here dedicated entirely to the Harlem brand, Sam Singer and LeRoy Williams have spent a lot to remodel and air condition the large room, and put in a large revue that makes the admission tariff a bargain that pays off in solid and speed-paced entertainment for a fast 100 minutes.

Show runs the gamut from spice to sophistication, with costume, talent and staging earning kudos for emcee-producer Larry Sjeele.

Star and show stopper is Valaida Snow, who packs a strong emotional wallop in her pipes. Sharp on figure and smartly gowned, Miss Snow leaves the ringsiders limp with her dramatic singing of *Chloe* and *My Yiddish Mama*. Contrasting in pace and just as potent is her song selling for *Great Day* and *St. Louis Blues* to which she adds hot licks on the trumpet and displays a proficiency that counts.

### George Kirby a Topper

Sharing the show-stopping honors is George Kirby with a medley of mimicry that takes in the familiar radio and screen voices with an added twist in taking the record singers for a ride. He has a keen sense of timing that adds to the humor of his material which is neatly strung together.

Completing the trio of headliners and also earning a big hand is Jackie (Moms) Mabley. Outlandishly dressed in keeping with her spiced material, Moms gives her familiar song parodies and gags the desired impact for its double entendre duty.

The four dance acts provide as much terp contrast as the main leads with Janet Sayre easily the top drawer in that register. Gal is a looker, with tuneful taps and kicks to complete the Eleanor Powell impression. For jive and jitterbugging, it's the frantic and furious stepping of the Congaroos, two mixed teams. On the spice side, and just as much on the distaff side, is the Tahitian dance design, easily recognized as Fruedian, by Princess DePau and her male partner, Tero, with two bongo bangers to heighten the excitement. And for the bodily gyrations, it's the torso slinging of tiny Rose Bud.

Dressing the stage is a line of 12 beige beauts who have the added advantage of revealing and alluring costumes. Polishing off the pony chorus is a tall and attractive sou-brette, Hortense Allen.

No small measure of the show's excitement is the result of the solid rhythms created by Sabby Lewis's band (12) with the show score direction capably handled by Coleridge Davis. The Syncophants, musical fem foursome, hold forth in the room's adjoining cocktail lounge.

Maurie Orodener.

## Cafe James, New York

(Tuesday, June 28)

Capacity, 80. Price policy, no minimum or cover. Operator, Joey Kaufman. Exclusive booker, Al (May Johnson office) Herman. Publicity, Matty Simmons. Estimated budget this show, \$700.

The spot has a good moving package that works informally because of the size of the room. The sparkplug is Jerry Bergen, who pretends he's a waiter, heckles the acts and finally does his own spot. His act is too familiar to need description here. But to the audience he was fresh, new and funny. They laughed long and loudly at his panto, bits and double talk.

Jack Prince probably has one of the best voices around. He can and does belt out sans mike, tho his pacing may affect his singing. He needs training to keep his pipes from straining. His fat boy comedy is apparently subdued on this bill, yet Prince's pliable mug makes him a very amusing potential chap.

Leona Hall, a tall, attractive blonde, has a pleasant voice, but too many of her numbers were overarranged to the point of ennui. Her novelties, however, were good.

Dave Rogers 88's the show adequately. Johnny Nazarrri does the intermission piano job in okay style.

Bill Smith.

## Follow-Up Review

COPACABANA, NEW YORK: Joey Adams and his two partners, Tony Canzoneri and Mark Plant, came in with some new material based on their original formula and got some excellent responses. But if Adams is the comic of the three-man act, it was Canzoneri who got the heaviest play. Adams is smart enough to see that Canzoneri gets all the chances, frequently playing straight for him. The beginning of the act was a little tense, preem nervousness being responsible. But at the end when the boys went into their songwriter routine, pulling Michael Durso, band fronter, into the act, the yocks piled up.

The biggest surprise of the show was canary Mindy Carson, an ex-Paul Whiteman and Harry Cool singer just signed by RCA Victor. Miss Carson, wholesome looking brunette, showed a warm delivery plus deliberately underplayed style that hasn't been seen here in a long time. Her voice, a caressing delightful one, kept the full room spellbound, a rare thing in a place that seldom pays attention to anything but comics. Miss Carson opened fast with the standard, *Just One of Those Things*, and followed it with an unusually poignant *Bali Ha'i*. Then came the oldie, *You Took Advantage of Me*, followed by a humble and moving thank you speech which put her way ahead. Next came a ballad, beautifully and expertly phrased and ended with *Homework*, from *Miss Liberty*. She was in by a mile. Miss Carson is a great singer today. With proper handling and promotion she should become an equally great attraction.

Beatrice Kraft, now working with two boys, made an enchanting picture as she and the lads went thru various East Indian dance gyrations to pop music. The team opened fast, went into a slow precision number and finished equally fast, building for a well paced finale.

The rest of the Copa show is virtually a holdover. The production and featured girl and boy singers and dancers have been previously reviewed.

Bill Smith.

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## Weather's Hot So Stem Isn't; Palace 21G, Cap 41, Roxy 60

NEW YORK, July 2.—The continuation of the hot, humid heat wave hit Stem takes where it hurt the most, tho the Radio City Music Hall (6,200 seats; 12-week average \$125,000) managed to come thru with a figure that showed plus. The first week of the Music Hall, with Steve Evans and *Look for the Silver Lining*, brought in \$142,000.

The rest of the street was in the doldrums, with the Strand having one of its poorest openings in recent weeks. Strand (2,700 seats; 12-week average \$47,000) slipped off to \$30,000 for Red Ingle, Don Cummings, Sonny Howard and *Colorado Territory*.

Capitol (4,627 seats; 12-week average \$44,000) wound up its three-weeker by collecting \$41,000 for Jerry Lester, Ivino Rey's ork and *Nep-tunes' Daughter*. The previous week saw \$52,000, and the opener, \$65,000. The new show has Hal McIntyre's ork, Bert Wheeler, Hal Wheeler, Hal LeRoy, Thelma Carpenter and *Any Number Can Play*.

### Para Takes 65G

Paramount (3,654 seats; 12-week average \$65,000) actually moved up. It took in \$65,000 for its fourth week for Louis Prima and *Sorrowful Jones*.

## Zimball Gets 4-Month Suspended Sentence Over Gehan Fracas

BOSTON, July 2.—George (Bozo) Zimball, associated with the Ford Theatrical Agency, got a four-month suspended sentence in the House of Correction and six months probation from Judge Elijah Adlow in Municipal Court Wednesday (29), for assault and battery on Herbert Gehan, local American Guild of Variety Artists' (AGVA) rep.

Gehan charged he was entering a restaurant June 9, and Zimball followed him in calling him names. Then, said Gehan, Zimball threw a punch, resulting in Gehan's getting a fractured nose.

The situation is an outgrowth of Gehan's action against the Ford office, which AGVA had charged with selling acts under scale. The Ford office is on AGVA's unfair list but operates under the okay of Freddie Dale, who was part of the Matt Shelvey regime.

Jimmy Lyons, AGVA's Eastern regional topper, has now ordered the case prosecuted to its fullest extent.

## Abby's Retort

NEW YORK, July 2.—Chubby Goldfarb, Paul Winchell's manager, wrote a letter June 9 to Abby Greshler, who handles Martin and Lewis. The letter printed in *The Billboard* (July 2 issue), mocked Martin and Lewis for doing a Bing Crosby-Barry Fitzgerald take-off, as Winchell used to do.

Greshler replied to Goldfarb June 29, pointing out that Martin and Lewis met Crosby and Fitzgerald when they (M. and L.) filmed *My Friend, Irma*. "Dean Martin," wrote Greshler, "has been compared to Crosby because of the deepness of his voice."

"If you go to see *My Friend, Irma*," he continued, "you will find Jerry Lewis does a . . . Barry Fitzgerald in the picture with the permission of Mr. Fitzgerald. Incidentally, both Lewis and Martin have recently become members of the American Federation of Musicians, Jerry on trumpet and Dean on trombone. I wonder if Harry James and Tommy Dorsey will mind."

against a previous week's \$63,000. The first week saw \$90,000, followed by \$75,000.

Roxy (6,000 seats; 12-week average \$80,000) fell back to \$60,000 for its third and last week with the Andrews Sisters, Pau Remos and *It Happens Every Spring*. The show started with \$90,000 and followed with \$75,000. The new bill (reviewed this issue) has Janet Blair, the Blackburn Twins, Herb Shriner and *House of Strangers*.

Palace (1,700 seats; six-week average \$24,000) pulled in \$21,000 for Willie West and McGinty, Senator Murphy and six other acts plus *Green Promise*, as against a similar \$21,000 for the previous week. The new bill has Ross and La Pierre, Bob Howard, six other acts and *The Last Fling*.

## Indianapolis Gets Fleshers

INDIANAPOLIS, July 2.—After a lapse of 10 years, vaudeville and stage attractions will return to the Lyric Theater here. The announcement was made Thursday (30) by Frank Paul, manager of the house. The opener will be Roy Acuff, hill-billy musical star, the week of August 18. It will be preceded by a "test" engagement of Dr. Neff and his *Madhouse of Mysteries* for two days only, July 15 and 16.

A first shows will be spot-booked from Chicago, according to Paul, but programs similar to those recently installed at the Palace Theater in New York will be added later if support for the idea justifies them.

## Elkort Megs at Piping Rock

NEW YORK, July 2.—Eddie Elkort has replaced Nat Harris as the entertainment director of the Piping Rock, Saratoga, N. Y. The spot will open August 1 and will remain open until the end of the racing season. Elkort's deal doesn't call for any percentage for acts that work the place unless they're his own acts. His fee will come from the Piping Rock ops.

## SOCIAL SECURITY BLUES

(Continued from page 41)

decisions apply to other acts, whether they work a club date or stay in one spot for weeks.

### Upheld Twice

The Federal Department of Labor and the New York State Labor Board have both sustained AGVA in its contention that actors are employees and as such entitled to protection under the law.

In AGVA's minimum basic agreement (MBA) there is a provision that prevents performers from labeling themselves independent contractors. It says that no employer shall ask any artist to agree, nor shall any artist agree that he is an independent contractor. Nor shall any employer be released by an artist from any of his obligations imposed on him by State, municipal or federal laws.

It was under this, and similar clauses in the MBA that AGVA successfully fought its case before the New York State Labor Board.

But while this interpretation means additional taxes for ops, it does not touch on the matter of withholding taxes. For that purpose an old ruling of the Internal Revenue Department still applies which calls performers independent contractors.

It has been pointed out, however, that with the Labor Department ruling changing the popular conception of what is meant by independent contractors, it is possible the Internal Revenue division may also issue a new interpretation.

## Summer Shutter for Bal Tabarin in N. Y.

NEW YORK, July 2.—The Bal Tabarin, operated by Johnny and Laurent Hourcle, will shutter next week for the summer for the first time in 16 years.

The spot, run with a modest show policy using a lot of continental acts booked by Jack Lewis, has been having good business for some time.

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## Burlesque

By UNO

**EDDIE ROSS**, booker, and Lee Schwartz were married June 26 at the Grand Street Boys Club, New York. Among celebs at the wedding and reception were **Hymie Goldstein** and **Jimmie Lyons**; **Joe and Ann Rosen**, of the Rainbow Inn, Manhattan; **Bert Goodman**, former operator of a nitery in Swan Lake, N. Y.; **Nick Elliott**, **Oscar Lloyd**, **Earl LaVere**, **Sid Leipzeig** and **Arthur Lee**, bookers; **George Scheck**, video producer; **Lew Leslie**, **Rae Bennett**, **Martin Beck**, ork leader; **Lou Saxon**, Mr. and Mrs. **Sol Albrecht**, chain store ops; **Mr. and Mrs. Ruby Hartstein**, Mr. and Mrs. **Carmen Caprio**, and **Sammy Burns**. The Rev. **Sidney Schicopt** officiated and **Bar-Sheva** vocalized. **Manny Fleischman** and his seven-piece ork supplied music. . . . **Betty Rowland** and **Revere** and **Roche** are at the Fireglow Club, Santa Monica, Calif. . . . **Connie (Rusty) Lane** has moved from the Troc, Philadelphia, back to Coney Island, New York, this time with the **Lonnie Young** show. . . . **Jack Miller**, former member of the Newsboys Quartette, is now a New York booker.

**ROSALIE** finished eight weeks at the Burbank, Los Angeles, and is now playing niteries in Long Beach, Calif. . . . The Howard, Boston, shuttered July 9 for the season with **Mike Sacks**, **Alice Kennedy**, **Rose LaRose**, **Jack Ryan** and **Lois West** in the cast. . . . The cast at the Globe, Atlantic City, for the weeks of July 3 and 10 includes **Harry Connelly**, **Happy Hyatt**, **Al Baker**, **Marcelle**, **Chet Atland**, **Jeannette Loeffler** and **Lillian White**. The week of July 3, **Mary Mack** is featured; the week of July 10, **Mickey Jones**. New for the weeks of July 17 and 24 will be **Stinky Fields**. **Al Anger**, **Laura Bruce** and **Mona Corey**. . . . The Roxy, Cleveland, for the weeks of July 8 and 15 has as principals **Frank X. Silk**, **Harry Seymour**, **Harry Rollins**, **Mildred Cherry**, **Michelle** and **Ann Perry** (formerly **Doris Lee**). . . . **Morey and Eaton** and their pooches, **Peppi** and **Chicki**, following their television show for **Morey Amsterdam**, in which they did two comedy scenes, open July 20 at St. John's Theater, Asbury Park, N. J. . . . **Bozo Lord**, **Charlie Craffs**, **Betty Ann**, **Larry Hart** and **Ruth Phillips** are at the El Rancho, and **Russell Trent**, at the Bal Tabarin, Los Angeles. . . . **Mac Dennison** is the comic at the Grand Mountain Hotel, Greenfield Park, N. Y., for the summer, thru **Hal Edwards**. . . . **Happy Benway**, former comic, for 20 years a patient at Rogers Memorial Hospital, Saranac Lake, N. Y., spent his annual two-week vacation with his sister, **Mrs. Rhea Portier** in West Brookfield, Mass., also the home of **Mabel Erickson**, who, with her brother, **Carl**, operates the Topsy Turvy Farm.



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## Legislation Banning Liquor Ads Shelved

WASHINGTON, July 2.—Despite continuing pressure from temperance forces, legislation restricting liquor ads over the air has been shelved for the current session of Congress. The Senate Interstate Commerce Committee, which has jurisdiction over a bill banning press-radio liquor plugs, has tentatively decided to look into the subject next session, while the House committee has made no plans. If the Senate group follows thru its intention to study liquor ads next year, it will be going along with the regular pattern set up over the past several years. Since 1940 every other Congressional session has held hearings on liquor plugs.

### Bills on Hand

On file in the House and Senate committees at present are nearly 400 petitions calling for enactment of advertisement bills of Sen. William Langer (R., N. D.) and Rep. Joseph Bryson (D., S. C.). These petitions bear the names of close to 10,000 people, the committee aides say there are many duplications. The latest petition was submitted in the Senate last week by Claude Pepper (D., Fla.), who presented without comment "a petition of sundry citizens of Florida praying for the enactment of legislation to prohibit the transportation of alcoholic beverage advertising in interstate commerce."

## NAB Group To Mull Code Acceptance Poll

WASHINGTON, July 2.—A double-edged plan to canvass broadcast stations on the question of acceptance of the National Association of Broadcasters (NAB) code and to stage an educational drive for such acceptance will be mulled by the new standards and practice committee when it meets this week-end preparatory to the NAB board of directors' meeting in Wentworth-by-the-Sea, N. H., July 11-13. The code committee's session will touch off a round of meetings which include one by the structural committee preparatory to its submission of an economy streamline plan (*The Billboard*, July 2) to the board. The board itself is expected to give considerable time to discussion of the streamline committee's recommendations.

Suggestions have been made to the newly appointed code voluntary acceptance committee that a survey should be made of broadcasters thru-out the nation to determine the extent of acceptance and to find out what objections any particular station may have to accepting the code. Emphasis is being kept, however, on the voluntary usage of the code, since the NAB has no intention of coerciveness. "Moral suasion" is the phrase being used in connection with codal acceptance.

## WLIB To Take Negro Slant If Switch's OK

NEW YORK, July 2.—WLIB, New York, will specialize in programs serving the New York Negro audience if its transfer to a group organized by Morris Novik, radio consultant, is approved. Novik, who has organized New Broadcasting, Inc., filed an application for the transfer of the station yesterday (Friday) from *The New York Post Home News* (Dorothy Thackrey). The price for the part-timer is \$150,000.

With Novik in the company are his brother, Harry, as principal stockholder; Samuel H. Hains, accountant, and Norman Furman, New York advertising man. Cohn & Marks are the Washington attorneys. If the transaction is approved, WLIB will build studios in Harlem, and in addition to programing to Negroes will program for English-speaking Jews in New York.

## Magic

By Bill Sachs

**MAGIC HOBBY CLUB**, Columbus, O., will hold its 10th annual fish fry and magic stag party Saturday, July 23. Magicians from four surrounding States have indicated their intention of attending. Shindig will be held in Schultz Park, Columbus, and all reservations should be in by July 19 **Bob Nelson** advises. . . . **Mal B. Lippincott**, currently in Nebraska, writes from Alma: "I think we hold record for long jumps, with our last move from Lexington, Ky., to Sidney, Neb., for a two-day stand, clocking off 1,348 miles. But this left us in territory where we have 10 weeks of fairs and outdoor events to follow. . . . Juggler **Larry Weeks**, who attended the second annual convention of the International Jugglers' Association in Jamestown, N. Y., June 21-23, writes that the meet was a success. According to clippings enclosed in his letter, Larry didn't do too badly, either, with *The Buffalo Evening News* and *The Jamestown Sun* both running three-column cuts and stories on his Indian club-tossing antics. Photographer-magician **George Karger** covered the doings lenswise for *Life* mag. After playing the RKO Tilyou Theater, Coney Island, N. Y., June 28, and the RKO Jefferson, New York, June 29, Larry opened for nine weeks at the Dude Ranch, Atlantic City, starting July 1. . . . **Boscar's Zombie Jamboree** opened an indefinite engagement June 30 at the Hippodrome Theater, on the Million-Dollar Pier, Atlantic City. Show, formerly owned by the veteran producer, **Claude Long**, has been overhauled and leans heavily on comedy. Recent additions to the company are **Warren Williams**, stage manager; **Lydia Semeonova**, formerly with the Ballet Russe de Monte Carlo, in charge of dancers; **Pat Lyttel**, surprise effects; **Mary Johnson** and **Lorraine Davis**, assisting in the show, and **Carl Levitt**, chief of the spooks.

**DR. LARRY HESS**, Utica, N. Y., mystifier, under date of June 23, pens from Senneterre, Que.: "We showed here last night in what is just about the last outpost of civilization in Northern Quebec. That show was our 17th one-nighter in 19 days, and we have 34 more to go. Business so far has been good. At the Capitol in Rouyn, Que., June 21, the house was sold out at 7 p.m., and by 8:30 they were standing in the aisles. We are doing a two-hour show; **Margo** and I doing one hour in English, and **Fred Beckman** and wife, **Marie**, doing an hour in French. The Canadian people go for magic in a big way. Booking is different here than in the States, with many theaters phoning us for dates whenever we can make it. We hope to finish about August 1 and return home to reorganize the show for our regular fall season." . . . **Wayne Rohlf**, Davenport, Ia., magus, is readying some new stunts for his fall tour. . . . **C. Thomas Magrum** writes that he has been vacationing at **Doc and Ann Mahendra's** home near San Antonio. Magrum and his hosts took in the IBM conclave in Chicago, the first for Magrum in 10 years. He plans

## Int'l Silver Seeks 'Theater' Spot for TV

NEW YORK, July 2.—Indications are that the International Silver Corporation will sponsor its old summer replacement radio show—*The Silver Theater*—on TV next fall. The silverware company is shopping around for time on a video network for the program, but so far hasn't been able to come up with anything satisfactory.

International Silver has been looking at other TV shows for about two months but has decided that *The Silver Theater* was the best bet because of its record in radio. **Conrad Nagel** was the leading man on the show. However, he is expected to go on tour with *Goodbye, My Fancy*, the Broadway legit show, and a replacement will have to be found unless he changes his mind.

## Equity Nixes Work For Miss MacGrath

NEW YORK, July 2.—Equity Council, at its meeting Tuesday (28), refused to okay the appearance of **Leueen** (Mrs. **George S. Kaufman**) **MacGrath** in *The Innocents*, **William Archibald's** stage-adaptation of the **Henry James** yarn, *The Turn of the Screw*. The ruling was based on the union's requirement that alien players wait six months between jobs here. The actress left *Edward, My Son* at the end of last May.

The Council has sometimes waived the six-month waiting period in the cases of visiting ranking stars and other actors who are uniquely necessary to certain assignments. Evidently the Council did not consider **Miss MacGrath** as belonging in either of these classifications.

to take in the International Platform Association convention in Chapel Hill, N. C., July 3-8, after which he heads for Rock Island, Ill., to build some nifties for his fall show which will open on the **Charlie Dietrich** Assembly Bureau Circuit September 19 in Pennsylvania. . . . **Virgil, the Magician** is at Hutchinson, Kan., repairing and adding new effects for his show. . . . **Leon Long** and His Brown Skin Models played the Royal Theater, Laredo, Tex., June 24-25; the Coliseum, Houston, June 29, with the Rose Room, Dallas, following. . . . **Landrus, the Magician**, who closed with **Cole Bros.' Circus** at Aurora, Ill., June 30, stopped off at the Magic Desk last week while en route to Chapel Hill, N. C., where he will appear with the World Famous Headliners at the fourth annual convention of the International Platform Association July 4. **Landrus** will present a 30-minute program of magic and vent. From Chapel Hill, **Landrus** moves into Bath, Me., for a number of resort dates.

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## MAGICIANS

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**BAUM NOVELTY CO. ADVERTISEMENT ON PAGE 119**

# Stem Brokers Map Fight on 75¢ Fee Limit

## Test Case Upcoming

(Continued from page 3)

a test case. In any event yesterday (Friday 1), Jesse Moss, attorney for the newly formed New York Theater Ticket Brokers, Inc., served a show cause order on Commissioner McCaffrey at the request of the Cohn agency. The order contends that the State general business law, insofar as its limits brokers' commissions to 75 cents per ticket, is unconstitutional, and on that basis the Cohn license should not have been revoked. The order is returnable in Supreme Court, special term, New York County, Part 1, next Thursday (7).

### Tannenbaum Canceled

Meanwhile, June 28, the license commissioner canceled the license of the Bill Tannenbaum Theater Ticket Service as of midnight Tuesday (5). Faulty records as to the sources of ticket purchases for resale from other than licensed brokers were stated as the cause. On the same afternoon Jesse Moss refused to produce additional records in the matter of the Manhattan Ticket Service, on the grounds that the case was calendared for Supreme Court, special term, on the following day.

On Wednesday (20), Supreme Court Justice Denis Cohalan reserved decision on Manhattan's motion to bar the license commissioner from examining certain of its records. Action was brought by Jack Rubin, head of the agency, to quash a subpoena requiring submission of certain bank statements and canceled checks, claiming the commissioner had already received all the records he was entitled to by law. Justice Cohalan referred both sides to a previous ruling in regard to investigation of the Dairymen's League. Last fall Cohalan denied Commissioner of Investigation John M. Murtagh's right to subpoena certain records of the milkmen. The decision was subsequently reversed by both the Appellate Division and the Court of Appeals.

### Busy Thursday

Thursday (30) was the most active day of the week. Commissioner (Continued from opposite page)

# D. C. Belasco Deal Pigeonhole-Headed

WASHINGTON, July 2.—The Senate Public Works Committee is ready to pigeonhole for this session a bill introduced this week authorizing the government to lease the local Belasco Theater to the American National Theater and Academy (ANTA). Federal agencies concerned with the Belasco are expressing much the same opposition to the bill hopped by Sens. Paul Douglas (D., Ill.) and Raymond Baldwin (R., Conn.) as they did to the similar House bill of Rep. Emanuel Celler (D., N. Y.).

The Douglas-Baldwin measure does remove one objection to the legislation raised against the Celler bill by the Federal Works Agency (FWA) and the Public Buildings Administration (PBA), in that it does not provide for renovation of the theater at federal expense.

Chief argument against the new measure is that the two agencies have no place to put the federal employees now working in the Belasco building. Citizen groups have been making surveys of available government space and may come up with a solution which would placate the FWA and PBA. Such a result, however, is not likely this session.

# Wins 2-Year Study At the Old Vic

NEW YORK, July 2.—In country-wide auditions held jointly by the American Educational Theater Association and the National Theater Conference, Nancy Wickwire, of Harrisburg, Pa., won the two-year scholarship at London's Old Vic Theater, awarded by the Trans-Atlantic Foundation thru the Thomas Wall Trust in England. The award calls for \$1,200 a year and begins this fall.

The 23-year-old winner is a graduate of Carnegie Tech, where she received the Norman Apple Award for outstanding achievement in drama. She has been active during the past two summers at the University Playhouse, Cape Cod, and over the last year with NTC Tryout Plays here.

The selection committee was headed by Margaret Webster. The final choice was made in co-operation with the American National Theater and Academy (ANTA).

# Lucille Lortel Maps Club Theater Set-Up

WESTPORT, Conn., July 2.—Lucille Lortel is back from Europe with a new idea for the operation of her White Barn Theater here. While in London she studied the set-up of club theaters and found them to coincide with her own aims and purposes. Now she is planning to put her playhouse into that pattern, the first of its kind in this country.

Membership will be limited to 100, with all members trying to further the discovery of new playwrights, actors and directors. The theater's stage facilities have been amplified at the expense of seating capacity, which has been reduced to meet membership requirements.

Club members will see at least three new plays in addition to several other performances. In the future the playhouse will be known as the White Barn Club Theater.

# Out-of-Town Opening

## YOU ONLY LOVE TWICE

(Opened Monday, June 27)

### SOUTH SHORE PLAYHOUSE, COHASSET, MASS.

Comedy by Murray Burnett. Setting by Victor Paganuzzi. Staged by the author. Presented by the South Shore Playhouse.  
Richard Loring.....Eugene Francis  
Nancy Coleman  
Sarah Floyd  
Vicki Cummings  
George Petrie  
Sam Bonnell

Last fall a group of townfolk took over the management of the South Shore Playhouse, which had been operated for the past 15 years by pros and semi-pros. They hired George Sommes as their professional director and set out to give their locality something better in the way of summer theater fare than they had had in recent years.

For their opening gun a brand new play was selected, *You Only Love Twice*, a four-way domestic comedy by Murray Burnett, author of the film script for *Casablanca*. They had more courage than most silos in picking a new play for their first venture. They had somewhat less discernment as to its quality. *Twice* is just a fairly conventional comedy about two couples (after the manner of *Private Lives*) who trade off affections for a night and then find their senses next morning.

The right kind of revision in the script might make *Twice* a moderate candidate for the big time. But it will always be compared to its betters, and seems more appropriate in its present surroundings.

Vicki Cummings is slick as the siren in the picture. George Petrie does a fair job as a Hollywood night owl. Nancy Coleman and Eugene Francis are okay as the other couple.

Bill Riley.

# Silo Circuit

### Buster Keaton Set

Fourth of July week has Buster Keaton moving into the old Rialto (Hoboken, N. J.) Theatre in *Three Men on a Horse*. Teddy Hart returns to a familiar chore as chief prop to Keaton's lead. Others concerned in the frolic are Bunt Pendleton, MacGregor Gibb, John Bryant, Anne Follman and Aileen Poe. Staging has been done by Marjorie Hildreth and sets are by Willis Knighton.

The second offering of the Starlight (Dallas) Operetta unveils for the week of July 4, with Marion Bell and John Raitt co-starred in *Rose Marie*. Featured in support are Buster West, Imogene Coca, Linda White, Joseph Macaulay and Earl MacVeigh.

Chatham, N. Y., gets a new summer theater via the conversion by Dayton LaPointe of his local pic house to silo use. LaPointe is associated in the venture with Dean Goodman and projects a policy of guest-star and package shows to run thru September 11.

### Ruth Chatterton Show

Richard Skinner and Evelyn Freyman have booked Ruth Chatterton's silo revival of *Lovers and Friends* for the week of August 2 at their Olney (Md.) Theater. Stiano Braggiotti has the male lead. Harry Ellerbe has done the staging.

Starlight (Pawling, N. Y.) Theater lights for the week of July 5 with Dorothy Harrington, Tony Dowling and William Weyse featured in *The Winslow Boy*.

Lorraine Browning, Martin Brooks and Maxine Rystrom are featured in *Peg o' My Heart* at the Robin Hood (Arden, Del.) Theater, starting July 5.

Joel Thomas, Romeo Muller and Ramsay Burch have the featured slots in the Riverhead (N. Y.) Summer Theater's revival of *Blind Alley*, July 4 thru 9.

Winners of a first annual Virginia Drama Association Award are Rudolph Pugliese, of Arlington, and Mary Louise Gerschank, of Fredericksburg. They were selected by the association's committee on the basis of competitive tryouts. Their prizes are opportunities at important roles in Barter Theater productions at the State Theater during the summer.

Katherine Segava has been signed for the fem lead in *Candlelight*, at Newport (R. I.) Casino Theater, July 4 thru 9. She replaces Jean Parker. The supporting cast includes Carl Betz, Ann Summers, Jaques Aubuchon and Kenneth Tanner. Dan Levin is directing.

John Lane has bought the Fairhaven (Mass.) Summer Theater from Anthony Farrar. A 10-week season got under way June 28 with Richard Arlen guest-starring in *Jason*.

Harold J. Kennedy and Herbert Kenwith present star Lisabeth Scott in Phillip Yordan's original all-white version of *Anna Lucasta* at their McCarter (Princeton, N. J.) Theater for the week of July 4. Kennedy will take the lead slot opposite the visiting star, and Kenwith will direct.

John O'Connor is featured in Valley (Holyoke, Mass.) Players' production of *An Inspector Calls*, July 4 thru 9.

Sarah Churchill and Jeffrey Lynn guest star with Guy Palmerton's resident troupe in *Philadelphia Story* at the Worcester (Mass.) Playhouse for the week of July 4.

Peggy French and Stephen Elliott head the cast at the Oldtown (Smithtown Branch, N. Y.) Theater in *For Love or Money*, July 5 thru 10.

### Community Theater

The Community Theater Guild of Pelham, N. Y., tees off its third summer schedule in local The Community Hall with *Outward Bound* July 7. Ronald Hallett is doing the staging.

Dena Dietrich and Brad McCall are featured in *Parlor Story* at the Boothbay (Me.) Playhouse, July 5 thru 9. Sherwood Keith directs.

The Southold (N. Y.) Playhouse will present a new version of *Cinderella*, scripted by Anita Grannis, for a series of special children's showings, starting July 20. For the week of July 4, the troupe is offering *The Green Bay Tree*, with Mark Roberts, Bettina Hayes and Will Scholz.

Ruth Amos, of the Stem troupe of *Strange Bedfellows*, will recreate her original role in a revival of the comedy at the Lake Whalom (Mass.) Playhouse for the week of July 3. This will be her only silo appearance this summer. Featured with her are Frank Lyon, Isabel Price and Kirk Brown of the resident troupe.

BROADWAY SHOWLOG			
Performances Thru July 2, 1949			
DRAMAS			
	Opened		Perfs.
<i>A Streetcar Named Desire</i> (Barrymore)	12-3	'47	631
<i>At War With the Army</i> (Booth)	3-8	'49	135
<i>Born Yesterday</i> (Henry Miller)	2-24	'46	1,433
<i>Death of a Salesman</i> (Morosco)	2-10	'49	164
<i>Detective Story</i> (Hudson)	2-22	'49	116
<i>Goodbye My Fancy</i> (Fulton)	11-17	'48	261
<i>Mister Roberts</i> (Alvin)	2-13	'48	536
<i>Two Blind Mice</i> (Cort)	2-2	'49	141
MUSICALS			
<i>As the Girls Go</i> (Winter Garden)	11-13	'48	265
<i>Kiss Me, Kate</i> (Century)	12-30	'48	210
<i>Lend an Ear</i> (Broadhurst)	12-16	'48	228
<i>South Pacific</i> (Majestic)	4-7	'49	100
<i>Where's Charley?</i> (St. James)	10-11	'48	304
ICE SHOWS			
<i>Howdy, Mr. Ice of 1950</i> (Center)	5-26	'49	53
SUSPENDED			
<i>Diamond Lil</i> (Coronet)	2-5	'49	32
	(3-5)	'49	
OPENED			
<i>Funsoppin</i> (Madison Square Garden)	6-30	'49	3
CLOSED			
<i>High Button Shoes</i> (Broadway)	10-9	'47	727

ROUTES	
Dramatic and Musical	
Brigadoon (Curran)	San Francisco.
Harvey (Metropolitan)	Seattle.
Inside U. S. A. (Shubert)	Chicago.
Mr. Roberts (Erlanger)	Chicago.
Miss Liberty (Forrest)	Philadelphia.
Red Shoes (Selwyn)	Chicago.
Street Car Named Desire (Blitz)	Los Angeles.

# Subway Circuit

## LIGHT UP THE SKY

(Opened Tuesday, June 28)

### FLATBUSH THEATER, BROOKLYN

A comedy by Moss Hart. Staged by Sam Levene. Setting by Frederick Fox. Press representative, Vince McKnight. Presented by George Brandt.

Miss Lowell.....Robin York  
Carleton Fitzgerald.....Bert Thorn  
Frances Black.....Eflie Afton  
Owen Turner.....Brent Sargent  
Stella Livingston.....Emily Ross  
Peter Sloan.....Sl Oakland  
Sidney Black.....Sam Levene  
Sven.....David Tyrrell  
Irene Livingston.....Jane Middleton  
Tyler Rayburn.....Ronnie Alexander  
A Shriner.....Herbert Ratner  
William H. Gallagher.....Spencer Davis  
A Plainsclothes Man.....Al West

Over a period of years an observer comes to a definite conclusion about Subway Circuit audiences. The vast majority want plays which have had a recent stem fling, and they buy them, sensational or comic. A big name lead is obviously helpful but not necessarily essential. The point is they want their sensationalism hot and their comedy broad—there is no middle ground for indulgence in subtleties. The late Jules Leventhal recognized this and built the business on that knowledge. George Brandt is following the pattern and should profit accordingly. Switching from the sensationalism of his opener, *The Respectful Prostitute*, he now offers *Light Up the Sky*, Moss Hart's lampoon of show business which lighted successfully on West 45th Street last winter.

#### A Circuit Bet

The current edition of *Sky* is not exactly as a reporter remembers it on its Broadway preem night. Its comedy has been reduced to its most obvious belly-laugh terms, and it is evident that all concerned have been told to give it the works. That their efforts are to the likewise evident pleasure of the pewsitters just proves the point all over again and makes *Sky* a likely bet for a repeat engagement thruout the circuit.

The principal criticism originally leveled at *Sky* was that its amusement potential was gaited for insiders in show business, since its plot is an over-all caricature of certain characters involved in a play's out-of-town break-in. However, no one would accuse the verage Subway Circuit pewholder of being on the inside and, despite the lack of adroit touches which Moss Hart put into the original staging of his script, it is apparent that Sam Levene's recent directional underscoring of its laugh-bait is right in the groove—where a double-take or a fast mug sends a lot of the congregation out to the b.o. between acts for a pre-buy on next week's show.

#### Levene's Field Day

Currently, Sam Levene is recreating his original role of the ice show impresario taking a 300G dip into legit production and is having a comedy field day with the chore. Several of the rest of the troupe have moved up from understudy slots and therefore know their various ways in the proceedings. Jane Middleton is excellent as the phonyly temperamental fem star, and Eflie Afton and Emily Ross score as the producer's blade-star spouse and an irrepressible stage mother. Ronnie Alexander, moved up from a bit to the assignment of the star's dim-wit husband, adds effectively to the fun. Outstanding from among the recruits to the cast is the contribution of Bert Thorn, who has the tough assignment of following Glen Ander's original harpooning of a director swooning in the magic of his own handiwork. Thorn sinks plenty of his own brand of darts into the breed, and his clowning runs Levene's stride for stride.

Bob Francis.

# Hour on Air for Donaldsonians

NEW YORK, July 2.—Tabulation of the balloting in the Sixth Annual Donaldson Awards, sponsored by *The Billboard*, has been completed. On Tuesday, July 12, the results of the voting will be broadcast by the American Broadcasting Company (ABC) over a coast-to-coast hook-up from 5 to 6 p.m. Most of the winners will be on hand to receive in person the gold keys and scrolls emblematic of the 1948-1949 Broadway season's top theatrical achievements, and contribute samples of the wares dramatic and musical which have brought them the acclaim of their fellow workers in the theater.

This year the American Broadcasting Company is co-operating more generously than ever with *The Billboard* in the effort to see that these annual accolades of the theater to its own remain the outstanding legit honors of the season. Instead of the overcrowded half-hours of the past, ABC is contributing a full hour of air time and furnishing a full orchestra. The lengthened time will obviously make for a bigger and better-rounded program, and give listeners across the country a fuller appreciation of the talents selected as the year's best by those who evaluate them best—the people of the theater.

## FUNZAPOPPIN

(Continued from page 4)

from bedlam have switched the pattern from theater to arena, major fair and exposition proportions and, in association with Arthur M. Wirtz, have racked up a sizable fortune in hinterland stadiums and auditoriums with *Helz's* latest offspring, *Funzapoppin*. So now what used to be sock fun at the 46th Street Theater and the Winter Garden turns up in mammoth expansion at Madison Square Garden.

#### Same Old Formula

To say that *Funzapoppin* differs in any essential ingredient is silly. There are some new faces, a few new sketch twists, but most of the old gags have been face-lifted for continued duty. The line still dances in the aisles with the customers and Ole and Chic still popularize the audience giveaway gimmick of everything from watches to wash-tubs. The format hasn't changed in the least, it is only magnified. A customer could have heard a pin drop in the old days by comparison with what goes on at the Garden. The p.a. system is the order of the evening—and loud. Everyone, from principals to chorus, plays at the same pitch and tempo, with all stops wide open. This is obviously necessary in order to carry to the rafter-squatters in a spot the size of the Garden. If a reporter, down front, finds it a little overpowering, there is yet no suspicion that the O. and J. entertainment notion has lost its bite. *Funzapoppin* runs close to three hours of solid fun.

As usual, the boys have retained some perennial veterans of O. and J. fantasia. Marty May; Ole's boy, J. C.; Chic's daughter, June, are all on hand again. In addition, there are newcomers, at least locally, to the tradition. The Berry Brothers add their familiar vaude acro-terping to the nonsense. Gloria Gilbert contrihs some sharp tulle-and-tights pyrotechnics. Midget Andy Ratuscheff makes a first-class stooge and William Hayes provides an excellent voice for the vocals. Unfortunately, since the show runs at jet-plane speed, it is frequently impossible half the time to identify who does just what, but the sum of over-all contributions is completely in the O and J. groove.

#### Good Production

Catherine Littlefield, with plenty of arena production experience behind her, has dance-patterned the huge ensemble for effective long shot projection and has staged the show with the same end in view. The stars' combo with Chuck Gould and Perry Martin on lyrics and music adds up to nothing that anybody will whistle, but rhymes and tunes have never been important to the roughhouse formula. Becker Bros. have designed excellent sets and props to step up the production to arena magnitude.

In sum, if one gorilla in the orchestra was fun in a theater, six are right for the Garden and the ratio carries on right down the line. Maybe it loses something thru lack of the old intimacy, but that's the way *Funzapoppin* is. Anyway, loud or soft-pedaled, the boys and their crew are still fun.

Bob Francis.

## Foreign Review

### LES GAITES DE L'ESCADRON

(Squadron Gayeties)

#### THEATER DE LA RENAISSANCE, PARIS

A comedy by Georges Courteline and E. Nores. Staged by Jean-Pierre Grenier. Lyrics by Jean-Roger Caussimon. Music by Pierre Philippe. Sets and costumes by Jean-Denis Macles. Stage manager, Maurice Fraigneau. Presented by Jean Darcante.

Captain Hurluret.....Olivier Hussenot  
Peplat.....Paul Tourenne  
Sergeant Favret.....Michel Piccoli  
Sergeant Bernot.....Francois Soubeyran  
Vanderague.....Andre Bellec  
Lieutenant Mousseret.....Edmond Tamiz  
Laplotte.....Jean-Pierre Grenier  
Fricot.....Y.-A. Vitry  
Adjutant Flick.....Jacques Hilling  
The Trumpeter.....Jacques Hilling  
Soldiers and Inductees:

J.-P. Cresus, Jean Gautrat, Y.-A. Vitry, Rene Raymond, Marcel Chevalier, Michel Boulaou, Andre Fuma, Paul Hebert.

Sergeant Dupont.....Francois Thierry  
Corporal Bourre.....Henri Labussiere  
Jobertin.....Rene Raymond  
Potiron.....Andre Bellec  
Ledru.....J. P. Cresus  
Madame Bijou.....Germaine Michel  
Sergeant Rosette.....Y.-A. Vitry  
Vergisson.....Francois Thierry  
Ledoux.....Marcel Chevalier  
Canteen Worker.....Michel Boulaou  
The General.....Jean-Roger Caussimon

Here is a French play from which love, sex and philosophy are totally absent. The Grenier-Hussenot Company has revived the Courteline-Nores caricature of French army life in the 1890's and tho the text is somewhat stilted and could be tightened, *Les Gaites de l'Escadron* (Squadron Gayeties) is a thoroly enjoyable evening's entertainment.

Whatever plot there is revolves about the incongruous efforts of two yardbirds to upset the equilibrium of the Quartier Kleber cavalry post. *Les Gaites* is played against a stylized decor by Jean-Denis Macles in costumes reminiscent of turn-of-the-century toy soldiers. Jean-Pierre Grenier has directed these circus pranks and pantomime in Commedia dell'Arte style. His sense of timing and rhythm puts a lot of fun in them.

#### Excellent Cast

Without exception the cast has turned in clean-cut characterizations. Olivier Hussenot is the indulgent captain who long ago gave up all hope of promotion and who only wants a spot in the hearts of his men. Tho human and tough, he makes up in buffoonery what he lacks in pathos. It would be difficult to find a rounder or more jovial Potiron than Andre Bellec, a more touchy, easily enraged lieutenant than Edmond Tamiz, or a more dried up skin-and-bones general than Jean-Roger Caussimon to whom "it really doesn't matter" no matter what is going on that shouldn't. Jacques Hilling becomes less obnoxious as Adjutant Flick by being so grotesque, and Jean-Pierre Grenier and Jacques Perron are irresistible scamps of any army camp anywhere. Germaine Michel, the only woman in the cast, is excellent as a badgering, likable canteen keeper.

*Les Gaites* is not a new play, but

# Courtneidge Clicks With London Show

LONDON, July 2.—The new Cicely Courtneidge show, *Her Excellency*, opened at the Hippodrome here with a capacity house. *Excellency* is the first west-end appearance of the comedienne in two years, and she proved that none of her appeal has been lost. The customers gave her a tremendous ovation.

Like its predecessor, *Under the Counter*, which dealt with black-market didoes, *Excellency* is extremely topical. This time the star is lady ambassador to South America, and her theme is an effort to obtain a meat contract for the homeland. Thorley Walters, in the juvenile lead, gives la Courtneidge excellent support as a typical Englishman situated in a foreign embassy. He gives the impression that he has just stepped out of the local suburban tennis club, and at no time overacts.

There are novel production ideas and colorful musical sequences. The production is by Jack Hulbert, with a book by Archie Menzies and Harold Purcell. There is additional dialog by Max Kester and the music is by Manning Sherwin and Harry Parr-Davies. Charles Reading's decor is unusual and colorful. His sets for top line artists at the London Palladium and decor for the Katherine Dunham *Caribbean Rhapsody* recently have been the talk of London. The show, which is presented by Val Parnell and Jack Hulbert, looks good for a two-year run.

Georgie Vedey.

# Stem Brokers Map Fight on 75¢ Fee Limit

(See Stem Bookers on opp. page)

McCaffrey summoned Marshall Kalen and Barry Keith, associated in the operation of Grey's Ticket Service, and stated he might suspend or revoke the agency license because of alleged departmental rules violations. Meanwhile, Commissioner Murtagh was promising co-operation to the committee of theatrical producers in seeking amending legislation requiring the licensing of theater b.-o. employees. A central ticket control agency was also discussed, but that talk reached no conclusive stage. Murtagh stressed the importance again of the producers' taking ticket distribution entirely into their own hands. He will work out some concrete suggestions which he will submit to the producers in about a month. Meanwhile, a delegation from New York Ticket Brokers, Inc., was meeting with the Ticket Code Authority in the offices of the League of New York Theaters, petitioning for relief from some of the code regulations. Permission was granted for a hike in balcony seat tariffs from 50 cents to 75 cents. Instructions were issued at the same time by the authority for brokers to file accurate records of ticket exchanges among themselves.

Commissioner Murtagh's over-all comment yesterday was to the effect that "If brokers can't operate successfully on a 75-cent tariff, it is an added reason for their elimination. The public certainly shouldn't be required to pay more." He also stated that summonses are in the making for at least 10 more brokers within the next two weeks.

it almost could be as presented by this company. Grenier and Hussenot have developed a technique and style all their own. They are the most original of the younger companies in the French theater since the war, and once again have combined catchy songs by Pierre Philippe and silly, simple, suggestive couplets by Caussimon, to turn a realistic comedy into a disarming, absurd farce.

Jean White.



# THE FINAL CURTAIN

**ARCHIBALD**—Charles D., 41, co-owner of the Edgewood Inn, night club near Ft. Dix, N. J., June 28 near Trenton, N. J., in an auto crash. His wife, Isabelle, was also killed. A daughter, Charlotte, survives.

**BEITER**—Raymond, 59, stage manager and electrician at the Academy Theater, Buffalo, since 1914, recently in Spencer Hospital, that city, of a heart attack. Survived by his mother, Mrs. Mary Beiter, Meadville, N. Y., and two brothers, Wallace, New York City, and Gaylord, Youngstown, N. Y.

**BERRY**—James A., 76, former property manager of the Wilmington (Del.) Playhouse, recently in that city. His widow and a sister survive.

**BRICKERT**—Mrs. Kathryn, writer and a former *Follies* dancer, June 27 in Chicago. She was the widow of stage and radio actor Carlton Brickert. A daughter and two sisters survive.

**BRODERICK**—Paul, 51, concessionaire, June 15 in a Chicago hospital. Survived by his widow, June; daughter, Mrs. Phyllis Lyons, Bay City, Mich.; his mother, Mrs. Josephine Broderick, and one brother and six sisters, of Sullivan, Ind. Burial in Center Ridge Cemetery, Sullivan, June 19.

**CARMICHAEL** — Mrs. Laura Emma, 96, grandmother of songwriter Hoagy Carmichael and the inspiration for his hit song, *Little Old Lady*, June 23 in Indianapolis.

**COLE** — Sumner, 85, balloonist, June 30 in Springfield, Ill. Surviving are his widow, three sons and two daughters. Burial in Oak Ridge Cemetery, Springfield.

**COSGRAVE** — Luke, 86, Shake-

sporean actor and film character player, June 27 at the Motion Picture Country Home, Calabasas, Calif. He came to this country from Ireland and played in various stock companies before taking to the road with the John S. Lindsay Shakespearean Company, which toured Western mining camps. He went to Hollywood in 1923. Survived by a daughter and two sons.

**FARTHING**—Vera, trouper for 18 years, last with Dailey Bros.' Circus in 1944, June 21 at her home in Ardmore, Okla., of cancer. Survived by her husband, Johnnie. Burial in Ardmore June 22.

**GIRARD**—Frank, 83, vaude comedian, June 23 in New York. His first appearance was in Gilbert and Sullivan's *Yeomen of the Guard*. Later he appeared in *A Knotty Affair* and joined the Bison City Four in *The Country Fair*. That group later toured the Keith and Proctor circuits. Girard also appeared with Billy Van's Minstrels and toured with *A Texas Steer*. More recently he toured as a feature of Fred Irwin's Big Show in burlesque. His widow survives.

**GORDON**—G. Swayne, 69, actor, June 23 in New York. Also a vaudevillian, he was last seen on Broadway in *Topaz* in 1947. Earlier shows in which he appeared were *The Kick Back*, *One Sunday Afternoon*, *Pursuit of Happiness*, *Sailor Beware*, *Young Madame Conti*, *Comes the Revelation*, *High Road* and *Sleep No More*. In radio, Gordon had appeared for a long time in *Pepper Young's Family*. His widow and sister survive.

**GREENE** — Mrs. Laura Hewitt, widow of the former New York playwright, Clay M. Greene, June 25 in Carmel, Calif. A daughter and son survive.

**GRIFFIN**—William T., 51, publisher of *The New York Enquirer*, June 28 in New York. He was a brother of Gerald Griffin, Irish tenor and former exec secretary of the American Guild of Variety Artists. Two sons and a sister also survive.

**HEID**—Matt, 35, racing car driver, killed June 29 when his stock car went over a 10-foot wall and overturned during a race at the Owosso (Mich.) Speedway.

**JENNY**—Joe A., former owner, comedian and manager of the Empire Comedy Four, June 27 in New York. The troupe toured Europe four times and appeared on the Orpheum circuit in the U. S. His son and sister survive. Burial in Woodlawn Cemetery, New York.

**KAY**—Marjorie, former singer and stage actress, June 25 in Hartford, Conn. She was seen in the Charles Dillingham production, *The Night Boat*, and sang with Caruso at the Metropolitan Opera. In late years she operated the Marjorie Kay Entertainment Bureau in Hartford.

**KEEBLE**—Frank, 80, former musician with the Ringling circus and the old Buffalo Bill Wild West Show, June 26 at the home of his brother in Jeffersonville, Ind. Keeble had also played in the Primrose-Dockstrader Minstrels' band, and had been a member of the old Macauley Theater orchestra in Louisville. He retired in 1934. Burial in Jeffersonville.

**MCCARTHY**—Roger L., 56, attorney and owner of the Rhode Island Fireworks Company, June 29 in Providence. A sister survives.

**NICHOLS**—Floyd, outdoor showman and member of the Greater Tampa Showmen's Association, recently.

**PHILLIPS**—Donald Star, 54, pianist with a traveling medicine show, June 28 in Mid-Valley Hospital, Peckville, Pa., of injuries sustained in an auto crash near Scranton, Pa.

**RHOE**—Martin F., 65, father of Vera-Ellen, actress, June 21 at his Hollywood home.

**RICHMOND**—C. A., 81, well known in harness racing circles in Ohio and formerly associated with various dramatic tent shows, recently in a convalescent home in Ada, O. At one time Richmond and his brother, the

late Milford Richmond, were members of the Al G. Field Minstrels. He also was musical director of the Sis Hopkins and the Baldwin-Melville Stock companies, tent shows which toured this country. An accomplished pianist, he played for several musical stars at the turn of the century. Survived by two brothers, K. L. Richmond, Chicago, and Gorno Richmond, Lima, and two sisters, Mrs. N. R. Melhorn, Philadelphia, and Mrs. E. B. Tabler, Lima. Burial in Woodlawn Cemetery, Lima.

**SCHAFFER**—Sylvester, 65, former vaude performer, June 20 in Universal City, Calif. In vaudeville he entertained with juggling, fencing, acrobatics, quick painting and comedy routines at the New York Palace and on tour of the United States and Europe.

**SHEFFLER**—Bill, 31, racing car driver, June 28 in Trenton, N. J., of injuries sustained when his car crashed at the New Jersey State Fairgrounds track June 19.

**TRAVERS**—John J., 74, interior decorator, June 24 in Red Bank, N. J. He was one of the founders of the Lyric Theater in Red Bank, which attracted many leading stage stars during World War I. His widow, two sons and a daughter survive.

**WALDO**—William C., 58, professional magician known as the Great Waldo, June 24 in Oak Park, Ill. He had performed as a magician since 1908. His widow, two daughters and a son survive.

**WOODY**—Josephine, 44, formerly with Beckmann & Gerety Shows, June 27 in Chicago of bronchial pneumonia and cerebral hemorrhage. Services were held July 2 in the Patka Funeral Home, Chicago, and in Five Holy Martyrs Church. Burial in Resurrection Cemetery. Her husband, Ralph, survives.

## Marriages

**ARMOUR-SENTNER** — Thomas Dickson Armour Jr. and Joyce Steele Sentner, tele writer for the National Broadcasting Company, June 25 in Washington.

**BLOXSOM-MALINOSKY**—William Bloxsom, Bridgeport, Conn., singer, and Celestine Malinosky recently in Milford, Conn.

**BLUMBERG - BESTERMAN** — Irving Blumberg, assistant director of publicity and advertising for Warner Bros.' theater circuit in Philadelphia, and Anne Besterman, a member of the circuit's publicity staff, in that city June 29.

**BOWERS-CASEL** — Bill Bowers, screenwriter, and Dixie Casel recently in Mexico.

**BRASCH-HARTZEL**—Otto Brasch, Cincinnati Symphony Orchestra librarian, and Mrs. Alfred Hartzel, widow of the Cincinnati May Festival chorus master, June 24 in Cincinnati.

**BRETON-GOLDMAN** — I. Robert Breton, actor and writer, and June Goldman, publicity agent, June 5 in New Canaan, Conn.

**BURROWS-WALSH**—Lincoln Valentine Burrows, and Mary Jane Walsh, musical comedy actress-singer, June 27 in Yonkers, N. Y.

**DOCEN-PHILLIPS**—Clarence Docen, superintendent of transportation with the L. J. Heth Shows, and Maurine Phillips, photographer with the shows, recently in Madisonville, Ky.

**EVANS-SWITZER** — Jim Evans, actor, and Bonnie Switzer, of Billboard Attractions Agency, June 26 in Chicago.

**GAINES-SWEET**—Charles Richard Gaines, actor, and Marion Sweet, actress, June 23 in New York.

**GOLDEN-ZUCKER** — Richard Golden, television agent, and Helen Zucker June 24 in New York.

**HAMMETT-HERMAN**—Dick Hammett, of the William Morris Agency transportation department, and Peggy Herman June 26 in New York.

**HILL-SMALL**—Frank R. Hill Jr., program director at WTSV, and Margaret J. Small June 19 in Claremont, N. H.

**HUDSPETH-WILLIAMS** — Ernest Hudspeth, talker, and Louise Williams, performer, on T. W. (Slim) Kelley's Circus Side Show on the

John H. Marks Shows, recently in Youngstown, O.

**MARTIN-CROSSETT** — Bobby Martin, Philadelphia disk jockey, and Jane Crossett, Miss Philadelphia of 1947, in that city June 27.

**MILLER-O'BRIEN** — Max Miller, pianist, and Jean O'Brien, secretary for talent booker Frank Hogan, June 16 in Chicago.

**MYERS-DE GOZALOFF**—Richard Myers, legit producer, and Countess Suzanne de Gozaloff June 24 in Westbury, N. Y.

**PHELPS-VIMR** — Kenny Phelps, skater in *Holiday on Ice*, and Marie Vimr, skater in *Glide the Globe*, June 18 in Pittsburgh.

**SAVITT-MICHELSON**—Max Savitt, vice-president of Station WCCC, and Ruth Michelson, traffic manager of WMGM, June 26 in New Haven, Conn.

**SEVERIN-MORRIS**—Carl Severin, a member of Charlie Barnet's orchestra, and Janet Morris in Atlantic City June 23.

**SMITH-ALEXANDRA**—Jim (Jam) Smith, bassist with the Loumell Morgan Trio, and Helen Frances Alexandra in Atlantic City June 20.

**ZWALLEN - MUCKLEY** — Herbert H. Zwallen and Marian E. Muckley, continuity writer at WHBC, July 3 in Canton, O.

## THE GREAT GREGORESKO



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more than words can tell.

Mr. and Mrs.  
**CHARLES ZEMATER**  
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Who passed away July 9, 1946

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## THE GREAT GREGORESKO



JULY 6, 1947

Joe, Darling,  
It is two long years  
Since you went away  
To establish yourself  
In God's Golden Chalet.

It has not been easy to  
Forget one so dear,  
But I know you are  
happy  
With our Dear Lord so  
near.

**KAYLETTA**  
(Mrs. Gregoresko)

# '49 NOT FOR BAKERS, BUTCHERS

## Able Operators Expected to Win

Rural areas seen likely to hold close to '48—industrial spots down sharply

(Continued from page 3) crews and still are operating that way.

The drop in the front end business has caused a number of carnival owners much thought. Some of those not in the business before the war have been at a loss to overcome the slump in the game concessions. Smart veteran owners, tho, have trimmed expenditures and hiked promotional efforts.

Those carnivals which started out with high ride prices have made cuts. Some shows, in desperation, have experimented with drastically reduced prices. Many stable operators, however, eliminated high prices last year and were geared to operate with lower prices this season.

### Costs Continue High

Operational costs continue high. Common labor wage levels have held firm, with no indication of any downward change. Living costs, particularly on the road, are as high, if not higher, than last year, show owners realize.

Such cuts in personnel costs which have been made have concerned show talent. A considerable number joined carnivals and circuses this year with the understanding, expressed or implied, that there would be cuts if business didn't hold up. Some of the circuses have already made cuts, as have a few shows on carnivals.

Fringe back-end units which could kick it in the lush days of the carnival business are dropping out, as customers show a greater disposition to shop around before spending. A few circuses, in an effort to cut expenses, have been mulling the advisability of cutting an act or two from the show. Veteran showmen, however, point out that this is the wrong way to save and will lead only to reflection upon such circuses that actually make such changes.

Too, there has been a marked inclination on the part of a few circuses and carnivals to operate too strongly, concession-wise.

Also there has been an outbreak of strong concession tactics by a small number of traveling shows. This has brought much heat and even threats of restrictive measures from various communities.

With all these signs of the times those experienced in the outdoor show business are looking ahead with restraint, but confidence.

## Kay and Seal Blow Dates in Va., Wash.

CHICAGO, July 2.—Kay Bros. and Seal Bros. circuses failed to show in Warrenton, Va., and Wapato, Wash., respectively.

Kay org was skedded in Warrenton Tuesday (28) and Seal June 19 in Wapato. Seal had plenty of billing on the date.

## \$1,000 Scholarship Is New PNE Prize For Beauty Contest

VANCOUVER, B. C., July 2.—A \$1,000 scholarship has been added to this year's list of prizes for the winner of the second annual Miss PNE (Pacific National Exhibition) Beauty Contest. Pick of the province's beauties and brains will compete at the PNE August 24 for the title which also will carry a four-day all-expense trip to Hollywood. Alexis Smith will show her around the screen capital.

PNE officials, in announcing details of the pageant, outlined a set of strict rules to hold the contest on a high plane. Famous Players Canadian Corporation, Ltd., and Jantzen Knitting Mills of Canada, Ltd., are co-operating with the exhibition in presenting the contest.

## Gooding Lands Ohio State Fair

COLUMBUS, O., July 2.—For the 30th year, Gooding Amusement Company of this city has been awarded the midway contract for Ohio State Fair, August 27-September 2.

According to Floyd Gooding, head of the carnival org, 25 amusement devices will be set up on the fairgrounds. Among them will be a Rock-o-Plane, Screw-Ball, Tilt-a-Whirl, Octopus, Flying Scooter, streamlined Whip, Roll-a-Whirl, Motordrome, streamlined Caterpillar, Hurricane, Heydey, Merry-Go-Round and Funhouse.

A special kiddie park will be laid out with a mechanical band and 10 rides.

The Gooding org also has contracts this season with 40 Ohio county and independent fairs.

## Hit-and-Runners: Warning!

# Shows Burn Up Fairmont, W. Va.; 'Don't Turn Blue,' Town Is Urged

FAIRMONT, W. Va., July 2.—An excellent spot for outdoor attractions almost since it was a whistle stop, this town recently took something of a drubbing from traveling shows, with the city fathers, as a result, bristling and pointing a menacing finger in the direction of carnivals and circuses.

The flare-up is significant, not only in this town but thruout the nation, veteran showmen point out. It demonstrates, they maintain, just what can happen when some circus and carnival burns up a good town, causing either the threat of closing or the actual closing of the town to all shows, regardless of merit. In this respect, the flare-up is regarded as a warning to shows.

### Editorial Comment

Commenting editorially, the *Fairmont Times* hit a note of reasonableness rarely given the cause of outdoor show business. It maintained that traveling outdoor attractions of good quality should be brought to town. It stressed the fact that "Every child should have the chance to see

## Chi R. R. Fair Pulls 100,000 1st Five Days

### Expect Gate To Increase

CHICAGO, July 2.—Chicago's Railroad Fair, with a gate of close to 100,000 thru Wednesday (29), the fifth day of its 100-day run, was averaging about 20,000 a day, off from expectations. A strong upsurge in attendance is expected, beginning with the July 4 week-end.

Biggest of first five days was Sunday (26), when 22,744 went thru the turnstiles. Best day's attendance for the four-a-day pageant, *Wheels a Rollin'*, was 9,637, registered Wednesday (29). Pageant played to a total of 44,822 thru that day for a daily average of 8,900. Deadwood Central, narrow gauge railroad, hauled an average of close to 9,000 per day, at 10 cents per ride.

### Water Show Builds

Water show, produced by Roby Parks, with a gate of 60 cents and \$1.20, has been building each day since Saturday (25) opening. Bud Leach, slalom water skier, has been added to the aquatic line-up.

Parks said he was well satisfied with the way the show has been going over, and agreed the holiday week-end would mark the beginning of a rush.

### Ice Holds Up

The ice show, free attraction, is holding well under the Chicago sun. The Fleckles and Voorhees unit does six 40-minute shows a day, and, tho the ice gets slightly corrugated by the end of the day, there are no technical difficulties. Paul Carleton has been (See *Chicago Railroad Fair*, page 89)

## Funzapoppin

A review of the Madison Square Garden opening of Olsen and Johnson's *Funzapoppin* Thursday night (30) appears in this issue of *The Billboard* on page 4.

## California Bill To Tax Shows Dies in Comm.

### Many Join To Beat Measure

SACRAMENTO, July 2.—Final defeat of Assembly Bill 3166, which would have imposed ruinous taxes and restrictions on traveling carnivals and circuses in this State, was announced last week by Nathan Cohn, general counsel and executive secretary of the Western Showowners' Association (WSA). The bill was killed in committee.

In order to help defeat the bill introduced by Assemblyman McMillan, Los Angeles, Cohn wrote all 120 assembly members pointing out the effect the bill would have on circuses, carnivals and their employees.

### WSA Assists

Also in the fight to kill the measure was Mike Krekos, WSA vice-president; Art Craner, honorary member (See *Calif. Tax Bill* on page 89)

## Outdoor Shows Told Of Fire Prevention Law in Eugene, Ore.

EUGENE, Ore., July 2.—Lester Barker, Eugene fire marshal, calls the attention of outdoor show business to the recent fire prevention ordinance passed here and warns show owners to familiarize themselves with the law before playing Eugene.

Regarding canvas, the ordinance reads:

"No tent exceeding 120 square feet in area shall be erected except under a license from the chief of the Bureau of Fire Prevention. Tents exceeding 120 square feet in area shall not be erected in the first limits nor within 20 feet of buildings. All tents shall be constructed and erected to withstand a pressure of 10 pounds per square foot. All canvas, curtains, cloth, rope, netting and decorative materials shall be fireproofed."

Regarding exits, aisles, seats, etc., the ordinance reads:

"A minimum of two exits shall be provided where a tent is used as a place of assembly with a capacity of 100 or more persons. When tents are used as a place of assembly with a capacity in excess of 500 persons, each exit shall be not less than nine feet wide and the number of exits shall be based upon the ratio of one exit to each 500 persons. Such exits shall be placed not over 75 feet apart and exit-ways serving such exits shall not be less than nine feet in clear width."

Showmen may obtain a copy of the ordinance by writing Barker.



**Close-Ups:**

# Contrasting Conklins Are Alike In Amazing Ability To Make \$\$

By Herb Dotten

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

**T**HE CONKLINS, Frank and Patty, are as unlike as any two peas that found themselves in the same pod, but the two Americans who crossed the Canadian border early in their careers have operated jointly since the early '20s and built an almost fabulous Canadian amusement empire.

In appearance, they are sharp contrasts. Patty is a wiry, 160-pounder; Frank carries 210 pounds and is slow moving. In conversation, Patty makes with words at a brisk clip; Frank usually talks slowly, with apparent deliberation. In action, Patty bristles with nervous energy, plays the infield



PATTY CONKLIN



FRANK CONKLIN

closely, while Frank tosses off the air of one playing deep outfield, content to snare an occasional fly ball.

Patty, too, is more of a plunger in business, less daring on the outside. Frank is exactly the reverse. Patty is philosophical; Frank inclined to be serious.

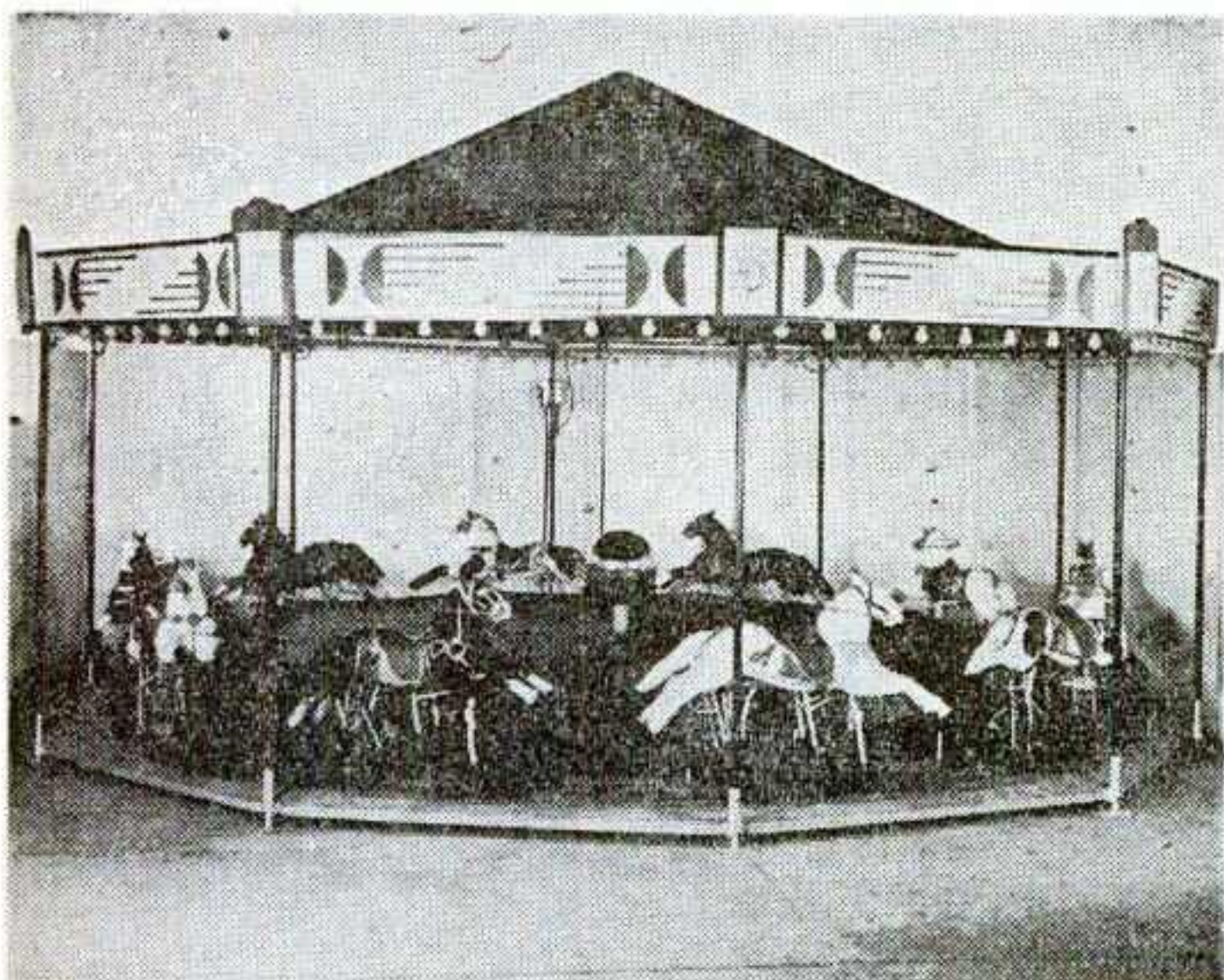
In business, they long have had sharply divided duties. Patty is the boss man of the rides and shows; Frank the No. 1 man in what the trade knows as the front end. Both share booking assignments, but the territory is parceled out between them.

Apart from business, their interests take different paths. Frank's heart belongs to horse races—more specifically, to breeding. But Patty shuns the hay burners with the crack, "I want nothing that eats in the winter."

For Frank, there is plenty of time for things other than show business; for Patty there is rarely time for anything else. Both have a flair for winning money. Characteristically, Frank has parlayed his hobby of horse breeding into a highly successful enterprise. The 120-acre farm he established a little more than five years ago at Brantford, Ont., now is rated one of, if not the

*(See Contrasting Conklins, page 102)*

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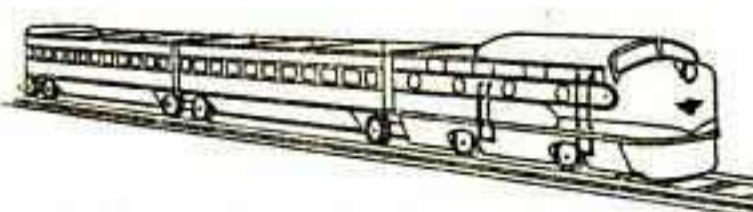
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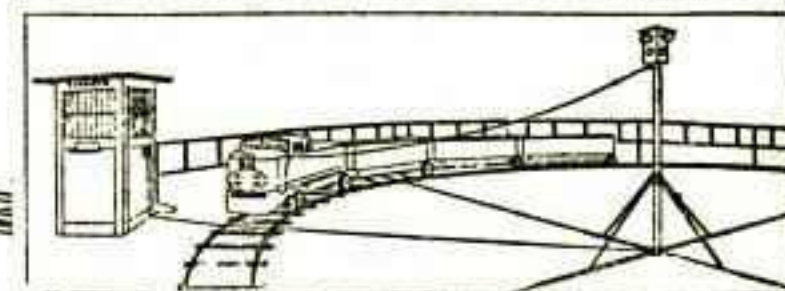
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# What's in a Title?...Plenty!

**Brand Names Vital, Sparked Many Circus Wars; Sub-Titles Also Rated as Potent; Long-Dead Billing Still Carries Punch.**

By P. M. McClintock

AS a nostrum for acute nostalgia, circus fans, organized and independent, virtually live circus history. They collect, dissect, analyze and assay circus titles as a hobby. Not only can they quote the origin, size, features and vicissitudes of a title but they can back it up with an amazing collection of posters, heralds, letters, programs and photos of their favorite titles. All of this leads to: "What's in a Title?"

Have you ever heard Waxey and Shanty debate on the drawing power of a show's brand name? Around the old stake and chain wagon, the debate was renewed daily among the voluble alumni of various shows.

Beginning on the spring green lots of Pennsylvania and Ohio, the argument continued across the three-eye country, thru Kansas in post harvest time, to the oil fed boom towns of Oklahoma, thence to the sun-baked, billiard table lots of Texas, where, in anticipation of the closing date, the debate slackened somewhat in the new exigency of whether the hold-back in the ticket wagon would see them thru the winter.

#### Result Inconclusive

The final result was inconclusive. Exempting the big ones, the consensus was that certain titles were tops in given territories and that only the big three or four were fairly sure of big houses, regardless of where the tents were pitched. Wallace was the leader in the Midwest, among the so-called independents. Floto and Norris & Rowe were the big draw further west and in Canada, until Barnes came into the picture. Main often was invited back in Pennsylvania and Ohio. Robinson was king south of the Mason and Dixon line with a good showing in Ohio. Frank A. Robbins, La Tena, Wheeler, Welsh and Sparks all did fairly well in New England and New York.

"Barnum can put up a single one-sheet date against the field and walk away with the gate," was an accepted conclusion.

Judging from the present run of brand names, not much importance is attached to the one time cardinal consideration of a circus title. Some believe in playing down the drawing power of an old established name, once its progenitors have passed on. There seems to be something to this philosophy, too, for aside from the Big One, Cole and 101 Ranch, not a single title from a goodly residue of famed old show trade-marks is en tour today.

Gone, perhaps forever, are such household names as Forepaugh-Sells, Hagenbeck-Wallace, Al. G. Barnes, Leon Washburn, Wheeler Bros., Gollmar Bros., Welsh Bros., Sparks, Walter L. Main, Norris & Rowe, Sells-Floto, Frank A. Robbins, John Robinson, Pawnee Bill, Buffalo Bill, and the kid's favorite, Gentry Bros.

#### Not Expensive

Many of these grand old show insignia, if not actually public domain, could be had for a song. Others, with some strings attached, might be available, if the new enterprise could show it would uphold the reputation of the title and not get in the way of its lessor. Perhaps it's just as well the present crop of showmen have not seen fit to embrace some of these titles, for it would hustle most of the 1949 crop to live up to such billing.

Instead of the wife's maiden name, or something culled from a coffee can, why not try to give us something with a little lilt or swing? You don't

have to have a few imaginary brothers imposed on your titles. The Peru circus chain had but a single "brothers" title and not for long, either. How about something like J. J. Childs, John T. Fairchild's Three-Ring Circus, Wild Animal Academy and Battle of the Jungle? Or Stowe and Stetson? And how about Worth Bros., if you must have some mythical support behind you? Perhaps enough patronage would accrue to such a title to warrant its being billed and built into a real outfit. And then, there's Powers Bros.' Great Olympic Circus and Athletic Arena. (Wouldn't Marcel Thil, the French wrestler, be a natural for a circus—in the Side Show, big show and concert? Or Mr. America and Miss Ditto, singly or both? Wouldn't that pack them in?)

#### Some Exceptions

Few truck show titles mean much today because of constant change and indifferent advertising. Notable exceptions such as King Bros. and the Al. G. Kelly-Miller Bros.' shows have made the title stick in the minds of past and prospective patrons thru the use of a good line of paper and backed with good programs and animal displays. Mills Bros. is another that has consistently improved, altho they seem to leave most of the publicity to their sponsors. A few pictorial stands would help here.

It probably is middle-class snobbery which dictates that a circus title, to be successful, should be of Anglo-Saxon origin but there is plenty of evidence to support this contention. And a title that will abrogate the old bromide, "I never heard of them—did you?" seems imperative.

The name Robbins, for instance, has been invoked in several combinations, all doubtless inspired by the none too successful 15-car show, Frank A. Robbins' All-Feature Shows. Or, if contested on that ground, the showman might swear he was thinking of Burr Robbins, of earlier vintage. At last check, the Frank A. title belonged to the Erie Lithographing Company.

Likewise, the name Robinson—John Robinson's Ten Big Shows—this successful Cincinnati show, unwittingly spawned such opposition titles as Yankee Robinson and Robinson's Famous Shows. The latter eventually became John Robinson, when the American Circus Corporation reputedly paid \$50,000 for a single Christian name—John—to the heirs of old John. The A. C. C. also took over the Yankee title, in order to remove it as possible counter play. Robinson still would be a great name in some sections but no show of any consequence has seen fit to adopt the name—possibly deterred by Ringling ownership of all A. C. C. titles.

#### Title Realm Invaded

Even The Greatest Show on Earth has had its title realm invaded. Barton & Bailey, out of the fascinating William P. Hall farm, Lancaster, Mo., frankly traded on the name Barnum & Bailey, not only in the title, but, inferentially, in its publicity. Bailey Bros. was another which, by design or device, sought to reap some of the patronage and prestige in the same manner. Prospective patrons of Bailey Bros. have been heard to remark: "It is part of Ringling Bros.; they split up for small towns."

But Sells really has been all things to all showmen. This fine old title has been lifted more than any other and obviously with the sole idea of benefiting from the splendid reputa-



#### THE AUTHOR

P. M. McClintock, Franklin, Pa., is a well-known writer of circus history. He has written articles for NEA Service, *Fortune* and *Literary Digest*, now *Reader's Digest*. Formerly employed for 11 years by the Union Trust Company, Detroit, McClintock at present is executor of his mother's estate.

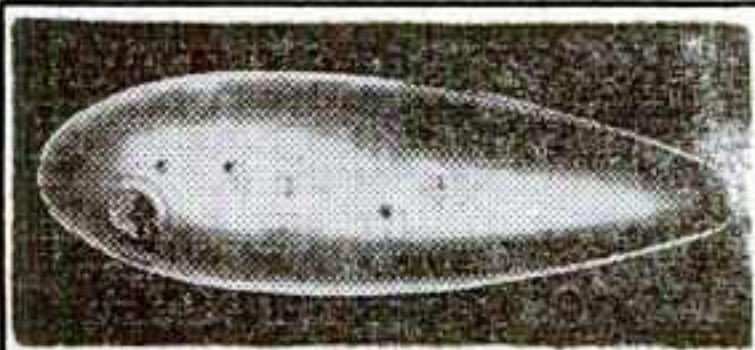


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tion of its original owners. We have had Sells-Floto, Sells & Downs, Sells & Gray, Seils, Seals, Sol's, Selby, Salle and others. Only Sells-Floto managed to approach the original in quality and quantity.

You may expect some push pole outfit to come out with Darnum & Dailey. We've already had Bungling Bros., as a so-called "society" circus, and it won't be too great a shock if some showman clamps onto Gimbel Bros. as a label. Macy long since has been lifted. As yet, no one has appropriated Gainesville Bros., but it would draw, in Texas, at least.

Some of the titles showmen conferred on each other have shown far more originality and appeal than their show brands. How about High Grass Campbell and Low Grass ditto? Fit like a wet kid glove, old-timers say. It is this rich lingo, now almost a thing of the past, that has fascinated the circus fans. I recall a short conversation with a young woman performer with the Christy show about 1925. I had read in *The Billboard* that the show had played a late August date at Franklin, Pa., my old home town. Ever the provincial, I inquired how they did there. "There was nothing there," was her laconic reply.

#### Sub-Titles Important

Sub-titles have played nearly as much of a role as the title proper. The Greatest Show on Earth was a 10-strike for P. T. Barnum and as such was widely played upon. No doubt it prompted the Ringlings to adopt an almost identical catch-line, The World's Greatest Shows. In fact, this seemed a bit more definite but it did not carry the impact of the earlier and better known line, hence the latter's eventual adoption by the Ringling-Barnum show, World's Best Shows, was widely appended to a show's title.

Big features, too, have been stressed to the extent of becoming an actual part of the show's title. Witness: Sells-Floto and Buffalo Bill Himself, 101-Ranch-Buffalo Bill, 101 Ranch-

Jess Willard, Barnum and Jumbo, Barnum and Nero, Forepaugh and The American Revolution, Frank A. Robbins and The Tribunal of Nations, Ringling Bros. and Liberati and others were so well publicized as to really become a part of the title. This might be an excellent idea today.

It was once a prodigious task for neophyte showmen to decide under what banner they would buck unfriendly territory and competition. In those days, when many titles were forced to the wall by stiff opposition and other unkind elements, the angel was often persuaded to forego the thrill of seeing his own name and likeness on the dead walls in favor of a line of paper from a defunct show that cluttered up the lithographer's shelves. Nor was price the principal consideration. The general agent knew that Erie or Donaldson would be the gilly's best friend in times of stress, once he had assumed one of their bargain titles. And the fact the bills already were on hand would tend to make foreclosure less imminent. A celebrated case-in-point is Cole Bros.' title, one of the most bandied of them all. Originated as a play on the old W. W. Cole title, long after its disappearance from the realm, under one Martin Downs, this show did very well until adversity embraced it.

#### Had Great Paper

A fire in winter quarters and the untimely demise of Downs as a result of being kicked by a show horse, led to the outfit's sale and along with the properties offered at Corry, Pa., were the title and several thousand dollars worth of splendid special paper, regarded by many showmen as the finest. Nine different men or combinations have traded on this short, appealing title, possibly all tempted by the paper on the shelves. None were too successful until the present edition and succession, which in spite of a none too promising period of incubation under Adkins and Terrell, has (See *What's in a Title?* on page 58)

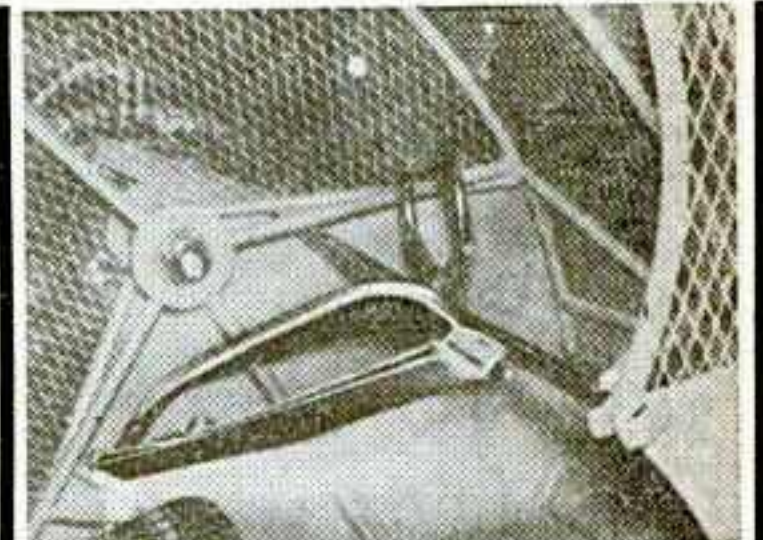
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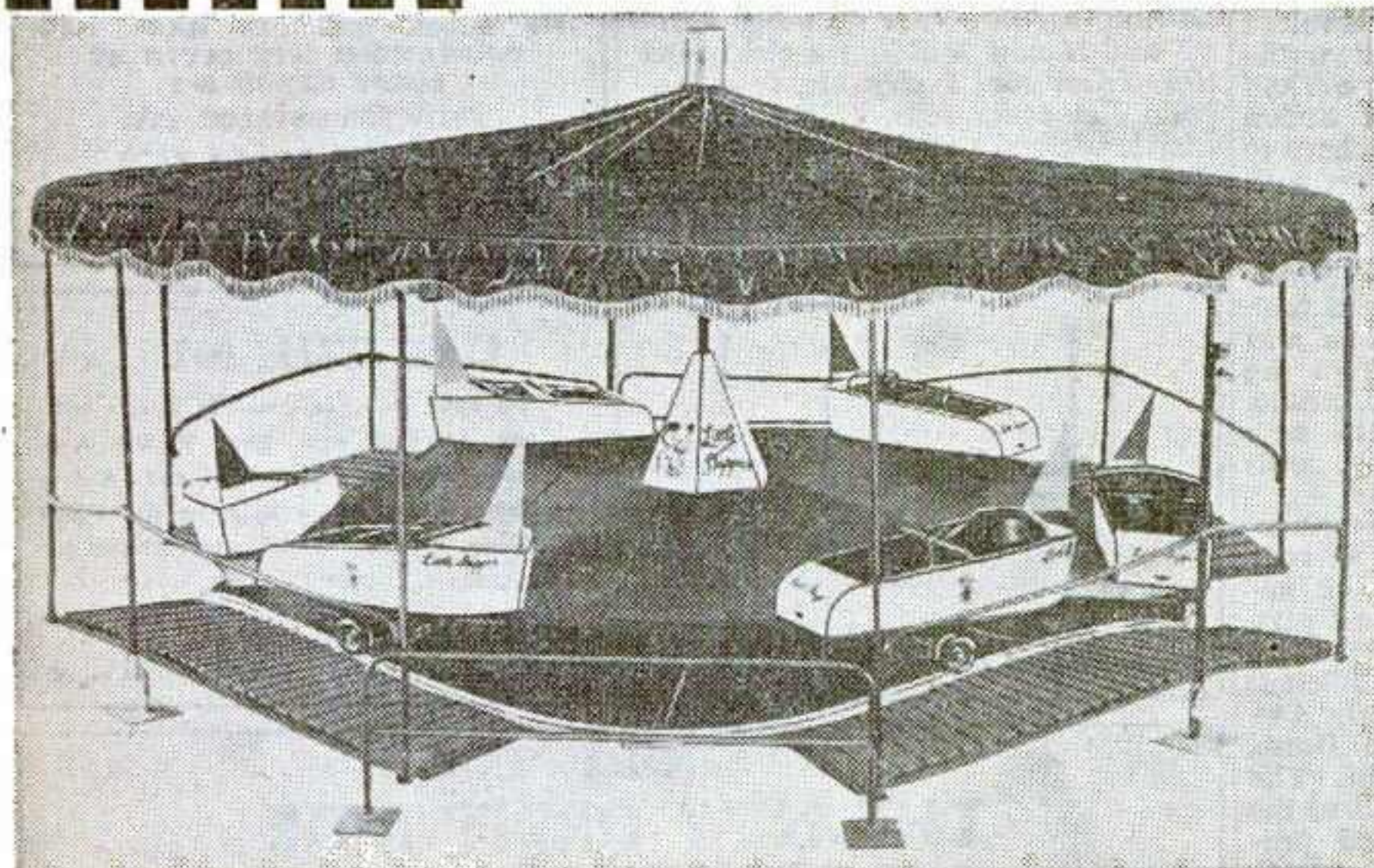
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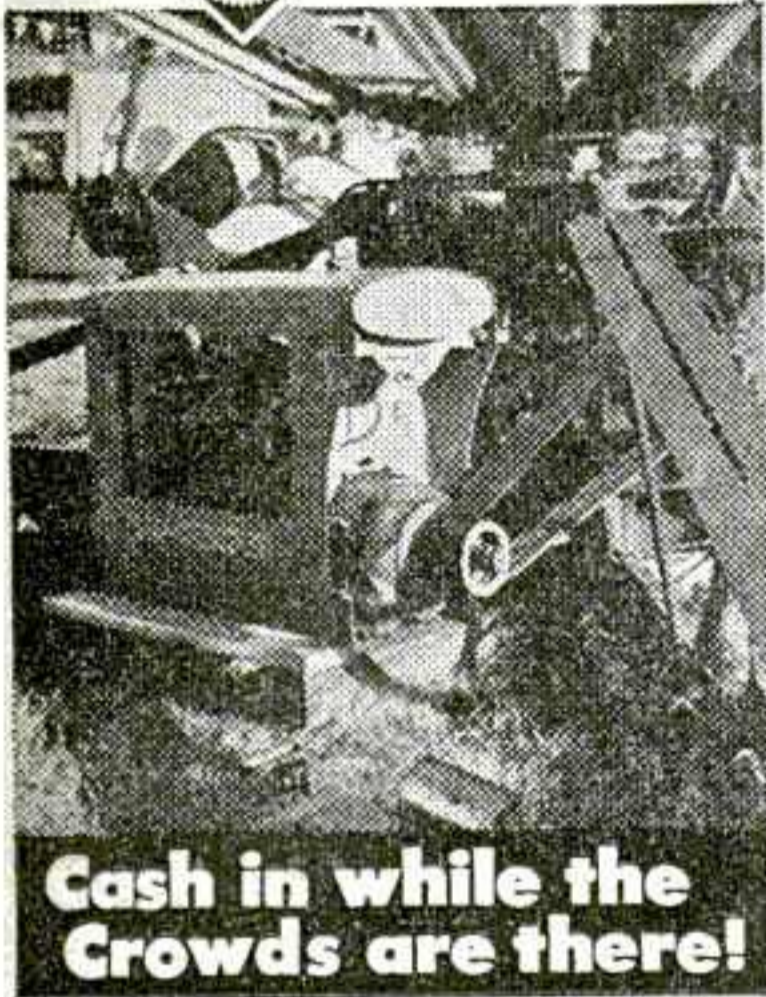
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### A Family Affair:

# Charles T. Hunt, 76, Continues As Active Head of Circus, With Helping Hand From Three Sons

By Jim McHugh

WITH three generations active in the maintenance, routing and presentation of their own family unit, the Hunts comprise a clan that for length of tenure and success places them at the top of the hierarchy of the circus world. For 57 years, without interruption even thru the two world wars, Hunt Bros.' Circus has been trekking thru the East, at first powered by horses, but now with its own fleet of 25 late-model trucks and trailers. Several of its annual stands have been on the route card for 50 consecutive years with the result the show, and the family which runs it, have earned an enviable status.

It is safe to say the three-ring circus is the only one ever viewed by several generations of many families since many of its dates are of an exclusive nature. Similarly, the Hunts themselves have fitted nicely into the local picture of many towns. Their business dealings with merchants have covered the same long span of years and both point to their relations with pride.

### 76-Year-Old Head

From the very beginning the show has been under the personal direction of its founder, venerable 76-year-old Charles T. Hunt, head of the clan. Charlie, as he is known to literally thousands of circus-world friends and acquaintances and patrons, despite his age, today still supervises show activities on an around-the-clock basis.

Since patronage and the resulting gross are all-important in the operation of the show, and because he has the skilled help of 12 members of his clan, Charlie is in the vicinity of the front door at both matinee and evening performances. Should a prospective patron show hesitancy at springing for the nominal charge—50 cents for children, 90 cents for adults—Charlie is there to "talk them in."

### Early Love for Circus

Charlie got his first yen for the circus at Ossining, N. Y., when his father took him to see a mud show performance. Midway thru the performance a fem trapeze performer did a breakaway which catapulted her to within a few feet of the youthful Charlie. His reflexes worked overtime at the unexpected action and he toppled thru the bleachers to the ground. The impact, he says with a twinkle in his eye, aroused in him a genuine love for the circus.

His sons, Charley, Harry and Eddie, were born into the business and took an active part in the operation and performance of the circus from the time they were old enough to toddle. Their wives and children are now very much a part of the clan, with each performing specific duties.

Altho the personnel today numbers 126, which is more than Charlie deems necessary but which he accepts placidly since, for the most part, they have been with him for many years, the Hunts are a self-sufficient family. With the aid of only two clowns and two ponies the Hunts could put on a 15-act program. The performance would contain all of the ingredients of a well-rounded program, nicely balanced with aerial, ground and novelty acts.

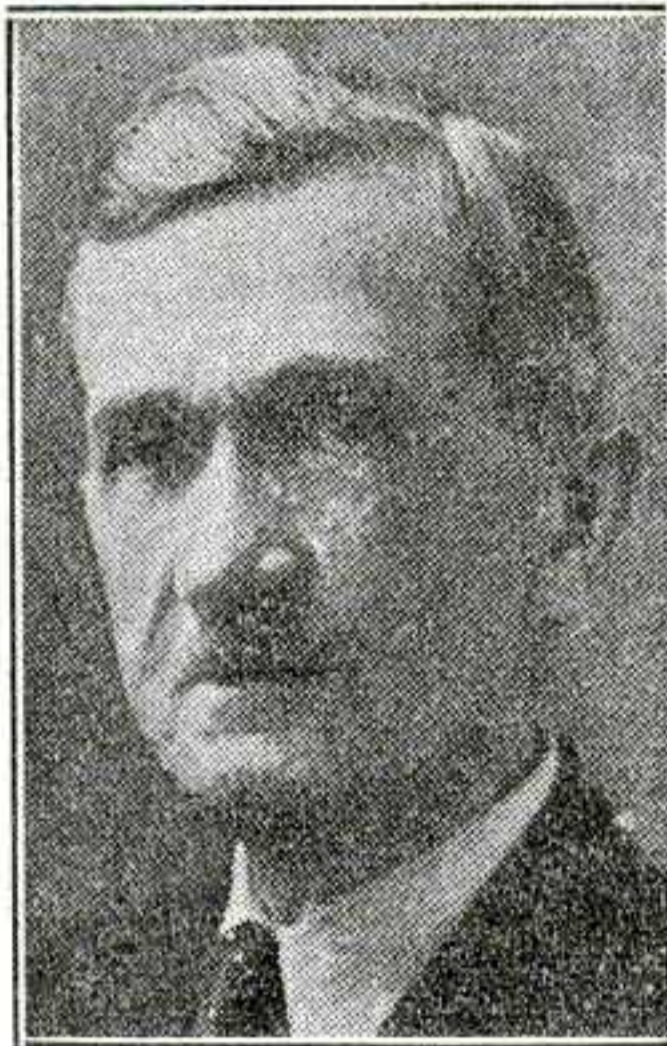
### Oldest Son Performer

The oldest of the sons, Charlie, who is 49, is equestrian director and general superintendent. When he was only eight he was working out on the trapeze with his dad who was a performer for about 37 years. Later young Charlie was trained to ride bareback and became proficient enough to ride with the celebrated May Wirth.

Charlie's wife, Mildred, a Baltimore

girl, is proficient in both aerial work and menage. They have no children.

Harry, 44, is the manager of the circus, band leader and trombone player. During the winter months he inks in many of the show's stands. His wife, Helen, a former farm girl, is show treasurer. Their 5-year-old daughter, Marscha, has already found a niche in the regular performance.



CHARLES T. HUNT

She leads the show's baby bull, Ronnie, thru a standard automobile as part of a daily advertising tie-in.

### Eddie Is Versatile

Eddie, 37, and the youngest of the boys, is a general all-round star performer. He does a rolling globe act, Australian whip cracking, a riding act, and, when necessary, fills in on the trap drums. His wife, Mildred, who also was reared on the show and was a childhood sweetheart, is an accomplished aerialist and rolling globe performer. They have a little girl who undoubtedly will be schooled as a performer.

Hunt's daughter, Mrs. Charlotte LaVine, 54, last year quit her aerial act and is now building a chimp act. Her oldest son, Harry Jr., is a lawyer. Her other sons, Julian, 24, and Charles, 22, are students at Syracuse University. Julian, during his vacation from college, donned whiteface and became a joey.

A niece, Hazel Williams Case, also was born and reared on the show. With her husband, Marvin, they form a top-notch wire act and are kept busy working indoor dates each winter after the Hunt show is in the barn.

Other niece, Hazel Oughton, has been caring for the family head since the death of Mrs. Hunt several years ago. Mrs. Hunt was also a trouper and reared her family on the road.

The boys are proficient in every department. Each one can put the show up or take it down and each has been schooled in the management of the enterprise. They know costs and how to keep the nut down. The last is a big factor in the success of the Hunt organization. Because of their numbers and capabilities it is possible to operate with a minimum staff and so avoid what to most other shows is a big chunk of the daily expense.

The boss man now says jokingly that it is necessary to hire more and more talent since he made all of his sons managers but he never fails to point out their accomplishments with pride. Altho he is on the lot constantly and is always consulted, the boys handle innumerable chores with an efficiency that reflects the thoro training received from their dad. It is inconceivable that the organization would be stuck for any reason involving adequate personnel. With Harry and Eddie, both musicians, even the appearance of a band is assured.

### Concerned With Quality

The Hunts have been content to hold the circus to its present size. The financial success of the show for many years has minimized any obstacles that might have been in the path of expansion. Instead, as the head of the family explains, their concern has been principally with quality. There is a constant effort to improve the performance which has long been staged under a 92-foot top with three 40s.

This year five baby elephants were imported after being viewed by (See Hunt Bros.' Circus on page 56)

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# Dallas Cashes in on Square Dance



## State Fair Funspot Opens Midway Once Each Week to Steppers and Average Attendance of 5,000

**T**HE MIDWAY of the State Fair Park, Dallas, has tied into the square dance craze and found one of its best traffic builders of the year.

"Next to fireworks, nothing pulls in Texas like a free square dance," Fred E. Tennant, midway superintendent declares.

The dances are held at 8 p. m. Wednesdays with music by RCA Victor recording artist Jim Boyd and His Men of the West. Outstanding callers of the section are rotated during the season to attract the regular following of each. First dance was May 11.

### Crowds Average 5,000

Crowds have averaged better than 5,000 nightly with approximately 90 per cent spectators. Frequent 10 and 15-minute breaks are made during the dance to permit cool-off visits to rides and food concessions. Final break at 10:15 p. m. is early enough to permit dancers and spectators to patronize the midway before midnight close-down.

Blue ribbons are awarded nightly to each member of winning squares, with red ribbons to runners up. After the first few dances it was found

necessary to award junior division ribbons for dancers 15 and under to avoid ill will created among serious-minded adults who resented occasional wins by children competing with seniors.

Loving cups for grand champion and reserve grand champion squares are given at each fourth dance following a special competition between previous ribbon winners.

### Sound System

Music and calls are amplified down the two-block long dance area by a strong sound system. Regular asphalt surface of the midway is made danceable by application of corn meal and powdered paraffin wax.

Early dances in the series were promoted heavily via newspapers and radio which was reduced by 50 per cent, without noticeable effect, after the first four dances.

Midway officials believe the dances attract a new and better-spending type of patron to the park.

"On the whole the dancers and the spectators have more money to spend than the average," Tennant said.

Business, which has been off due to economic conditions and poor weather, has picked up considerably with close of schools. Over-all business for year is about 10 per cent off as compared with same period last year, Tennant added.

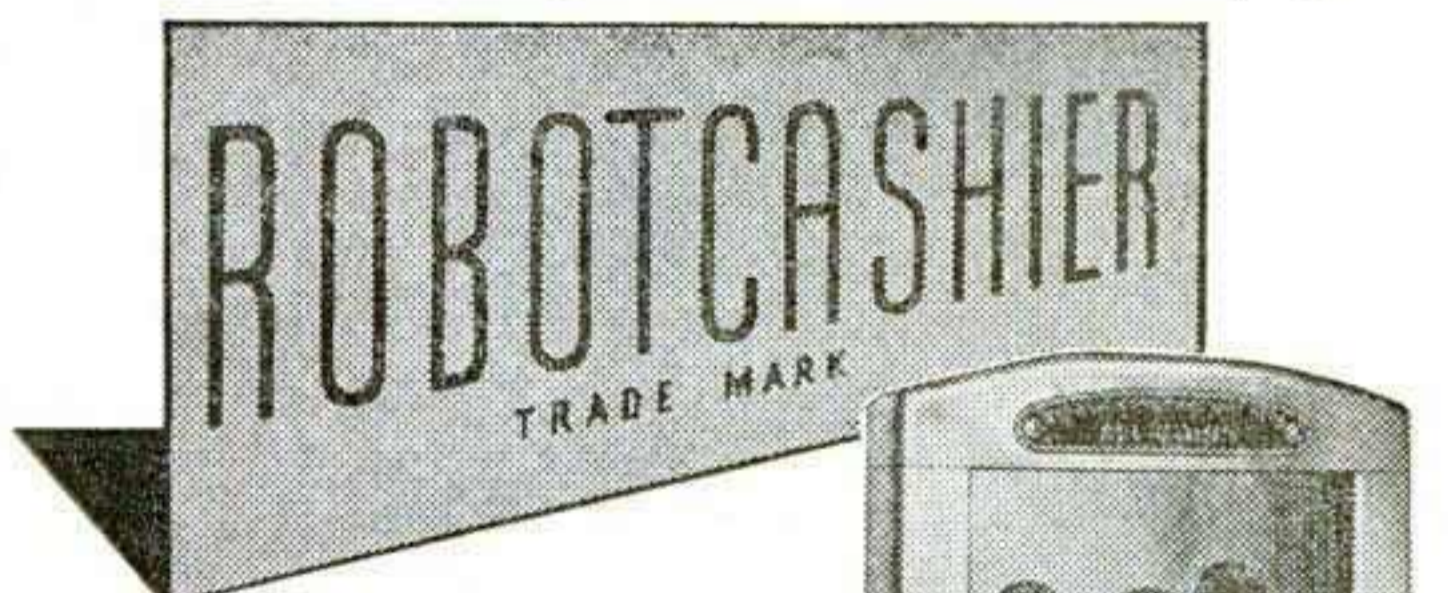
Twelve weeks of free acts, to run thru Labor Day, began June 13. Acts are sponsored jointly by Pepsi-Cola and the midway. Initial week featured Excess Baggage, trained dog act, which was followed June 20 by Flying Meteors. Performances are at 8 and 10:30 p. m., before and after performances of the Fairs Starlight Operetta in near-by Casino.

For the midway's July 4 week-end show in Cotton Bowl, the fair promoted with the heaviest advertising and publicity schedule ever attempt-

ed for a single shot attraction. Seats went at 50 and 25 cents.

The three-night presentation included fireworks by Thearle-Duffield, Chicago, Peejay Ringen's bicycle high act and Victoria and Duina Zacchini.

## A Honey for Money!

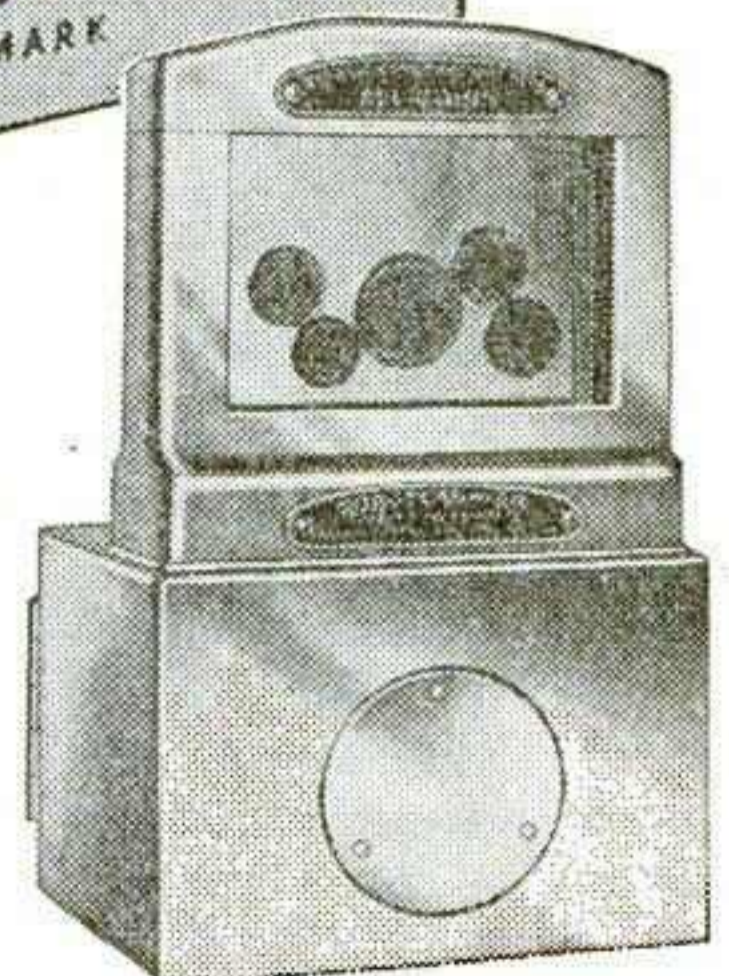


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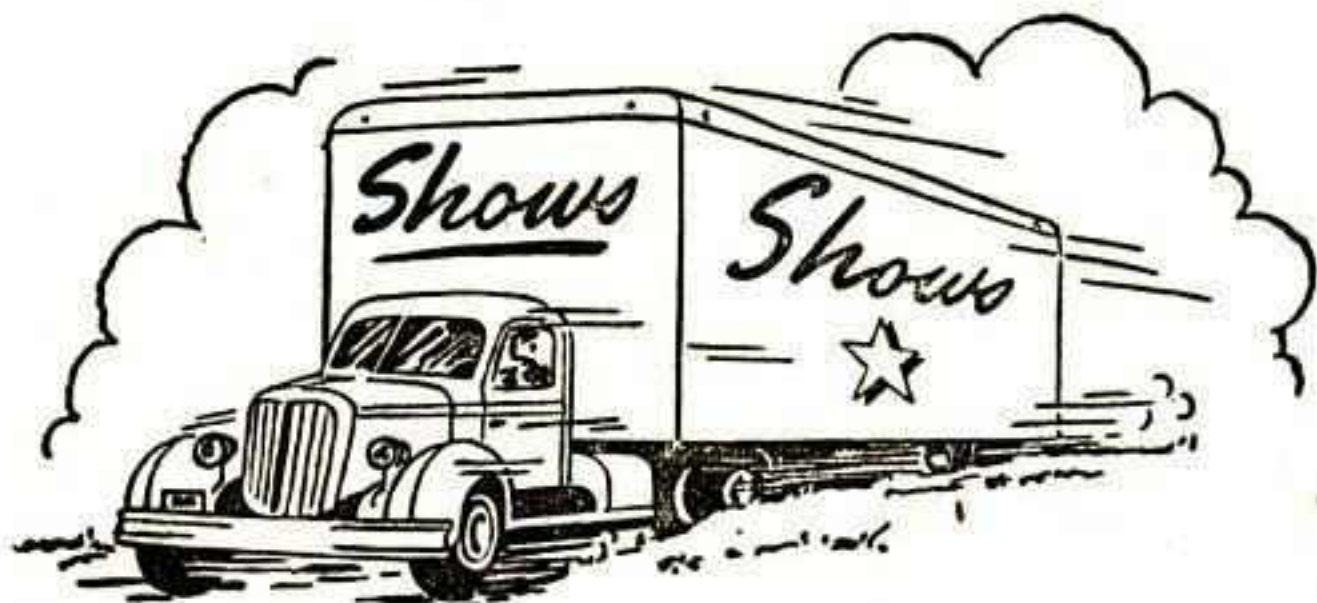
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**Outstanding Kiddielands:**

## Cincy Coney's Land of Oz, Born in Depression Years, Is Consistent Money Maker

By Bob Doepker

CINCINNATI, July 2.—A money maker ever since its inception in 1934, with its grosses now averaging between \$45,000 and \$50,000 annually, Coney Island's colorful three-acre kiddieland, the Land of Oz, this season is running 18 per cent ahead of last year's potent returns, a remarkable figure considering that patrons' tightened budgets have left the over-all major ride operation at the funspot trailing 1948's business by an estimated 5 per cent as the park's season nears the halfway mark.

Born out of the depression years when Coney execs saw the need for an improved youngster lure and decided to segregate and augment the few scattered children's ride attractions about their spacious grounds, the Land of Oz, so titled by Ralph Wachs, secretary of the Coney corporation and park manager, has grown until it is now a park within a park and more than carries its own weight.

**Lucrative Venture**

That the layout is a lucrative venture is attested by the financial statement released this week by Edward L. Schott, president and general manager. Judged by current production-cost standards, the oval-shaped kiddieland would represent a total investment of close to \$100,000. It encompasses such miniature attractions as the Ferris Wheel, Airplane Swing, autos; Coney Zephyr, miniature railway; a Rubba Dub Dub; Speedboat, new this season; pony carts, a boat ride, titled the Swan, and the Teddy Bear Coaster, which like its adult prototype, the Shooting Star, among the major rides, is the top money gatherer among the small-fry attractions.

A kiddie refreshment stand and a photo gallery bearing the tag, Funny Bunny, complete the line-up of paying spots in the Land of Oz empire. Manned by a crew of 15, the kiddieland uses the Universal ticket system, with the Coney management maintaining its long established price policy of 5 cents for youngsters, while adults shell out 6 cents per ride.

Altho the Speedboat was added this year to the ride line-up, the spot's yearly changes of attractions are not nearly as radical as those which prevail with the major rides. This mode of operation is based on the time-tested theory that the Land of Oz's clientele outgrows the attractions provided there and is replaced every few years by a new group of kiddie patrons, thus the need for annual changes is not considered vital.

**Speedboat Winner**

Since its installation the Speedboat has been running a close second to the Teddy Bear in the race for the season's top gross figure among the moppet attractions. Here again the Coney management has found that the imagination possessed by a child taking in the varied attractions can mean plenty of moola in the bank. The ride carries four passengers and each boat is equipped with four steering wheels, giving each rider the idea that he alone is piloting the little speedster.

Noted for its highly successful 5-cent day promotions, the Coney management has successfully carried the idea over into its moppetland having adopted the slogan, "Every Day Is 5-Cent Day in the Land of Oz." Ties in with local radio programs such as Jon Arthur's No School Today seg aired over Station WSAI and across-the-board spot announcements aimed at the children have not only attracted the moppets to the Land of Oz but their attendance at the park, accompanied by their parents, is weekly reflected in the business done among the larger rides. Schott says that more often than not the oldsters

take a fling at the major attractions after eying with relish the great delight evidenced by their offsprings who hit one ride after another offered them in the Land of Oz.

Up to now the Coney interests haven't found a more efficient method for entire families to get the "Coney Habit" than thru the medium of a convincing moppet discussion of Coney's enchantment. From the business done by the kiddieland over the years this would indicate that the park management need look no further for a more complete way in which to educate its young patrons on the thrill aspects of the larger rides in the park when these youngsters have outlived the attractions in kiddieland.

**Veritable Fairyland**

Physically the Land of Oz is a veritable fairyland, with each attraction set off to itself by a simulated candy-stick fence, which also surrounds the moppetland. Also surrounding the funspot are huge replicas of wooden soldiers, clowns, elephants, zebras, etc., all colorfully turned out. Ample seating facilities are placed around the rides permitting adults to rest and maintain a watchful eye over their offsprings. Scattered about Coney's spacious grounds at strategic locations are life-size statues of clowns directing the route to the kiddieland.

Like its counterparts in the parks over the nation, the Land of Oz season spans about four months, opening on Decoration Day and closing Labor Day. With gross business at Coney only off an estimated 1½ per cent from last year and with per capita spending down only about 3 per cent on the park's over-all operation, Schott and his contemporaries are justly optimistic over the fact that the Land of Oz 1949 business will at least match if not exceed last year's results when the season's final tabulations are made.

### Hunt Bros.' Circus Real Family Affair

(Continued from page 54)

Hunt's own agent. Two more are due to replace the two that died before they became acclimated. The financial stability of the family is indicated in the threat to keep buying if the elephants keep dying, even tho the cost runs into thousands of dollars.

The show this season has been one of its most successful. For about two months of its tour capacity and straw houses were the rule everywhere. Business for the remainder of the season looms big.

**Winter Activity**

At season's end the family will return to its home and winter quarters in Florence, N. J. They live there in the off-season in three houses on about 12 acres of land. The equipment and the animals are all stored there. Thruout the winter each member of the family is refurbishing equipment, working their various acts at indoor dates, or trouping with the Hunt elephants which are also booked solidly thruout the winter.

The Hunts are a closely knit family and as a group function exactly like well oiled precision machinery. Weighty problems are settled with dispatch, with the head of the clan making decisions with confidence that comes with his years of experience, wisdom and alertness.

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**Folk Music Parks:**

**Williamsport Park Nabs Names; Burnette Badger Date Pulls**

In recognition of the development of folk music parks thruout the country, The Billboard has inaugurated this new feature, devoted to folk amusement enterprises. Appearing weekly, it reports trends, promotion methods, attraction policies, etc., of the rustic music field.

WILLIAMSPORT, Pa., July 2.—H P. (Tex) Rose, Lancaster, Pa., booking agent, who handles Jim and Jane Claar's Radio Corral here exclusively, has lined up all big folk music names for July and August in the park. The oatune music site, operated by the Claars, who are heard over WRAK locally, plays Red Foley July 3; Roy Acuff and the Smoky Mountains Boys, 4; with Bill Monroe and the Blue Grass Boys, 10; Sons of the Pioneers, 17; Big Slim, Bebe Bernard and the 101 Ranch Boys, 24; Grandpa Jones, 31; T Tex Tyler, August 13, and Buddy Messner and the Skyline Boys, September 11.

Total attendance for the first eight Sundays at Radio Corral was a little over 20,000, with adults in at 60 cents (inc. tax) and kids at 30 cents (inc. tax). Biz is down a little from last year, due to two rained-out Sundays, but the Claars expect to top last year with the big names set for July and August. In addition to the names, the regular house acts include Ken Montana and Texas Lil and Their Friendly Radio Gang and Jim and Jane and Their Western Vagabonds.

**Burnette Lures 2,000**

WEST BEND, Wis., July 2.—The Smiley Burnette troupe, with two

other acts, racked up 2,000 patrons at 74 cents (inc. tax) Sunday (26) at Sunset Valley Park, located at Ackerville near here. Park, which is operated by Erwin Rush and Richard Hafemann, is styled along the lines of Harry K. Smythe's successful Buck Lake Ranch, Angola, Ind. Ops have spent \$35,000 in setting up a rustic stage, complete with wings and dressing rooms, and a hillside amphitheater seating arrangement.

The Burnette troupe included Junie Allen, guitar and comedy; Terry Preston, guitar, with Paul Aubrey's comedy horse act and Chuck Lee's record mimicry. Edward Marks, son of George Lee Marks, Burnette's manager, is operating Burnette's camera concession. Burnette has a camera set-up which enables him to take a picture with a fan, who is given a ticket which he can mail in for the photo. Burnette is running a pony giveaway, in connection with the photos, having Capitol Records execs choose the fan who is to receive the Shetland.

**Kiddie Boosting Helps**

READING, Pa., July 2.—In order to encourage kiddie patronage, Shorty Long, Victor recording artist and op of Santa Fe Ranch here, has started the Junior Santa Fe Rangers, a kiddie fan club, whose members are admitted free to the park. In addition, ice cream parties have been given at the park occasionally this season to lure the moppets. Group is the children's counterpart of Long's musical group, the Santa Fe Rangers.

The park, which is open for both Sunday afternoon and evening shows, is utilizing a \$1,200 budget for the one-day-per-week operation. Record crowd for the park is 9,200, with adults paying 40 cents (inc. tax) admish. Record crowd was lured in 1948 by Lulu Belle and Scotty and Long's group.

Park, which covers 20 acres, has a 38 by 40-foot stage, with a seating capacity of 2,500. Amplifiers carry the program to any part of the park. Long is currently building a kiddie park, with a pony circle, airplane ride and auto circle already in. While the park has an assortment of food stands and gaming concessions, Long has found that bingo draws the most people.

**Lehighton, Pa., Has 2 Sites**

LEHIGHTON, Pa., July 2.—This Eastern Pennsylvania town of 7,000 boasts two folk music parks, Valley View Park, operated by Mr. and Mrs. Harvey E. Trump, and Maryland Farms, operated by Lee Rhoades. Valley View covers nine acres, plus 10 acres of parking lots, while the stage and park area at Maryland is part of a 1,200-acre farm.

The Trump park dates back to 1937, being the first folk-music park in Eastern Pennsylvania. Maryland Farms Park is owned by Robert Diehl, who leases to Rhoades. Shorty Long and the Santa Fe Rangers from Reading hold the attendance records in both parks. Admission at Valley View is 20 cents (inc. tax) while the Maryland park gets 25 cents (inc. tax). Top attendance at Maryland Farms was 4,763, while Valley View's topper was 2,300.

FOR A  
**FAR MORE**  
*Brilliant Spot*



**THE STRONG TROUPER**  
Portable High Intensity  
**A. C. CARBON ARC SPOTLIGHT**

Produces a steady, sharp, uniformly illuminated snow-white spot.

Silvered glass reflector and two-element variable focal length lens system.

Draws only 10 amperes from any 110-volt A.C. convenience outlet. Adjustable, self-regulating transformer, an integral part of the base, makes the use of heavy rotating equipment unnecessary.

Easily operated. Automatic arc control maintains constant arc gap, free from hiss or flicker. A trim of carbons burns one hour and 20 minutes at 21 volts and 45 amperes.

Horizontal masking control. Can be angled at 45 degrees in each direction. Color boomerang contains six slides and ultra-violet filter holder.

Mounted on casters. Easily disassembled for shipping.

**THE STRONG ELECTRIC CORP.**  
The World's Largest Manufacturer of Projection Arc Lamps

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Please send free literature, prices and name of the nearest dealer in Strong Spotlights.

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**EVERYBODY LOVES THEM!**  
**DELICIOUS WA-FUL DOGS**



**Aristocrat of HOT DOGS**

Greaseless, Juicy. Cooked in a jiffy. Territorial Franchise Now Available to Qualified Individuals. Tremendous Consumer Acceptance. Your Opportunity To Establish a Profitable Business.


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**MULLER-CHESTER & CO.**  
2223 S. Olive St. Los Angeles 7, Calif.

**POP CORN CONES**

In 5 attractive colors

The flashiest pop corn container on the market. Sell at a nickel and keep 'em eating, treating and spending. Sold by jobbers from Coast to Coast.

**BRITIZIUS MFG. CO.**  
DOVER, MINN.



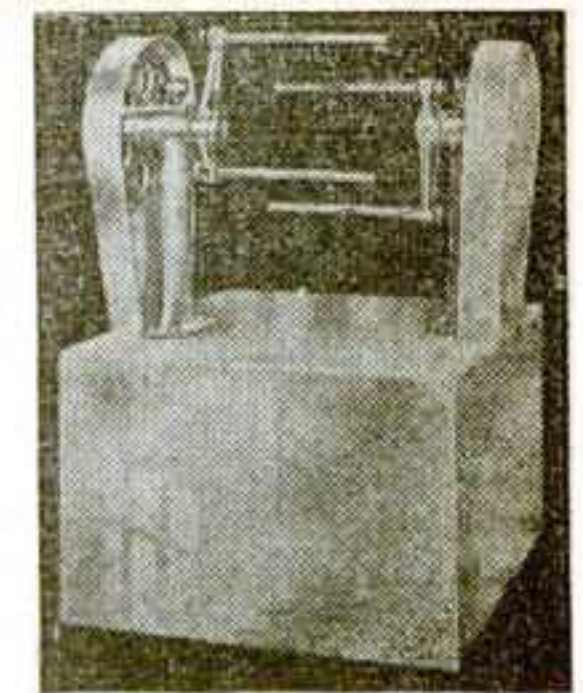
**ECHOLS ELECTRIC ICE SHAVER**  
"The Old Reliable"

RICE \$60.00  
With Stand \$5.00 Extra

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- - Display Models - -  
Form 0—5 lbs. to 10 lbs. cap.  
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Also large factory sizes available



**Proven, Dependable Performance**

**Model K and KH KISS and TOFFEE WRAPPERS**

Full Details and Quotations Await Your Inquiry  
**WRITE TODAY OR WIRE COLLECT**  
CIRCULAR AVAILABLE UPON REQUEST

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153-157 CROSBY ST. NEW YORK 12, N. Y.

**HAND GEARED HEAVY ALUMINUM POPPER**  
\$12.50

12qt. CORN POPPER

in doz lots: lots of 6, \$13 ea.; 3 or less, \$15.00 ea. 8 QT. CAP. tearless hand poppers, \$7.50 ea. OPCORN, Large S. A. HYBRID, \$6 cwt.; QUEENS GOLDEN, \$5 cwt., f.o.b. Ind. Less than 5, 25¢ extra per sack. Write J. B. ROBINSON Cleveland 22, O.

3482 Latimore Rd.

**COLEMAN and AMERICAN BURNERS AND TANKS**

PARTS AND SERVICE  
**I. SHORE**  
119 CHAMBERS ST. NEW YORK CITY

# What's in a Title? . . . Plenty!

(Continued from page 53)

evolved into the second largest show with a program that at times rated with the best. Until recently, Cole has been the sole purveyor of three-ringed fare to the hinterlands that was anyways near comparable to the old conception of what a circus should be. Ringling's have become more and more restricted as to territory, as the seasons pass on, playing the big ones almost to the exclusion of the smaller places where once they reaped a golden harvest.

Yes, one of the most prolific sources for an established title in the old days was the lithographers but many of these old standbys must, by now, be public domain.

### Titles Overdone?

Titles have been overdone. One prominent circus fan tries to gather in the worst exaggerations in show names for his files. There is one that winds up with this top heavy appendage: *And Millionaire Confederation of Seven Stupendous Shows*; probably one stupendous show to each car. I recall the effluvia of a small show in upper Minnesota which was encountered on a camping trip. It ran something like this: J. H. Eschmann's Great World United European Railroad Shows, Circus, Museum, Menagerie, Wild West and Free Horse Fair. All this on a streamer posted above some pictorial matter, on the side of a grocery where we stocked up. We roused before dawn of show day and drove 55 miles thru a cold drizzle. When the screeching wheels of the nine cars ground protestingly against the rusty rails of the team track, the half-light revealed four or five sway-bellied flats on which half a dozen uncovered cross dens leaned against each other for company. A single elephant, one season removed from Valhalla, swayed disconsolately in the open door of a stock car. We did not wait for the "Grand Golden Free Street Parade—One Mile Long" because we did not believe Mr. Eschmann was that much of conjuror. But that title drew us for a total round trip of 110 miles. It took me many years to find a souvenir of that show's billing but I finally ran into a cache of their quarter sheet heralds and I prize them highly.

### Press Staff Tells

Perhaps you haven't learned what's in a title—or what's not in a title. Here's what Ringling's press staff had to say on the subject, in defending their Forepaugh-Sells title against the inroads of Tammen and Bonfils who had not only appropriated the Sells name, but the austere likeness of each of the Columbus showmen, for their billing matter. That was in 1909.

On an opposition herald headed: "Sells Bros. Not Coming to Norfolk Until 1910," it went on to say: "What Is There in a Name?" and then proceeded to explain thus:

"There is a great deal in a name that has won fame and honor by years of honorable, fair, liberal dealing. That is why Sells Bros. and Forepaugh today stand at the very head of tented amusements in America. It is small wonder that unscrupulous concerns in all lines frequently try to secure patronage by attempting to mislead the public with titles and names more or less cleverly resembling trade-marks and titles of first class institutions. This is just what happens in the circus field, the imitators going so far as to use the portraits of reputable managers, somewhat changed, but calculated to deceive the public, hoping to be able to secure patronage in this despicable way with an inferior exhibition. Hence this announcement. **BE NOT DECEIVED. THE SELLS BROS. AND FOREPAUGH ENORMOUS SHOWS UNITED WILL NOT VISIT NORFOLK BEFORE 1910—NEXT YEAR.**"

This battle, one of the few opposition skirmishes to be dragged thru the courts, never quite subsided until the purchase of the Floto show by the Ringlings. The Denver folks reduced the price of their big show to 25 cents with the sole idea of providing stiff opposition for the combine, or "trust" as they labeled the Ringling shows. This "25c" sign was a definite part of the Sells-Floto title for five years, along with this pertinent query—*The Eternal Question—Why Pay More?* Ringling countered this poser with: *Do you want to see a complete performance or just 25c worth?* Display ads and handbills used in this long fight are valuable additions to any circus collection.

### Inconclusive Battles

The ill-advised but none-the-less exciting "day and date" battles were supposed to determine the real worth of a title but the results were inconclusive. One season, I think it was 1914, Ringling and 101 Ranch played day and date in three stands, Columbus, Easton and Erie, with both sides claiming the business. I think the Ranch show was given the business by the Ringlings, if you follow me. Old-time agents say the general practice was to paper the afternoon show, especially by the smaller show, with the double purpose of depriving the opposition and gaining word-of-mouth advertising for the night performance. Sometimes they held off the papering until the night show, out of curiosity, to see how they would draw against a formidable competitor. It all depended on the opposition.

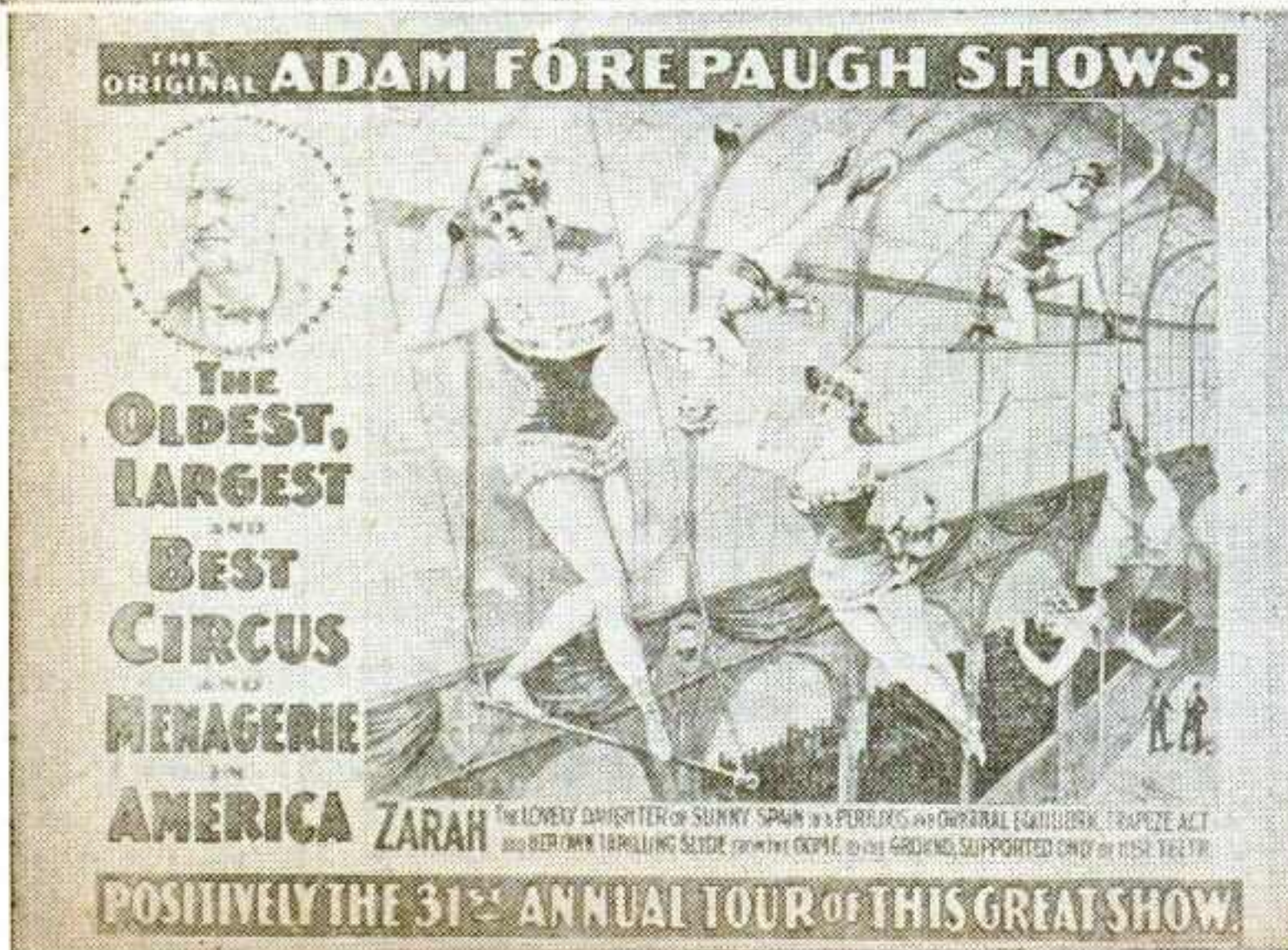
Nearly every fan covets "rat sheets" and those circulated by Hagenbeck-Wallace and Ringling against each other at Fort Collins, in 1917, are just about tops. The big show advertised itself: "The only American owned show coming. Ringling Bros. is an American show, for Americans. It never carried the German coat-of-arms on any of its wagons, cars, or equipment. The Carl Hagenbeck Circus claims it is owned by Americans but on every wagon and railroad car and even on the private automobile of the owner the coat-of-arms of Germany was painted and brazenly flaunted in the faces of all true Americans, up until the time the United States entered the war. Wait for a real American show!"

### Carried Weight

You can imagine the impact of this pronouncement, especially in a war year. This is one of the few times that Ringling agents went out of their way to offset a rival's propaganda. The truth is that Ringling's did have a bandwagon carrying a German motif. It was the old Germany wagon, which had been relabeled America without removing the Hohenzollern carvings. The Wallace people allegedly circulated a photo of this wagon, in its original form, along with a clown gag racing car, tagged Benz Special, and, likewise, carrying a German crest. Left with no apparent alternative, the Ringling press adroitly turned this damning piece of evidence against the unfortunately Teutonic title of their competitor. This bill was circulated in Fort Collins and surrounding territory and was used to program the H-W parade, too late to be refuted effectively.

### A Waste?

A final word about titles. Old showmen maintain that the combining of the celebrated Ringling and Barnum titles was the greatest waste of assets in the history of show business—that each title, independent of the other, is actually worth millions. So, perhaps that is what is in a title, hard work, fair dealing, high class personnel, both on the lot and up ahead, and above all, considerable imagination.





Chi Fair Blazes Way—

**Lohr Formula for Successful Industrial Show Wins Support; Other Lakefront Fairs Likely**

CHICAGO, July 2.—Maj. Lenox R. Lohr, boss man of the Chicago Railroad Fair, believes he has evolved a winning formula for effective, large-scaled industrial shows.

His formula follows:

1—Appeal thru drama, romance, nostalgia and emotions of the highest order.

2—Avoid direct selling but project a feeling and understanding of an industry.

3—Provide a clean, entertaining show.

4—Bar gyp concessionaires.

5—Operate with an agency strong enough to make decisions between conflicting interests of those involved in a fair.

Every trade show until the Chicago Railroad Fair has sought to

The color of the early days, picturesque old-time costumes, the virile background of the nation, flashbacks to high points in its history, nostalgic touches, flag waving—these and more are worked into the production.

**Railroad Development**

The total result is powerful and contrives subtly, nonetheless effectively to link the development of the nation closely with the development of and the service provided by railroads. Thus, the railroads are given a more sympathetic consideration by the public. Thus, too, the cause of free enterprise is projected strongly.

It was the value of the fair as a medium of carrying the torch for free enterprise which played a large and persuasive part in the repeat of the fair this year. Chicago area business interests were quick to concede its value and the exponents of the free enterprise system led in urging the repeat run.

In its second edition, the fair gives increased emphasis to attractions. This was natural and needed, inasmuch as the first blush had been worn off after the first year's run and something new—and plenty of it—had to be added to lure 1948 patrons back.

The rodeo-type show, presented free by a group of railroads; a square dance pavilion, sponsored by one railroad, again is back, but in addition there are an admission-carrying (See Lohr Formula on page 92)



MAJ. LENOX R. LOHR

sell and sell its product, according to Lohr, who terms that the wrong approach.

**Sell Service**

What an industry needs is to sell the great service it renders the public, he insists. This, he holds, can't be done by argument, regardless of how well presented.

The selling should be done thru an appeal to the emotions "of the highest order," and this, he points out, the railroad fair has done with compelling effect in *Wheels A-Rollin'*, the huge spec offered twice daily.

Into the pageant is woven many things, of which the participation of railroad locomotives and trains is just a segment, not the dominating part.

**INSTANT CHARTER—PLOT PROVIDENTIAL For Carousel, Tiny-Tot Frolic**

Adjacent SRO Ice Cream Heaven Patio. On vivacious Route #17. Phone: Ridgewood (N. J.) 6-3388. Write: Box 279, 12 miles from George Washington Bridge.

**CARNIVALS—PARKS—BEACHES U-DRIVE MINIATURE JEEPS—Patented**

Now on Asbury Park and Belmar, N. J., Boardwalks. Order now for next Spring Delivery. **COAST TO COAST MFG. CO., INC.** 137 Atlantic Ave., Manasquan 15th & Ocean Ave., Belmar, N. J.

**J-Bar-S Rodeo Set For Kingston Fair**

NEW YORK, July 2.—The J-Bar-S Ranch Rodeo will be the grandstand attraction at Kingston (R. I.) Fair, July 28-31. More than 100 cowboy contestants are expected to participate in the events at the Kingston rodeo, which will be operated on a strictly contest basis, with cash awards. Special features will be Mickey Sullivan and His Rodeo Band and Tex Marshall, with performing horses.

Barney Jaeger and Frank Shield continue as owners of the J-Bar-S Ranch Rodeo, while Florence Shield serves as arena secretary, and Joe Daly remains general agent. Alice Shield, 13-year-old daughter of Frank and Florence Shield, is a feature rider.

J-Bar-S played a satisfactory two-day stand, June 18-19, at Nazareth (Pa.) Fairgrounds. Rain held down attendance the first day, but the second day drew turnaway crowds of more than 4,000.

The rodeo is set to play Flemington (N. J.) Fairgrounds July 3 and 4. Also set is a big date at Utica, N. Y., August 4-7, under auspices of the Military Order of the Purple Heart, with proceeds going to the hospital for crippled children in Utica.

**SENSATIONAL NEW MONEY MAKER**



**THE ROLL-A-WHIRL**

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

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

★ ★ ★

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

★ ★ ★

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

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

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

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

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

**PRICE COMPLETE, \$3,450.00**

F. O. B. Factory, St. James, Mo.

**THE ROLL-A-WHIRL CO.**

HIGHWAY 66

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SAINT JAMES, MISSOURI

**The New Excelda-Ohio KIDDIE AUTO RIDE**



Geauga Lake Park reports this ride topping the kiddie ride department in earnings... a well constructed, smooth operating, attractive.

Excelda features: Streamlined Modern Design \* Light Weight & Portability \* Real Headlights \* Bodies of Aircraft Fiberglass-reinforced Plastic \* Welded Steel Frames \* Ball Bearings. A limited number of rides available for July and early August delivery. Phone or wire

**THE EXCELDA-OHIO COMPANY**  
21830 St. Clair Avenue  
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**HARRY G. TRAVER ENTERPRISES, Inc.**  
4265 East 177th St.  
Bronxboro, New York City, N. Y.  
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**LOOK!**

**Parker Does It Again!**

**NEW 1949 CARRY-US-ALL**

Mr. Carpenter, mfr., of Richman-Carpenter Amusements, of Omaha, Nebraska, writes: "Our Kiddie Land is still gaining every day—weather is the only thing that stops business. We are going to need a larger capacity on the Merry-Go-Round. Last Sunday parents were fighting one another to get their kids on from 2 till 10 p.m.—and I mean they were actually fighting. What will it cost to add three ponies to each chariot section? We will cut one of our chariots to make two seats and trade the other in to you—course it is still like new. I wish you could get up some week-end. You will be pleased with the way we have your Merry-Go-Round set and of all the rides it gets the most pleasing comments. I will have some pictures of it in the next few days and will send you some."

**C. W. PARKER AMUSEMENT CO.**

LEAVENWORTH, KANSAS  
Builders of Parker's Perfect Pleasure Producers

**HAVE YOU SEEN THE NEW 1949**

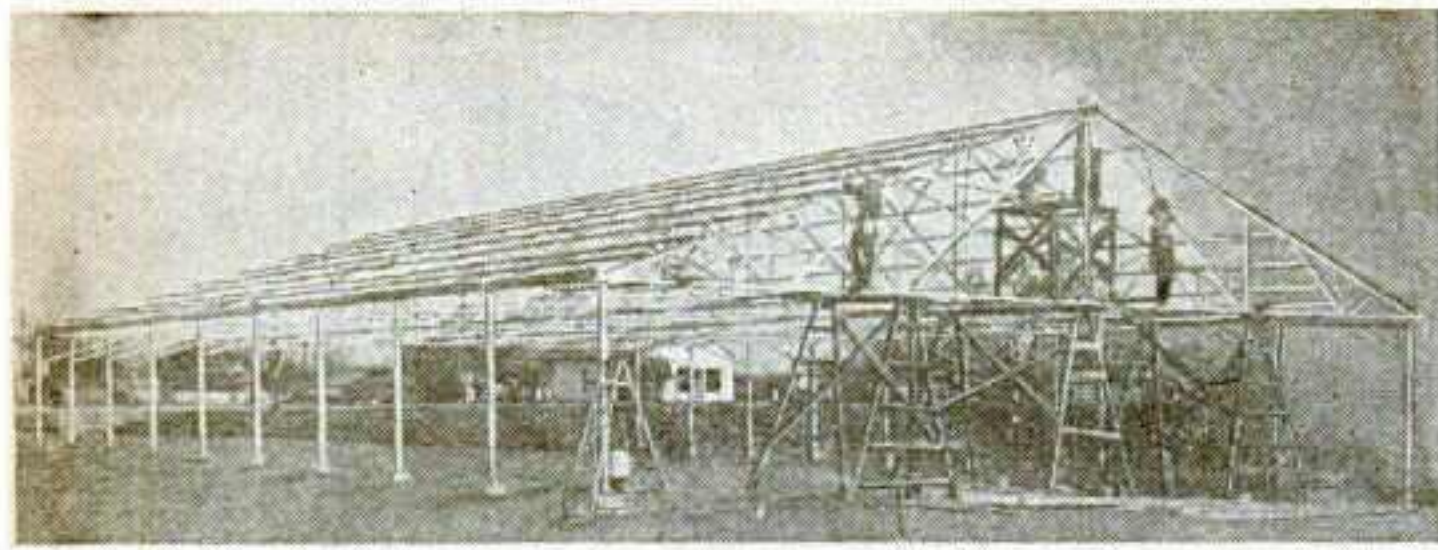
**QUIZZER?**

**The Question-and-Answer Coin Machine**  
A Big Money Maker for Parks, Arcades and Every Type of Outdoor Location.

See our Descriptive Announcement in Coin Machine Section, Page 164, This Week's Issue of The Billboard.

**TRAINING DEVICES, INC.**

1469 ELECTRIC AVENUE,  
LINCOLN PARK 25, MICH.



**AVAILABLE NOW—**  
**PREFABRICATED and PORTABLE**  
**STEEL FRAMES** FOR  
**SKATING RINKS,**  
**FAIR ASSOCIATION AND**  
**AMUSEMENT PARK BUILDINGS**

Here's just the construction you've wanted for  
**ECONOMY, SAFETY, UTILITY!**

Shipped knocked down in sizes 40', 50' and 60'  
 wide. Multiples of 10' in length. Standard height  
 under trusses 9'. Complete erection drawings  
 furnished.

ACT IMMEDIATELY—REASONABLE DELIVERY

Write, Wire or Phone for Descriptive Folder and Prices.



**GEO. L. MESKER STEEL CORP.**  
 EVANSVILLE, INDIANA  
 EST. 1879

# FIREWORKS

FOR ALL OCCASIONS  
 FAIRS — PARKS — CELEBRATIONS

Programs include services of expert Pyrotechnics and are  
 covered by either Public Liability Insurance or Bond

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE  
 DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve the public  
**ALEX ZARRILLO** Highest type and superb quality  
 Manufacturer of  
**NEPTUNE FIREWORKS** Established 1890  
 181 Heckel St. Belleville 7, N. J. Belleville 2-3733

## A NEW MOVE...

to enable us to serve the outdoor field still better

When in New York ★

**SEE US** ★

at our new offices and enlarged display quarters at

**1461 PARK AVE.**

**PHONE** ★

**US** ★

★ through our new telephone number ★

★ TRafalgar 6-3530 ★

**CONTACT** ★

**US** ★

★ for Laughing Figures (Clowns, etc.), Mechanical Calliope Players, Realistic Hula Dancers, Giant Size Heads, Old Mill Scenes, Dark Ride Settings, and 1001 other animated attractions of every type.

**MESMORÉ & DAMON, INC.**

NOW AT  
 1461 Park Avenue New York 29, N. Y.  
 TRafalgar 6-3530

## Out in the Open

Big car auto races brought back to Western Canada this year by **Frank R. Winkley** have registered strongly with the natives. Newspapers, too, have gone all out in welcoming the return of speed events, even opening up with considerable page one space in advance of the events. Bad weather, tho, has hurt some of Winkley's Canadian dates. Biggest still date for Winkley up until July 4 was the Decoration Day 100-mile stock car race at Topeka, Kan., which grossed \$9,750 in rain. . . . When Cole Bros.' Circus played Aurora, Ill., June 30, it was the occasion for a regular "family" reunion. On the lot were **Dwight Pepple, Emmett Sims, Harry Atwell, Gene Whitmore and Nat Green**. . . . Entire receipts of the Don Franklin Shows for one night recently were turned over to **Mrs. Margo Jewell**, widow of **Bobby Jewell**. Latter, who had been the operator of Don Franklin's Illusion Show, died July 17 at Snyder, Tex., of a cerebral hemorrhage. . . . **John C. Graham**, Butler, Pa., attorney, attended the anniversary celebration of **P. T. Barnum** in Bridgeport, Conn., and also caught the Ringling-Barnum show.

When completed, the **Greater Tampa Showmen's Association** clubhouse probably will be the finest outdoor showmen's building in the country. It will be of stone, steel and glass block construction, with window sashes of aluminum; house a main auditorium, a recreation room, both for the men and the ladies' auxiliary, together with offices and board rooms. It will be air-conditioned and acoustically constructed. The building is to be surrounded by an eight-foot terrace. The grounds, about 250 feet deep, are to be landscaped, have patio furniture for lounging and sunbathing, and will be enclosed by a five-foot stone wall. (An architect's conception of the building appears in the Carnival Section of this issue of The Billboard.) **Gean Berni**, the club's secretary-treasurer, has been devoting much time to details connected with the building project.

**Grady B. Lynn**, for many years on Athletic shows with various carnivals, and known professionally as **Pat Flynn**, is a patient in the Lawson Veterans Hospital, Ward 6-A, Atlanta.

### Chipperfield in U. S.; Will Visit Circuses

NEW YORK, July 2.—James Chipperfield, son of the owner of Chipperfield's Circus, leading tent circus in England, arrived in New York last night, via plane from Toronto, and is stopping at the Waldorf-Astoria. Chipperfield, in the company of agent Stanley Wathon, will visit the Ringling and other circuses in search for ideas and talent.

Chipperfield's Circus has expanded rapidly since the war and now carries the largest groups of trained animals in the British Isles, including 22 elephants, 18 tigers and large numbers of horses and other animals.

### Rogers Gets Good Days' Business in Madison, Ind.

MADISON, Ind., July 2.—Rogers Bros.' Circus registered an overflow night crowd after a strong matinee here Tuesday (28). West Union, O., June 24, org had two strong houses, under auspices of the Lions Club.

Portsmouth, O., date, June 23, sponsored by Grotto Patrol Club, was hit by a strike in a local shoe industry, then in its sixth week, and by competition from **Endy Bros.' Shows**, spotted two miles from city limits.

July issue of Railway Progress carries a lengthy article, by **Lee Lorrick Prina**, covering train operation and equipment of the Johnny J. Jones Exposition. . . . July issue of Popular Science features an elaborately illustrated article, by **Devon Francis**, on amusement park rides and their safety devices, with cover carrying color pix of several well-known rides. . . . Greyhound Enterprises, Inc., have just completed their second installation of an 18-unit Greyhound Races layout on a silver trailer, with a 5-kw. power plant, which they will operate at the big July celebration in Lowell, Mass.

**Leonard B. Schloss**, owner of Glen Echo Park, Glen Echo, Md., is ill in his home, Alban Towers, 3700 Massachusetts Avenue, Washington.

**Ward Beam's Auto Daredevils** played a one-night stand at the Westboro Auto Stadium, Worcester, Mass., June 30. **Joie Chitwood's** auto daredevil supermen played the Long Branch (N. J.) Stadium July 4.

### LOW COST FOLDING CHAIR



**Folds Flat**  
**Folds Easy**  
**Stacks Flat**

"NO METAL WILL TOUCH YOU"

### TUCK'ER'WAY

These all-wood folding chairs can be treated rough—hardwood throughout—varnished. No metal stampings to pinch or snag—wide seat and back for exceptional comfort. Made in regular, intermediate and juvenile sizes—wide color choice.

WELL BUILT . . . WON'T TILT!!!



## TUCKER

DUCK & RUBBER CO.  
 Ft. Smith, Ark.

## SHOW TENTS

CENTRAL Canvas Company

NEW ADDRESS 516 E. 18th St. Kansas City 8, Mo. HARRY SOMMERVILLE

NEW GALVANIZED TENT STAKES  
 1 1/4"x36" . . . . . 50c EA.

1/0 2 CONDUCTOR—133 STRANDS  
 RUBBER COVERED COPPER CABLE  
 25c PER FOOT

JOS. STERN, 610 W. Court, Cincinnati 3, O.

FOR SALE  
 Surplus Green  
 SIDEWALL

7x100 Ft. . . . . \$49.00  
 8x100 Ft. . . . . 56.00  
 9x100 Ft. . . . . 64.00  
 20x52 Surplus Tent, good condition (Top only) . . . . . 97.00  
 MAIN AWNING AND TENT CO.  
 230 MAIN ST. CINCINNATI, O.

## Talent Topics

Acts booked for the VFW-sponsored circus in Muskegon, Mich., July 8-10, include the Farias Duo, hand balancing and roly-boly; Betty Willis, dogs; Emil and Evelyn, teeterboard; Ala Naitto, now billed as Ala Ming, acrobatic wire walker;

James Evans, foot juggling; the Winlows, Danish cyclists; Johnnie Laddie and Company, dogs and ladders, and the Two Jeffries, traps. Frank Hildebrand is the producer. Acts were booked thru Ernie A. Young Agency, Chicago. Phil and Bonnie, perch act; Bertell's Birds, and Charles Nolan, acrobat-juggler-emsee, have been booked by Young for the Labor Day cele in Harrisburg, Ill., sponsored by labor organizations of Southern Illinois.

Talent on Dave Malcolm's 1949 Cavalcade of Stars, in Zollner Stadium, Fort Wayne, Ind., June 25-28, included Johnnie Laddie and Company, dogs and ladders; Paul and Pettit, Danish equilibrists; Sensational Marions, high act; the Aurelias, balancing; Eugene and Francis, trampoline; Great Eugenies, high wire; Buddy and Jean, roller skating; Phil and Bonnie, perch; Flying Valentines, trap; Emil and Evelyn, teeterboard; Slivers Johnson, comic; Mel Hall, unicycle, and the Aerial Snyders, high act. Red Carter, Mophead Ross, Joe Ambrose, Hopp Green and George LaSalle were in clown alley. Dave Malcolm was emcee, and music was provided by Benny Sharp. The Marions, the Great Eugenies and the Aerial Snyders were booked thru Charles Zemater, Chicago.

Acts in the July 4 cele in Dyche Stadium, Evanston, Ill., included Delores' Canines; Eric Philmore and Company, juggling; Emil and Evelyn, teeterboard; the Gretonas, high wire, and the Aerial Snyders, high act. The twilight show, booked by Charles Zemater, was followed by fireworks, purchased from Thearle-Duffield Fireworks Company, Chicago.

The Charles Siegrist Troupe and three flying acts have been booked by Henry H. Lueders, of the United Booking Office, for the Allen County Fair, Lima, O., week of August 22.

Irene Vermillion & Company have been booked for the Red Bluff Fair, Red Bluff, Calif., September 23-25. Booking was thru Raynor Lehr, of the Bert Levey office, Los Angeles. Also on the bill are Kermit Dart; Three Lee Sisters; Russ Saunders Trio, teeterboard; Hector and His Pals; Vaughn and Wright, sway pole, and Three D's, bar act. First act signed for the Roseville Fair, Roseville, Calif., by the Levey office is Ma and Pa O'Hagan.

Acts in the American Legion sponsored July 4 cele in Soldier Field, Chicago, included the Hustrei Duo, aerial act; the Great Frankoni, high pole; the La Blonde Troupe, comedy aerial bar; Ullain Malloy, high act; the Great Fussner, aerial spiral globe; Leo Couture, high dive; Lang Troupe, teeterboard; the Paulanes teeterboard, and Violetta Rooks, trap balancing. Acts were booked thru Barnes-Carruthers, Chicago. Clowns in the show were Lupe Majares and son; Joe Ambrose, Dick Lewis Betty Yates, Jimmie Davidson Gabby Decoe and Brownie Guduth all booked by the B-C office.

The Paroff Trio, balancing act, returned Monday (4) to Edgewater Park, Detroit, where they had an accident last season. They are booked in for two weeks, replacing Sensational Kays, wire act. . . . Andy Barto, manager of the Motor City Speedway, has booked Jimmy Lynch's Death Dodgers for one performance July 12, and the Lawrence Steiber Rodeo for matinee and evening performances August 7. . . . While still recovering from injuries sustained in a June 11 crack-up in his Globe of Death, Coney Island, N. Y., Speedy Babbs suffered further injuries recently when his motorcycle slipped into neutral during a performance. Altho laid up for an indefinite period, Babbs is negotiating with another driver to take his place in the globe.

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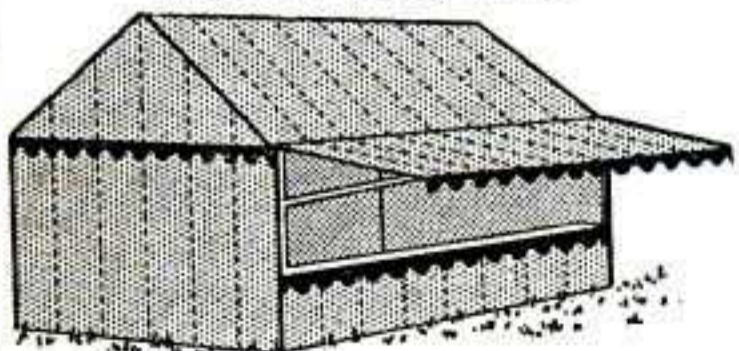
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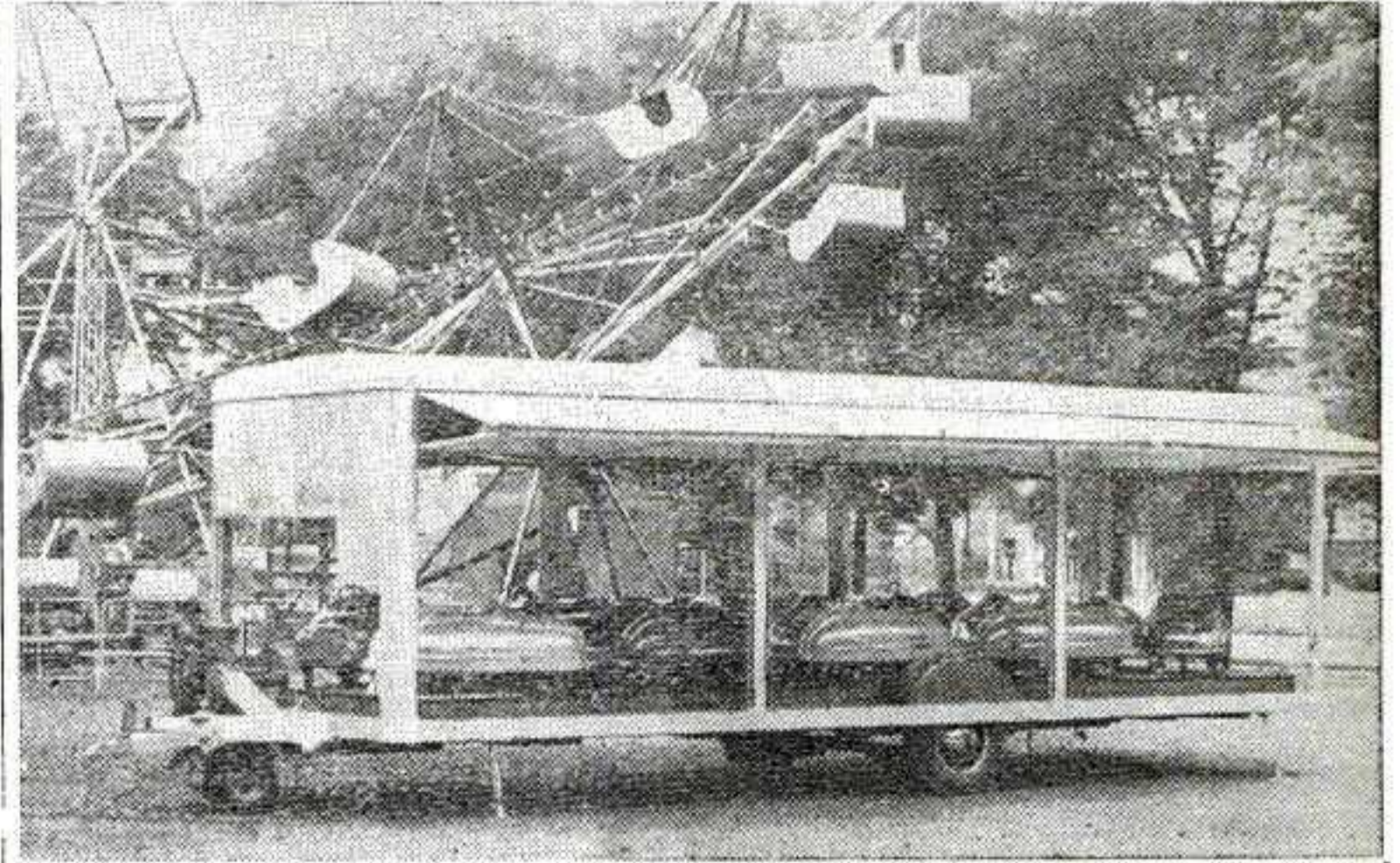
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ALTON, ILLINOIS



# New Kid Auto Ride Bows at Chi Festival

## Operates in Trailer

CHICAGO, July 2.—A new 10-car kiddie ride, operating in a 24-foot trailer, made its debut here today at the Italian Fiesta, Ohio Street and Racine Avenue.

The ride, invented and manufactured by Rasmø Mosca and son, Joseph, with offices at 1005 West Huron Street here, features cars in one of five colors, red, blue, green, yellow and orange. Each car is made from one piece, one-quarter inch aluminum. The trailer frame is all steel, with aluminum sides. Interior is oak. Unit is powered with fluid drive.

Moscas report the ride can be purchased with or without the trailer.



PICTURED HERE is the new 10-car Kiddie Auto Ride, invented and manufactured by Rasmø Mosca and son, Joseph, Chicago. Ride debuted Saturday (2) in Chicago.

# Streator's Labor Day Cele Plans Set

STREATOR, Ill., July 2.—Plans for this city's 55th renewal of its Labor Day Celebration were completed here this week by officials of Streator Labor Day Committee, Inc., sponsors of the three-day event, which gets under way September 3.

Last year's celebration attracted an estimated 50,000 despite competition from similar events in surrounding towns. This year, however, those same cities are going to converge on Streator.

Celebration's midway will center on the city's downtown 11-acre park and rides, shows and concessions are being booked independently. Top features include a Saturday night preview, with special features for children, competitive band concerts and street parade. Free attractions will be presented each of the three nights.

Officials include Fred J. Salvatti, general chairman; Clarence Mascall, secretary; Al Wiley, treasurer, with Clarence Kimes, Mike Ryan and Pierre Forté as trustees. William J. Lewis is handling the publicity, with Harold R. (Buzz) Moore, entertainment consultant.

# Hell on Wheels Draws 3,000 in Sandusky, O.

SANDUSKY, O., July 2.—Approximately 3,000 witnessed three performances of the Hell on Wheels, Inc., rodeo and thrill circus here June 23-24. Show is managed by Gene Staples. Troupers include Ole Rice, Doris Haynes, Lois Demaris, Bobby Haynes and Fred Downs.

It isn't the principle of agents' reckless spending that bothers offices, it's who spends it recklessly and for what.

# SPEEDWAY ROUND-UP

### Irish Horan Hot in Pitt.

PITTSBURGH, July 2.—With Irish Horan's Lucky Hell Drivers on tap Saturday night (25) and Sunday afternoon, Heidelberg Raceway here drew the largest crowd Saturday for any attraction that has played the track, according to Jack White, speedway's general manager. A near capacity crowd followed up for the Sunday mat.

Frank (Pancho) Roberts and Wimpy Stacey, with their comedy bits were well received. The innovation of two clown cars has added considerably to the thrill show, which runs under the handling of Horan at the mike. Frank Mundy, Whitey Reece, Buddy Toomey, Don Forrester, Len Wilson and Bobbie Cable worked as stuntmen, with feature roles going to Toomey and Reece.

### Super Billing

Billing here was handled by the local union, who came thru splendidly despite the fact that the Ringling circus had already started billing for their July 7-9 dates at the Heidelberg Raceway.

The Horan show is playing Roanoke, Va., today and Monday, with a Sunday (3) performance at Martinsville, Va. Elmira, N. Y., has been added to the fair route of the Horan show, which will play the opening day at the Chemung County annual.

### Mantz Cops Pa. Feature

MECHANICSBURG, Pa., July 2.—Johnny Mantz, Indianapolis, won the feature event at Williams Grove Speedway Sunday (26) before a gate said by promoter Roy E. Richwine to have totaled 23,437.

Richwine is planning an all-Indianapolis race for July 31, in which only drivers of the annual speedway classic will participate. He claims this will be the first time such a program will have been put on at any half-mile dirt track.

TRENTON, N. J., July 2.—The Na-

tional Champion Race meet at the New Jersey State Fair track Sunday (19) was the first big meet in the East following the Indianapolis speedway classic, whose winner, Bill Holland,

# Conn. Cops Put Nix On Midway Wheels In Fairfield County

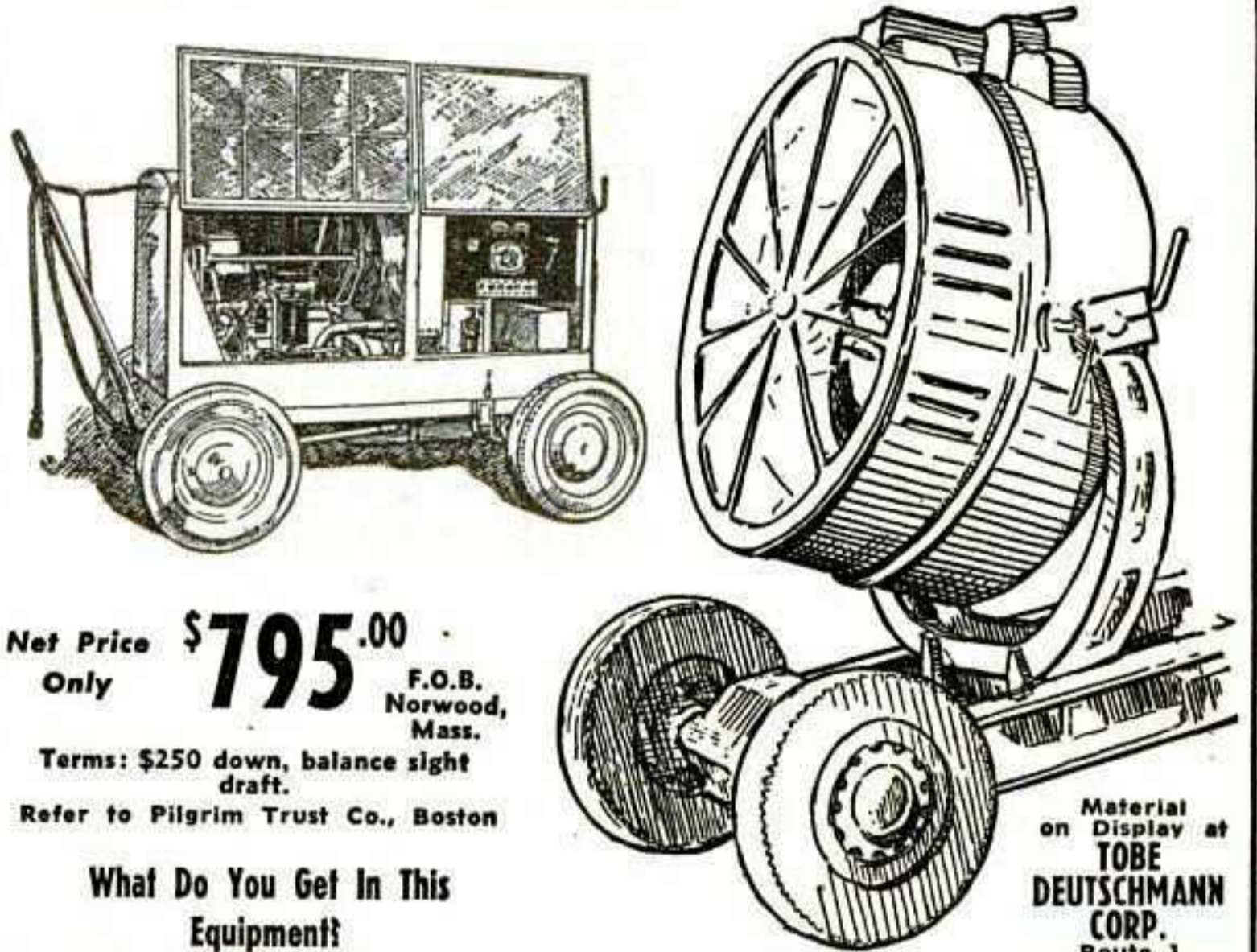
BRIDGEPORT, Conn., July 2.—Carlton L. Klocker, commanding officer of the State Police Barracks at Ridgefield, Conn., has issued orders that no wheels of any type will be allowed to operate at carnivals in Fairfield County, regardless of the nature or prizes offered. He also added that the dispensing of alcoholic liquor as prizes must stop. He stated that he was acting under orders of State's Attorney Lorin W. Willis.

Fairfield County extends from Stratford to Greenwich and includes Bridgeport, Danbury, Fairfield, Westport, Southport, Norwalk, South Norwalk, Greenwich, Trumbull, Easton, Ridgefield, Monroe, Stepney, Long Hill and Huntington.

was among the participants at Trenton. Despite intermittent showers all day, the grandstands at the Trenton track were filled to near-capacity. The race was handled by Sam Nunis and sponsored by the State fair, whose president, George A. Hamid Sr., and his son, George A. Hamid Jr., were very much in evidence at the track.

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**Polack Bros.' Eastern**

Because of the mountains, all trailers were left behind on the jump from Pueblo to Grand Junction, Colo. Show was hit twice by rain in Grand Junction and had to be cut. Once Zoma and the clown band closed the show.

Betty Brasno was hostess at a dinner in Grand Junction for Charley Borza, Adrianna and Jaunito Lopez. Colorado Springs was the scene of much shopping and sight-seeing. The Wicons, the Charltons and the Boyds had themselves a time at the Village Inn, nitery, where Dusty Rhodes, friend of Whitey Boyd, was playing. Melitta Wicons did the rumba and Whitey Boyd sat in on a jam session that upset the natives.

Fifi D'Orsay, former screen star and present nitery satirist, entertained Bill Green, Mr. and Mrs. Dave Kind, Nate Lewis, Irene Lafferty, Al Hyman and Gene Randow. She and her husband caught a matinee.

Fragments: Irene Lafferty giving up her room to Mrs. Randow Sr. during the Grand Junction stand. Hubert Castle and Whitey Boyd happy to find a golf course next to the lot. Trudy Wilson's birthday party attended by all the small fry. Nate Lewis off the sick list and his wife, Marsha, back from Seattle. Shirley Charlton's parents visiting in Casper on the way to Alaska. Mabel Stark barely making the opening matinee in Colorado Springs. Nita and Pepi back in the program. A new club being formed, called the AM&NB (All Muscle and No Brains). Hubert Castle buying curios for his home in Dallas. Ed Raymond, the show's No. 1 radio star. Clara Delbosq looking chic in her new street ensembles. Mary Gardner returning from a visit with the Polacks in Van Nuys. Connie Wilson's mother on the show for a visit, with Connie's two girls, Trudy and Penny.

Visitors: Mr. and Mrs. Woodruff, John Cameron, the Miller Duo, June Tidwell, Fred Bowman, and Dick Smith.—BILLY BARTON

**Biller Bros.**

Plenty of visiting went on when the Ringling-Barnum show played near us recently. Marion Siefert and Gustavo and Ermide Loyal visited and caught our show.

Frank Perez joined as Side Show ticket seller. Elmer Michaud, circus fan from Van Buren, Me., visited and took plenty of pictures. He sent the pictures to the performers concerned. Agent Slayman Ali renewed acquaintances while on the lot for a few days.

Equestrian Director Felix Morales and all the showfolks are proud of the two Morales kids, Sonny and Snooky, whose trampoline act has been added to the show.

Francisco Fornasari, member of clown alley, celebrated his 60th birthday and Jack Bell and his band played *Happy Birthday* following the clown boxing number.

Everyone was happy to see Mario Ivanov do his backward somersault on the wire the next day after taking that bad tumble.—JANIE STATZ.

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**Rogers Bros.**

The white face clowns did black face in Keyser, W. Va., with the wind and coal dust doing the make-up job. On the jump to Fairmont, W. Va., the ticket office, band sleeper, stringer and half track broke down in the mountains, and did not arrive until 7 p.m. The matinee went on anyway, with Frank Verdi borrowing Mike Guitierrez' drum, and Eddie Kuhl, acting as equestrian director in the absence of Billy Sheets.

Org day and dated Thomas Joyland Shows in Fairmont, and the carnival folks caught the matinee. At night the circus personnel visited the midway, with Pat Maynard winning at bingo.

Additions to the show include Red Harris and Eddie Doucette, clown alley; Walter and Flora Guice, trampoline and dogs, and Joe Maloney special police.

Visitors: James Harshman, Paul Stilts, Mr. and Mrs. Jack Martin and daughter, Jo-Ann; Ed Hilhouse, Bob and Mae Noel and family, Madame Strepodw, Rita Cortez, Mario Zucchini and Mr. White, Endy Bros. Shows; Capta' Ferguson and Mr. Isenberg.

**Burling Bros.**

Peaks had to be lowered during the matinee in Bremen, O., because of wind and rain. Show was sponsored there by the American Legion.

Buck Leahy, clown-contortionist, has a new wardrobe. Ted la Velda's new assistant in his balancing act is Betty Burlingame. She has added ring contortion to the big show Dolph Jagers is drawing well in the Side Show.

Don Caper, who underwent medical treatment in Youngstown, O., returned to the show.—TED LA VELDA.

**Mills Bros.**

Johnnie Pugh, of the Walabie Troupe, entertained the younger set at a birthday party.

Mrs. Charles Brady visited her daughter in Tucson, Ariz. Arline, daughter of Mr. and Mrs. Jack Mills, and Danny and Janis, son and daughter of Harry Mills, are spending their vacations on the show. Org day and dated Cavalcade of Amusements at Cedar Rapids, Ia.

Jack Lee, 24-hour man, recently proved his prowess as a magician.—JACK LAPEARL.

**Hamid-Morton**

This will be the final column on this opera until next fall. The Richmond, Va., date was outdoors and we received plenty of rain. The Three Barretts, along with the baby elephant, were added features.

Hans Erikson applied for his citizenship papers in Richmond. Everyone happy to hear that Athos is recovering and will be able to make his fair dates.—CONCHITA.

**Report Heavy Advance For Packs Buffalo Date**

BUFFALO, July 2.—The annual Buffalo Police Circus, produced by Tom Packs and sponsored by the Buffalo Policemen's Beneficial Organization, opens a three-day run in the Civic Stadium here Thursday (7).

Police and circus officials report a heavy advance sale, despite competition from Ringling Bros. and Barnum & Bailey Circus, which played a one-day stand here today and *The Buffalo Evening News* Family Jam-boree, scheduled Monday night (4).

The three police department chaplains, Dr. G. Buetzer, Dr. Joseph L. Fink and Rev. Nelson W. Logal, make up the committee taking care of under-privileged children. To date, some 2,000 have been given tickets for a Saturday (12) matinee.

A special permit has been granted for a nightly fireworks display.

Date here is being handled by Jack Leontini, representing Packs.

**Racine CFA Skeds Mills Bros. Party; Forgets Invitations**

RACINE, Wis., July 2.—Members of the newly organized Dan Costello Tent of Circus Fans of America (CFA) here decided to stage a party Friday night, June 24, for members of the Mills Bros.' Circus.

The committee in charge arranged for a room at the Elks Club, ordered plenty of food and had everything in readiness for the guests.

By 11:30 p.m., not a guest had arrived. Frank Higgins and Les Semmes, president and secretary, respectively, of the Racine CFA's, decided to go to the lot and see what was keeping the Mills executives and performers. On the lot they found the roustabouts, canvassmen and candy butchers busy tearing down. The execs and troupers were nowhere around.

It was then that Higgins and Semmes discovered there had been a slip-up. Nobody had issued the invitations.

Higgins and Semmes decided to invite the roustabouts, canvassmen, et al. The guests, some of them muddy and dirty from striking the tents in the rain, showed in a hurry. Inside of an hour they had eaten all the food in sight.

Racine CFA's decided their party was a huge success. They were sure they never would entertain more appreciative guests.

**9,900 See Cantrell Win Gilmore Midget Feature**

LOS ANGELES, July 2.—Bill Cantrell walked off with the 60-lap midget race main event at Gilmore Stadium (23) before 9,900 fans. Walt Faulkner took second place with Norman Holtkamp finishing third.

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## Steel Pier and Mgr. Endicott Celebrate; Million \$ in Debut

ATLANTIC CITY, July 2.—While George A. Hamid's Steel Pier is celebrating its golden jubilee, Richard Endicott, manager of the amusement center, is observing an anniversary of his own, 1949 marking his 22d year as manager of the enterprise.

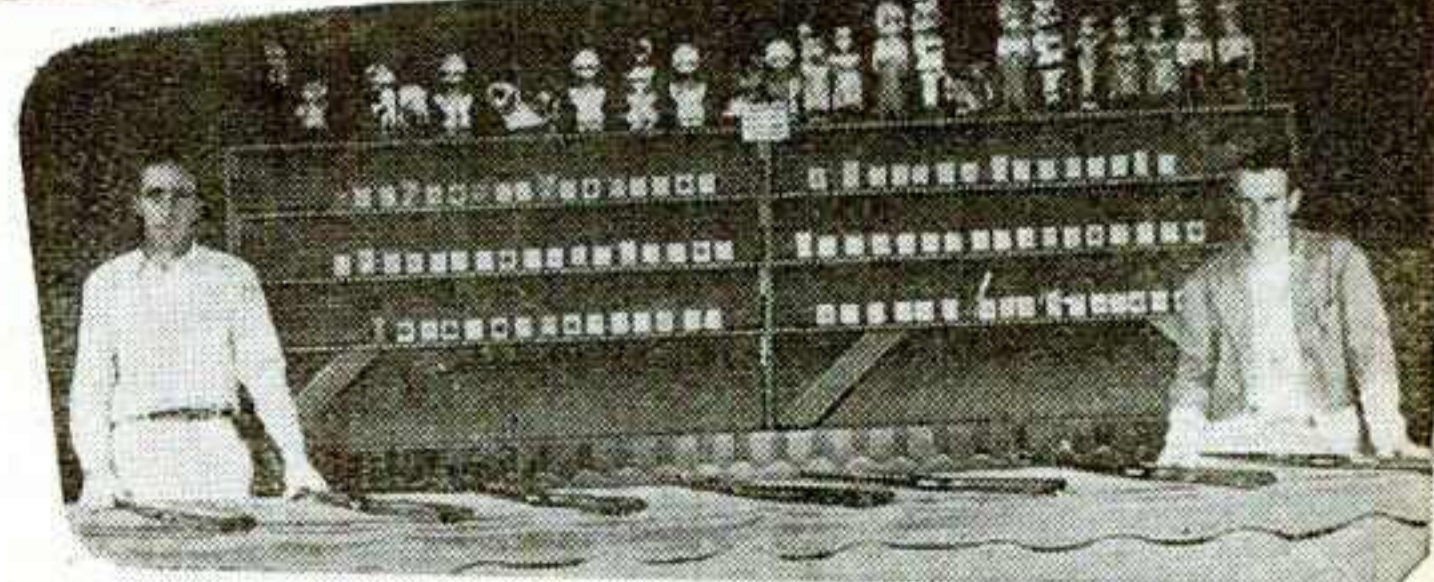
Endicott first became interested in the spot in 1926, when he left the real estate business to manage the newly opened Casino Theater on the pier. The following season he succeeded Jacob Bothwell, original manager of the pier. He also operates two local hotels—the Endicott and Holiday House.

To get its 52d year under way, Steel Pier brought in Frank Sinatra to head the array of attractions, June 24-26. With the inland heat wave driving crowds to shore spots, pre-Fourth of July business all over Atlantic City was of holiday proportions.

Million Dollar Pier, making a fresh start, got into the season's swing without fanfare. Major offerings include Roy Stevens' orchestra in the ballroom, alternating with the Ed Curry Trio, a rodeo show, kiddieland and 14 rides. The pier also has Charlotte Stetser for the organ music. Net hauls are again featured twice daily.



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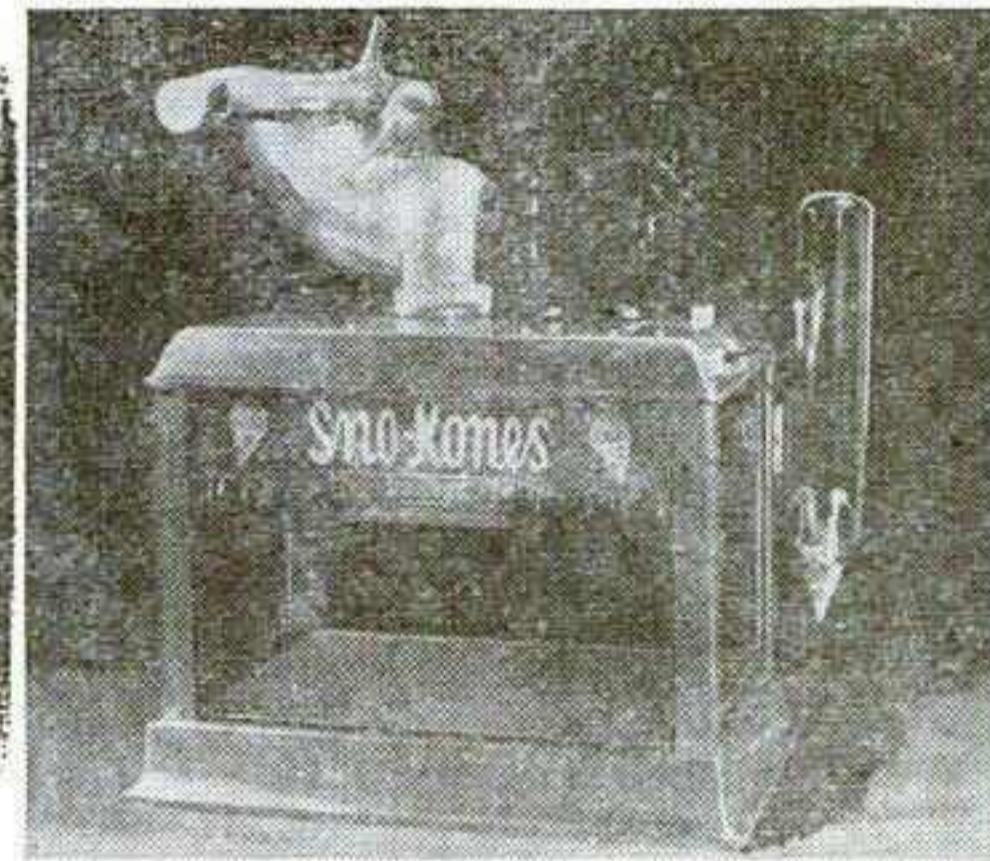
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WU WU WU WU WU

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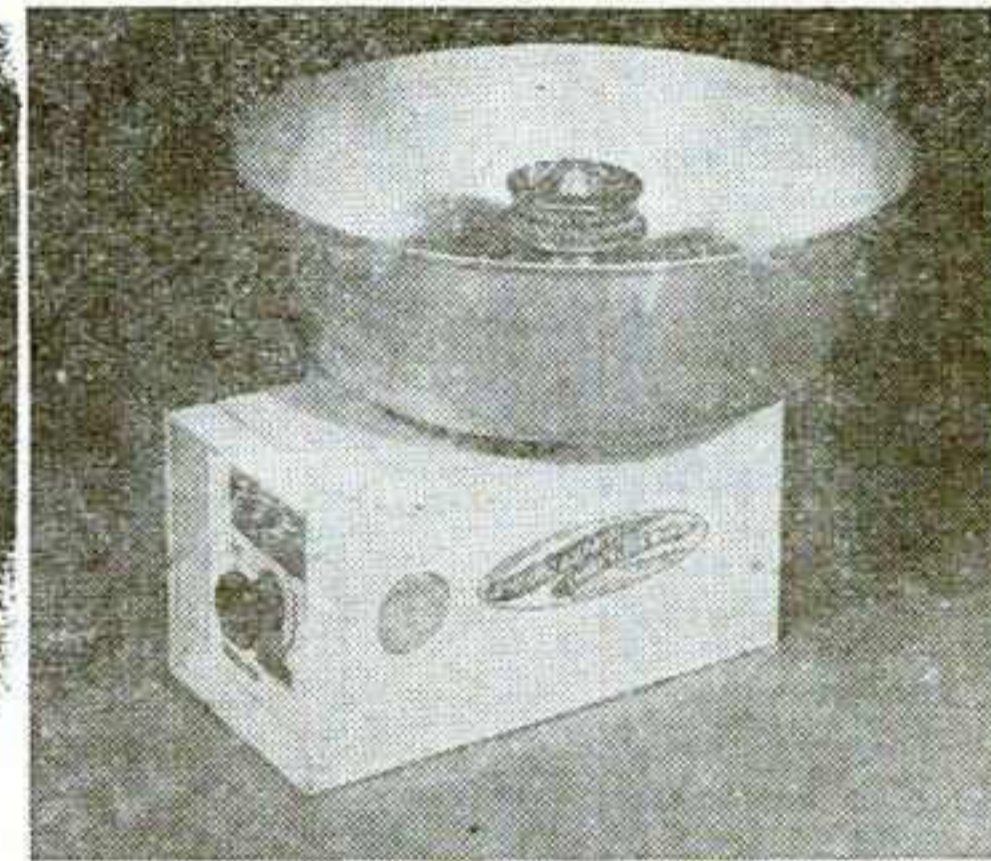
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Billar Bros.: Woodsville, N. H., 5; Newport, Vt., 6; Groveton, N. H., 7; North Conway 8; Wolfeboro 9; Gloucester, Mass., 11.  
Cole Bros.: Ottumwa, Ia., 5; Keokuk 6; Burlington 7; Iowa City 8; Cedar Rapids 9; Austin, Minn., 11; Rochester 12; Mankato 13; Mason City, Ia., 14; Des Moines 15-16.  
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Mills Bros.: Stevens Point, Wis., 5; Wausau 6; Merrill 7; Marshfield 8; Sparta 9; La Crosse 11; Chippewa Falls 12; Rice Lake 13; Spooner 14; Superior 15; Ashland 16.  
Packs, Tom: (Civic Stadium) Buffalo, N. Y., 7-9; (Forbes Field) Pittsburgh, Pa., 11-16.  
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Ringling Bros. and Barnum & Bailey: Jamestown, N. Y., 5; Youngstown, O., 6; Pittsburgh, Pa., 7-9; Akron, O., 10-11; Postoria 12; Jackson, Mich., 13; Flint 14; Detroit 15-17.  
Rogers Bros.: Fort Madison, Ia., 5; Mount Pleasant 6; Washington 7; Newton 8; Osceola 9; Creston 11.  
Roy's One-Ring: Ridgeville Corners, O., 5; Liberty Center 6; McClure 7; Malinta 8; Florida 9.  
Seal Bros.: Cle Elum, Wash., 9.

### N. Brunswick Pyro Show Filmed for July 4 TV Airing

NEW BRUNSWICK, N. J., July 2.—The Unexcelled Chemical Corporation put on a fireworks display at the City Stadium Wednesday night (29). The event was sponsored by the city's recreation department but, in reality, was staged for the Philip Morris-Columbia Broadcasting System (CBS) television program which will be broadcast Monday night (4). Participating in the show were Jinx Falkenberg, Tex McCrary and Johnny, the Philip Morris page boy. Carlton Waller, prexy, and E. J. Wuorio, sales manager of Unexcelled, set the deal for the pyro display.

The annual July 4 celebration of this city, sponsored by the Joyce Kilmer Post, American Legion, will feature a big fireworks display, supervised by Fred C. Murray, of the International Fireworks Company, at the City Stadium Monday night. A concert by the Woodbridge Legion Post Band will precede the fireworks.

### Mays Set for Appearances With Horan Show at Fairs

ROANOKE, Va., July 2.—Rex Mays, a top Indianapolis speedway driver and two-time national racing champion, has been signed to appear at several dates with the Irish Horan Lucky Hell Drivers thrill unit.

Mays will join the Horan outfit at Erie County Fair, Hamburg, N. Y., where the unit plays August 18 and 20. He will make additional appearances at special spots with the show when racing commitments permit.

Piunkett's Stage Show: Joes, Colo., 4-6; Yuma 7-9; Wray 11-13; Holyoke 14-16.  
Slout, Toby & Ora, Players: Hastings, Mich., 4-9; Ionia 11-16.  
Williams Rusty, Show: Sims, N. C., 4-9.

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E. & J Tent Show: Palmetto, La., 4-30.  
Ice Capades of 1949 (Cincinnati Garden) Cincinnati, O., 9-20.  
Miller's, Irvin C., Brown-Skin Models (Dreamland) Tulsa, Okla., 7-8; (Aldridge) Oklahoma City 9; (Vernon) Vernon, Tex., 14.  
Pan-American Animal Exhibit: Boone, N. C., 4-7; West Jefferson 8-10; Mountain City 11-12.

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NEW MEXICO

Alamogordo-Otero Co. Fair Assn. Sept. 15-17. Lillian Bagwell.
Albuquerque-New Mexico State Fair. Sept. 25-Oct. 2. Leon H. Harms.
Belen-Valencia Co. Fair Assn. Sept. 10-11 (tentative). George P. Seery.

NEW YORK

Afton-Afton Agrl. Assn. Aug. 9-13. Frederick Crane.
Altamont-Albany Co. Agrl. Soc. Aug. 29-Sept. 3. F. E. Keenholts.
Angelica-Allegany Co. Agrl. Soc. Aug. 31-Sept. 3. L. L. Stillwell.

Malone-Franklin Co. Agrl. Soc. Aug. 22-27. H. B. Kelley.
Middletown-Orange Co. Fair Assn. Aug. 14-20. Alan C. Madden.
Mineola, L. I.-Mineola Fair. Sept. 13-17. Charles Bochart.

NORTH CAROLINA

Ahoscie-Atlantic District Fair. Oct. 11-15. W. D. Brown.
Albemarle-Stanly Co. Fair Assn. Oct. 3-8. Frank N. Patterson.
Asheboro-Center of N. C. Fair Assn. Sept. 26-Oct. 1. W. C. York.

Hickory-Catawba Fair Assn. Sept. 26-Oct. 1. Cobbin Green.
High Point-High Point Fair Assn. Sept. 19-25. T. C. Potts.
Lexington-Davidson Co. Fair Assn. Sept. 26-Oct. 1. Curtis A. Leonard.

NORTH DAKOTA

Ashley-McIntosh Co. Fair. Sept. 5-8. Adolph Thurn.
Fargo-Red River Valley Fair. Aug. 29-Sept. 3. A. D. Scott.
Fessenden-Wells Co. Free Fair. July 11-15. Tony Lill, Cathay, N. D.

OHIO

Andover-Andover Street Fair. Sept. 9-10. William S. Grabert.
Ashland-Ashland Co. Agrl. Soc. Sept. 20-24. Harry G. Dotson.
Ashley-Ashley Ind. Agrl. Soc. Aug. 3-6. Delbert Ashbrook, Leonardsburg, O.

Bellefontaine-Logan Co. Agrl. Soc. Sept. 6-10. Raymond South.
Bellville-Bellville Ind. Agrl. Soc. Sept. 14-17. E. O. Kochheiser, R. D. 1, Butler, O.
Berea-Cuyahoga Co. Agrl. Soc. Aug. 17-22. William H. Kroesen.

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# From Prescriptions to Pomona

**Afflerbaugh Stopped Rolling Pills 27 Years Ago, Took Job To Start Fair, Developed Pomona Into U. S.'s Biggest County Annual.**

By Sam Abbott

**T**WENTY-SEVEN YEARS ago Jack Afflerbaugh was a partner in the A. & E. Drug Company in Pomona, Calif. His job as part-owner was to fill prescriptions, for those were the days before dishes, diapers and daffodils invaded the corner apothecary. He was approached by a civic-minded group with the request that he direct the proposed fair. The druggist was for it but advised that at that time he could not leave his business. This proved no problem for the group agreed to employ a man to take his place behind the mixing counter. Thus Clinton Bertram Afflerbaugh started on his way to becoming the

advance of the arrival of the decorators.

The past event had a record parimutuel handle of \$6,915,644 and the total revenue of the fair was \$1,752,098.50.

#### Aim for '49 Record

These figures will be hard to beat in 1949 but the fair will exert every effort possible to do so. Another \$6,000,000 is being spent and the Administration Building will be doubled in size. With an added 8,200 square feet, there will be a directors' room that will afford an excellent view of the fairgrounds since it will be in the hub of the midways. A women's employee lounge, with kitchen facilities, will also be included in the addition. A vault also is being installed in the basement. To handle increased crowds, space is being provided for more sheriff's deputies and, too, for kids who become separated from their mothers.

When these improvements are completed, the plant's valuation will be approximately \$7,000,000.

This gives an idea as to the magnitude of the operation. Behind it is one man—Jack Afflerbaugh, who has nurtured this event from a beet field to its present status.

#### One Man Show

Altho during its run the fair has an employment roster of 1,550 persons and the most capable departmental heads, it is still a one-man show. Afflerbaugh's friends are continually telling him that he attempts to do too much around the fair. Despite the staff, which equals the population of some small California towns, everything goes thru this fairman's hands. No matter how small a matter may seem to the outside—"it concerns the fair, Afflerbaugh will not only know the details concerning it but the background.

Afflerbaugh realizes that his friends are not far from the right track in their opinion of this work. His explanation is that he has spent more than half his life working on the fair. In addition to this, it may be pointed out, that when they were planting some of the trees that are today higher than a two-story building, Afflerbaugh was there to see them properly planted from the five-gallon cans in which each had been delivered.

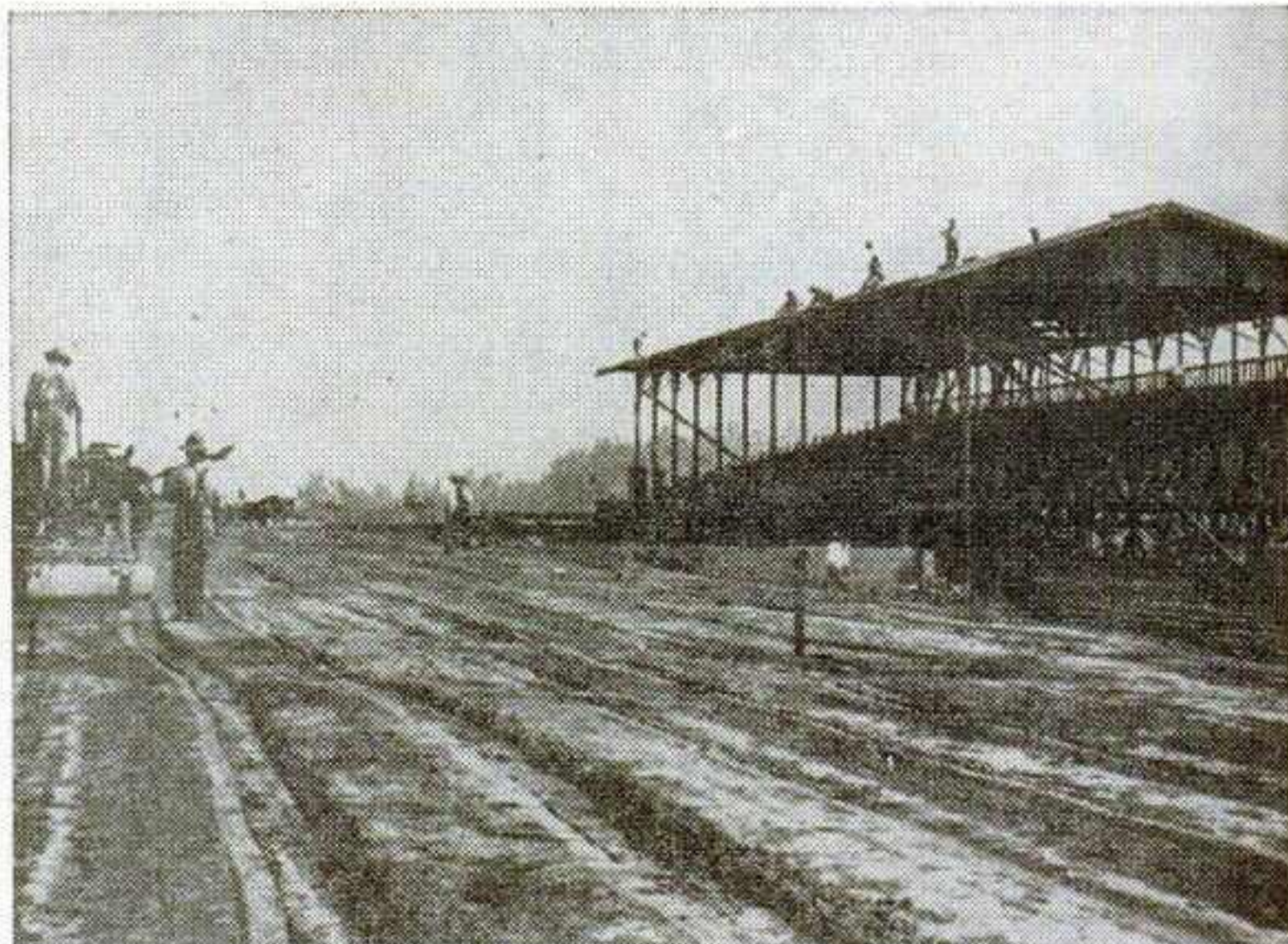
#### Nearly Owns Fair

Afflerbaugh and five other community spirited friends came very close to owning the fair. Their deep interest in seeing Los Angeles County have a successful event could have taken a turn and left them holding the bag—a bag in which there was a fair.

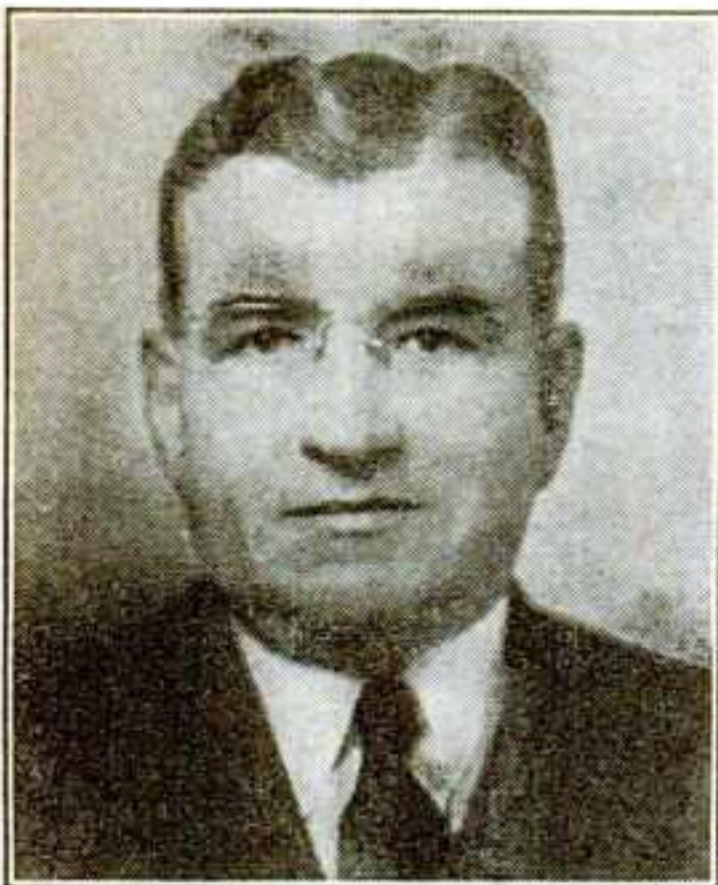
It was back in 1921 when Harry LeBreque staged an industrial show under canvas in the center of town. The county fair was then held in the town of San Fernando while Pasadena had its Tournament of Roses and San Bernardino its National Orange Show. LeBreque's show was successful. One of the booths was that of the A. & E. Drug Store, of which Afflerbaugh was a part owner.

When the industrial show closed, several of the Pomona business men wondered why their city could not have shows similar to its neighboring municipalities. Since there was no fair in the immediate vicinity, they started to work on one.

Afflerbaugh was a member of the city council and discussed the proposed plan with that body. It met with mild response and he took the matter further by discussing it with the Chamber of Commerce. This



THIS IS HOW POMONA looked as workmen built the first grandstand, which seated 4,000.



J. B. (JACK) AFFLERBAUGH

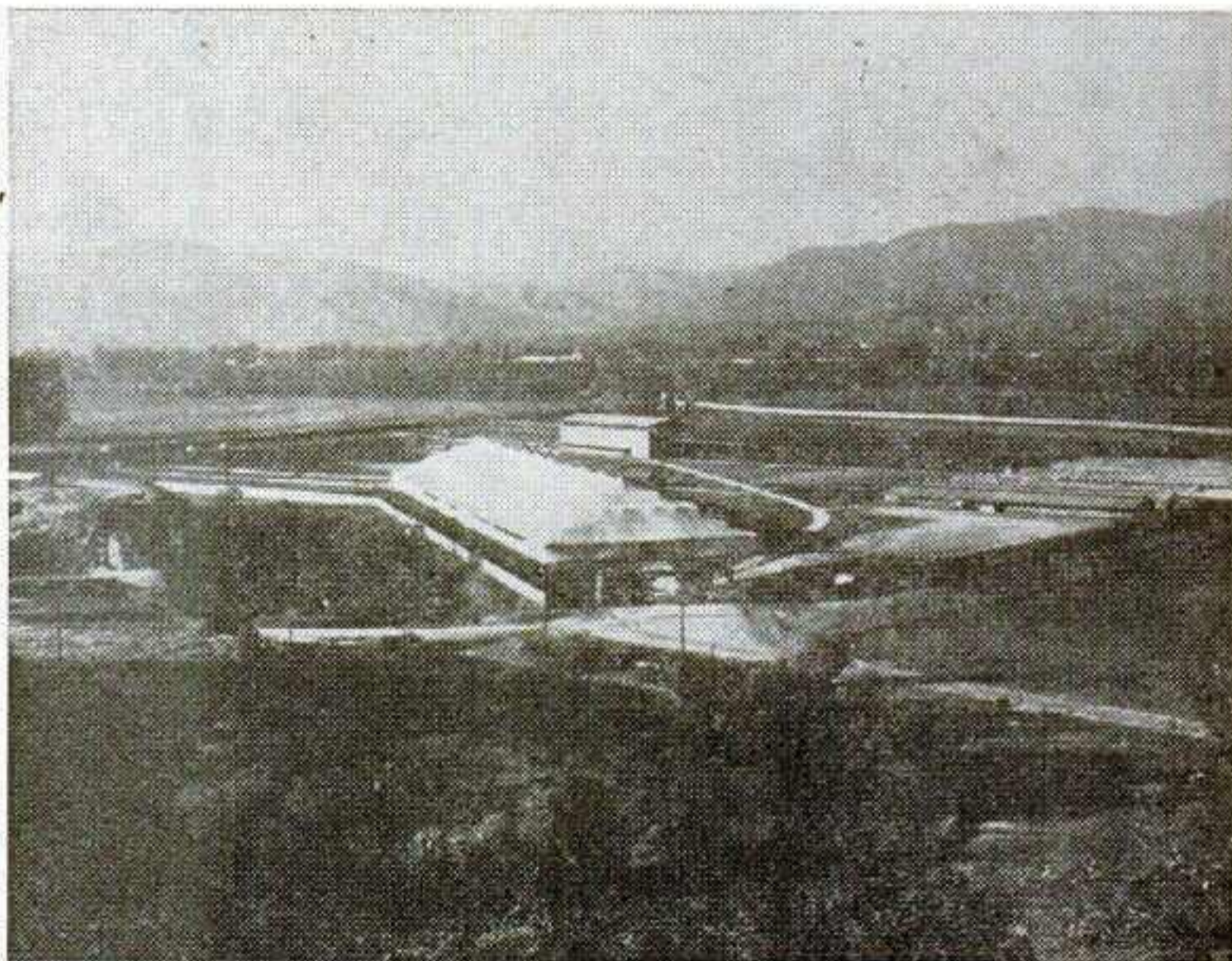
president-manager of the Los Angeles County Fair, the largest county fair in the nation, commonly called "Pomona."

Last year the Los Angeles fair resumed the regular schedule it dropped in 1941 due to the war. Its grounds were used by the Army until 1945. After lengthy negotiations a settlement was made with the Army and the grounds were prepared for the resumption of the fair. Altho the attendance for the 17 days in 1941 had been over 800,000, the fair set 1,000,000 as a goal it hoped to reach. This mark was passed on the last Thursday of the run with the event having all of that day and thru Sunday night to garner more turnstile clickers. The final check revealed that 1,254,503 saw the fair that year.

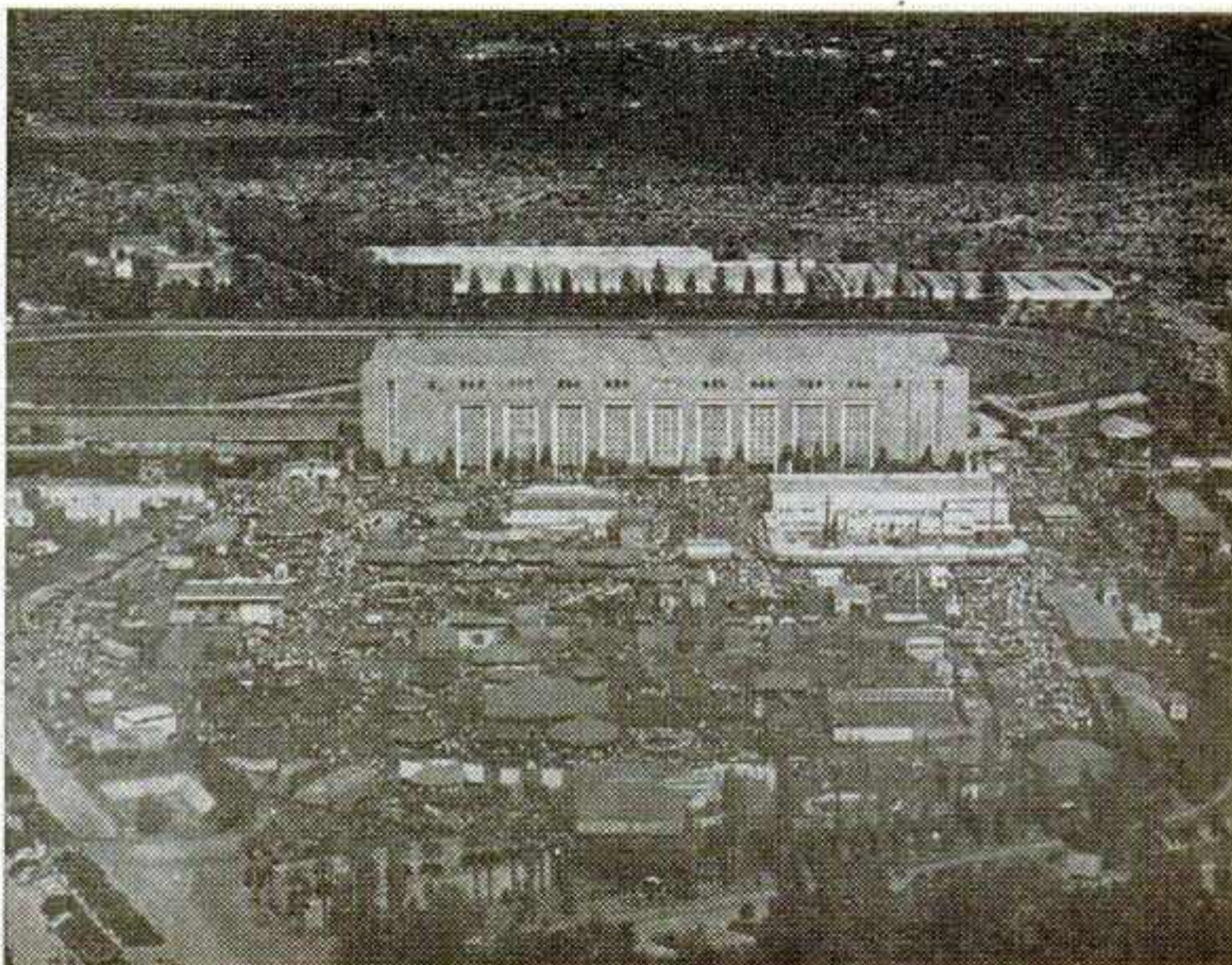
#### Marks 27th Year

The 1948 event was the 20th annual fair but it marked the 27th year that Afflerbaugh had been with the show. To get the grounds and buildings ready for that showing its Exhibit Building, destroyed by fire shortly after the 1941 run, had to be replaced. Over \$2,050,000 was spent with \$719,000 of this sum going into the erection of a new Agricultural Building. It is of the latest design and has an over-all measurement of 800 by 149 feet. The display area is 135 by 800 feet and on each side of the building are halls seven feet wide. In addition to the 108,000 square feet of exhibit space, there are two batteries of toilets, and exhibitors' rooms which are also equipped with toilets, kitchenettes and showers.

In the basement of the completely air-conditioned building are cold storage rooms. There are separate stalls for each exhibitor and the total storage capacity is 50 tons. This allows exhibitors to make complete or partial changes of fruit in their displays during the half-month fair run. Since the temperature ranges from 40 to 45 degrees, exhibitors may ship their fruit to the fair several days in



IN 1922 POMONA had grown. Grounds covered 42 acres, and tents were used to house many exhibits.



NOW POMONA'S FAIRGROUNDS takes in 400 acres. Its buildings are modern, brilliantly lighted.

group rejected the plan in no uncertain terms.

**Organized Fair Group**

Undaunted, Afflerbaugh and five others met and formed an organization designed to further the fair plans. This was incorporated and a site selected in San Jose Township which abounded with beet and barley fields and was even dotted with soughs hidden by cattails.

To get the capital with which to operate, a canvass was made of the various business houses and pledges totaling \$28,000 obtained. Of this amount about \$23,000 was realized. One of the barley and sugar beet fields was purchased. The 43-acres are today part of the 400 in the tract which was selected.

The proposed fair tract was turned over to the city council and in turn leased to the county for \$1 per year.

Since it had been decided to call it a county fair, representatives appeared before the Board of Supervisors to seek additional funds. This group was not in the mood to allot funds for any such event, for that year the Los Angeles County Fair in San Fernando had lost \$65,000. The supervisors did, however, see their way to give \$6,000 but with the provision that they would not even consider any more requests for funds.

**Buys Farm as Site**

With the money obtained from the subscriptions of local businesses and the county fund, the group went to work. The farmer who had sold the beet and barley fields asked permission to harvest his crops before the land was plotted for the fair. Afflerbaugh later had to urge him to speed his activities so that they could go to work in July and have things ready for October. Harvesting was going on in one area while crews were leveling land for the track in front of the grandstand site.

The first buildings included two cattle barns, a grandstand seating 4,000, 100-box stalls, comfort stations, administration building 20 by 30 feet, and a tool shed almost as large as

the administration quarters. These were all of the permanent buildings. News of the fair was so well received last minute work had to be done to accommodate the large number of exhibits.

These plans took money and the six men went to the local bank and signed personal notes for \$30,000 with which to do the unscheduled work. A portion of this fund was used to dig six cesspools.

**Phenomenal Success**

In October of 1922 when the first fair opened it was a phenomenal success. The traffic was so great that the cesspools overflowed and the fair had to call on the city for the use of its street sprinkling wagons into which the pools were emptied by pumps.

After the final accounting that year, the six personal notes were redeemed at the bank. However, had there been bad weather like the fair was to encounter in 1939, Afflerbaugh and his friends might be owning the event today.

With the need of a fair definitely shown, the matter of the city contributing to its support was brought to the attention of the voters. Since it was believed that a \$75,000 fair bond issue would pass without any trouble, little was done in electioneering. When it was defeated by a small margin, the fair backers waged an active campaign to get it passed when it was again placed on the ballot six months later.

With the city behind the project, the fair group agreed to sell and an appraisal was ordered. The figure was set at \$55,000.

**Pari-Mutuel Installed**

From then on the sailing was comparatively smooth. The county contributed, despite its original stand, \$50,000 a year until 1933 when pari-mutuel wagering was installed. Since then, the county taxpayers have had a fair that is practically self-supporting. The only exception is the \$125,000 annual draw from the Division of Fairs and Expositions of the Depart-

ment of Finance. This is not taxpayer money for it comes from a fund secured by this State department from 4 per cent of the money wagered on horse racing at the various California tracks.

When the fair was only 11 years old and had grown like the legendary beanstalk, it was realized that it was no longer a city matter but one for the county to handle. In a three-way deal—fair group, city and county—it was turned over to the Los Angeles County Fair Association on a lease basis. This included not only the grounds but the Exhibit Building, even then one of the best in the nation. It had been constructed in 1931 and was destroyed by fire only 10 years after its completion. The present one was built by the State.

During the 27 years of its existence, the fair has been lucky in getting good weather. In 1939 it ran into the worst of its existence for it rained five days and nights. The fair dates were extended to round out the 17 days in the sunshine.

**Born in Nebraska**

Jack Afflerbaugh was born in Glenville, Neb., from which he moved to Colorado and later to California. The monicker of "Jack" was pinned on him at the age of four by his brother. This was so long ago, Afflerbaugh says, that he doesn't remember the circumstances.

Upon taking up residence in California, Afflerbaugh started school in the fourth grade. In 1902 he got his introduction to the drug business by working Saturdays in a store. Four years later he studied pharmacy in San Francisco and was there when the city was damaged by the historic earthquake.

The following year he returned to Pomona and married Edna Fich, his high school sweetheart.

**Starts as Druggist**

Afflerbaugh's first job after he completed his studies in San Francisco was for E. E. Armour in Pomona. After several months, Afflerbaugh moved to Los Angeles and was

th pharmacist at the Owl Drug at the busy corner of Fifth and Broadway. In 1908 he moved back to Pomona, where he has since lived, and went into the drug business with O. H. Edinger, who provided the "E" in the A. & E. Drug Company name.

After LeBreque staged his industrial show which was to start the ball rolling for the Los Angeles County Fair, Afflerbaugh was approached with the proposition to direct it. Knowing that it would be a great deal of his time from July to November, he did not accept until a druggist was employed in his place. When things at the pharmacy were settled, he moved—literally—from pills to Pomona.

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TRADE-MARK



### Tax Board Orders Abatement of Levy On E. States Bldg.

SPRINGFIELD, Mass., July 2.—The State Appellate Tax Board handed down a decision at Boston Tuesday (21) ordering abatement of the entire tax imposed on the Eastern States Exposition Coliseum by the West Springfield Board of Assessors last November. The assessment of \$6,560 was paid under protest by trustees of the exposition, and a hearing was granted by the State tax board.

The West Springfield assessors had levied the tax on the contention that the Coliseum had been put to commercial usage thru its having been leased for a long term to Eddie Shore, who has been using the building as a hockey arena for the local games of the Springfield Indians, of the American Hockey League. The board ruled that the Coliseum was exempt, since the exposition has no stockholders and splits no profits.

The Westfield Board of Assessors announced that the verdict would be appealed to the Massachusetts Supreme Court, since it involves a technicality in the interpretation of the statutes.

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### Prospects Bright For Red Lion, Pa.

RED LION, Pa., July 2.—Based on advance exhibit space sales, R. M. Spangler, secretary-general manager of the 33d annual Red Lion Gala Week Fair, July 18-23, expects this year's event to be biggest in history. To date more space has been sold than in the past two years combined, Spangler said.

The fair association is putting on an extensive publicity campaign, utilizing advertising over three radio stations plus posters, cards, bumper signs and newspapers.

Jack J. Perry Shows will be on the midway and free acts and band concerts will be nightly features. Wednesday (20) and Saturday (23) will be children's days. Souvenirs will be distributed and all rides will carry a reduced price.

### Hamid Awarded Contract For Cobleskill, N. Y., Annual

NEW YORK, July 2.—George A. Hamid & Son have been awarded the contract for this year's grandstand show at Cobleskill (N. Y.) Fair, September 11-17. The deal was closed at a meeting of the Cobleskill Fair Association Tuesday night (28).

In addition to Hamid's *Manhattan Gayeties Revue*, the show will include Joe Basile's band and a line-up of nine outstanding acts. King Reid Shows will provide the midway.

### Napoleon, O., Annual Books Stand Show Thru Lueders

NAPOLEON, O., July 2.—Three changes of show attractions have been booked for the three-day Henry County Fair here, thru Henry Lueders, of the United Booking Association, Detroit.

The *Hippodrome Frolics*, seven acts and orchestra, have been set for the opening day, August 31, to be followed by the *Continental Revue*, 35 people; and the *Varieties of 1949*, eight acts and orchestra, for the closing day.

### Alhambra, Calif., Moves To Bar Circuses, Carnivals

ALHAMBRA, Calif., July 2.—Shortage of industrial-zoned property is believed to be behind the move by city council to ban circuses and carnivals from the city limits. Council has asked city attorney Tomkins to draw up an ordinance prohibiting traveling shows from playing the town.

Available space where an org may play is dwindling rapidly due to the industrial building program.

### Indianapolis Horse Barn To Receive Rewiring Job

INDIANAPOLIS, July 2.—Indiana State Fairgrounds' draft horse barn, built in 1923 at a cost of \$123,000, is to be rewired after being termed a fire trap by the State fire marshal's office.

The latter also asked modernization of the fair's fire hydrant system, claiming many of the fireplugs were set too low in the ground and were outmoded.

### Monte Darnell, Linda's Sister, Injured in California Rodeo

SONOMA, Calif., July 2.—Monte Darnell, younger sister of film actress Linda Darnell, was injured while participating in a rodeo here (26).

She suffered cuts and a laceration when horses she was riding Roman style shied in front of a fire hoop and balked at the jump.

Swing & Sway

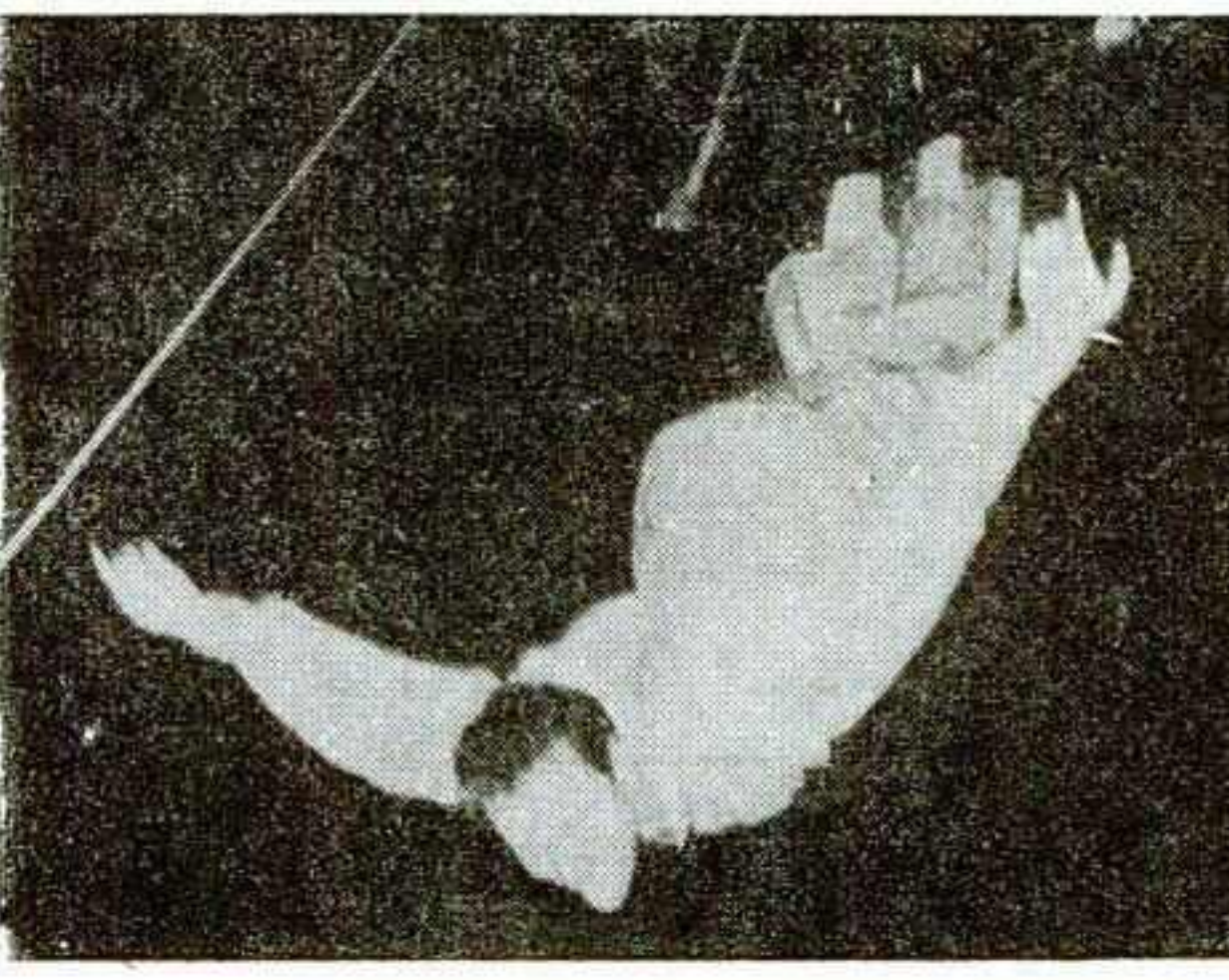


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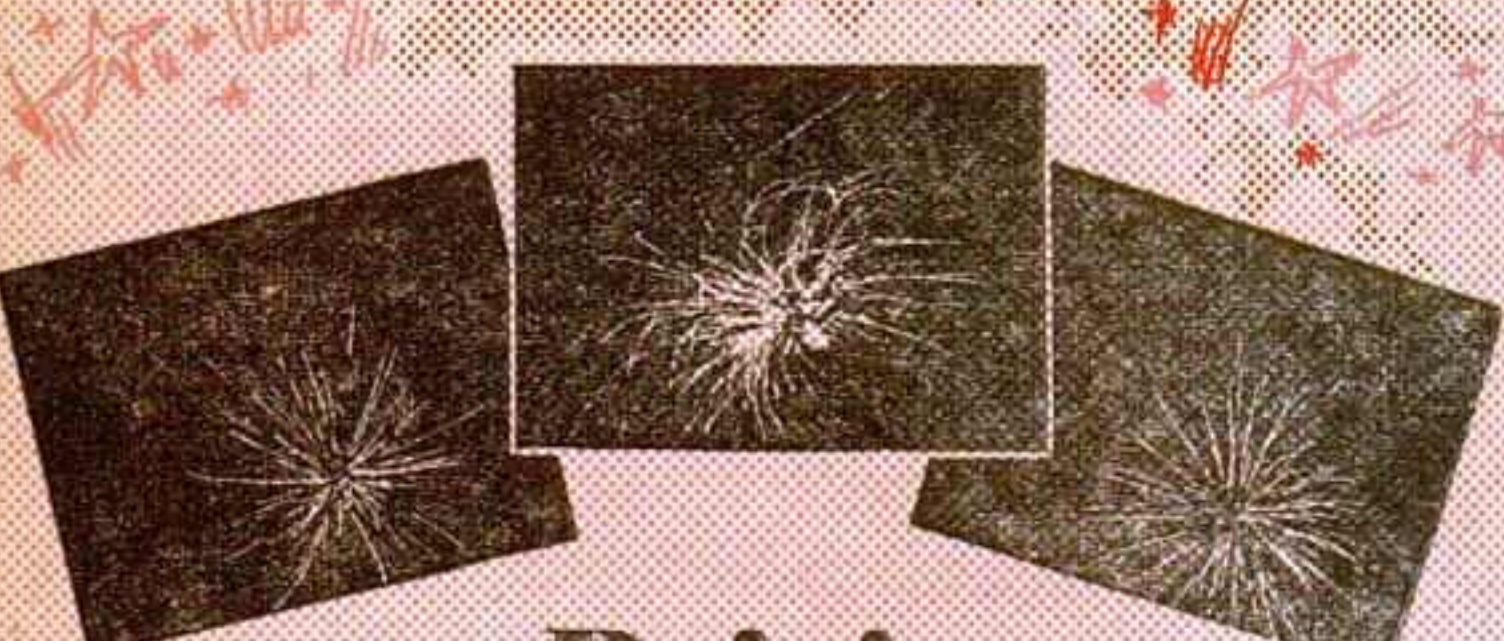
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EUREKA SPRINGS, ARKANSAS

**Hit-and-Runners: Warning!**  
**Shows Burn Up Fairmont, W. Va.;  
'Don't Turn Blue,' Town Is Urged**

*(Continued from page 50)*  
purchase tickets 'for underprivileged children.' And when hundreds appeared for the afternoon performance they were informed there was 'standing room only,' which was literally correct. There were no seats in the tent.

"It is to the credit of the local sponsors of the circus that they refused to permit the night performance to go on until seats were set up in the tent.

"But we have a large population in the Fairmont trading area and our people have the right to see good tented attractions whenever they are available. Every child should have the chance to see a circus. We see no objection to permitting circuses and carnivals too within our city limits provided the shows are forced to live up to certain guarantees. The shows must be physically and morally clean. They must give their customers full value for their money. They must be safe. And they must pay the tax that the city legitimately can require them to pay.

"We would hate to think that there would be no more Merry-Go-Rounds coming to Fairmont. If we are going to ban carnivals, we should take steps immediately to install a permanent Merry-Go-Round at Morris Park.

"We have in mind a regular full-size Merry-Go-Round with lights and music and horses and all that goes with it. Permanently installed in the park, this Merry-Go-Round should be operated either by the city for the benefit of the park or by one of the local civic organizations for the benefit of its charitable work.

"Let us not forget that this area is lacking in the amusement-park-type of outdoor entertainment. And when we ban carnivals with their rides, we take from the people the privilege of enjoying this kind of entertainment. Not very many of our people can travel to Pittsburgh just to give their kids and themselves a ride on the Merry-Go-Round or the Ferris Wheel.

"The city board of directors has been blowing hot and cold about carnivals for several weeks. Now let's be realistic about the whole business. We don't want a 'blue law' town any more than we want a wide open town. In the opinion of this newspaper, our people need the opportunity to enjoy carnivals and circuses when they are available. The best thing the city can do will be to erect the fences that will protect the people from the

avarice of some unscrupulous operators of tented attractions."

**\$ Short, Strike  
Sock Peoria;  
Cancels for '49**

**Ticket Sales Pose Problem**

PEORIA, Ill., July 2.—There will be no Heart of Illinois Exposition here this year.

The long-awaited exposition, which has been in the works four years, has been canceled as a result of an extended strike by building laborers here and by a lack of sufficient cash to finance the fair.

The strike, which started May-14 and ended last week-end, prevented completion of the grandstand, and caused cancellation of a succession of varied still dates which had been scheduled.

**Stand Nearly Finished**

Plan behind the still dates was to work off the advance sale tickets sold by exposition sponsors in the fund-raising drive which preceded the acquisition of the fairgrounds site. Some 23,000 books of tickets, each priced at \$12.50, were sold, with the understanding that they would be honored at any event staged at the exposition grounds.

The still dates, it had been figured, would drain off a sufficient number of these ducats to enable the exposition to acquire some cash thru gate and grandstand admissions at the fair. The exposition has sufficient money to complete the 5,400-capacity grandstand, which now is in an advanced stage of construction, and the race tracks have been installed, but the fair does not have enough additional cash to make outright or near-outright buys of attractions.

In announcing the cancellation of this year's event, the exposition management said efforts to raise additional funds from contributors will continue. A recent drive to produce sufficient money to guarantee the cost of fair attractions failed, but execs were hopeful that another campaign will prove more successful.

Cancellation of the fair is a blow to the Endy Bros.' Shows, railroad carnival, which had been contracted to play it.

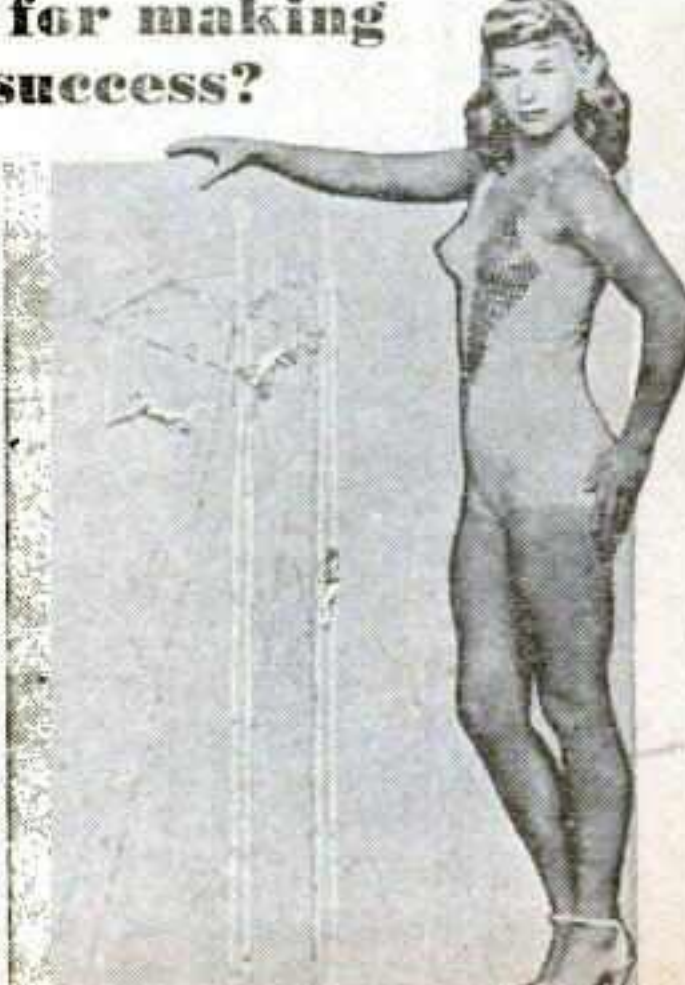
L. R. Huckstead continues as secretary-manager of the exposition.

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**AL MARTIN AGENCY**  
Hotel Bradford, Boston, Mass.



*(This is Wilfred Alcidos act, do not confuse with other acts using name Alcido.)*

# Railroad Fair Pulls 100 in First Five Days

...om page 50)  
...ocalist.  
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in The Chicago Daily News helped to  
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has been a boon to the unit.

The funhouse and lead gallery re-  
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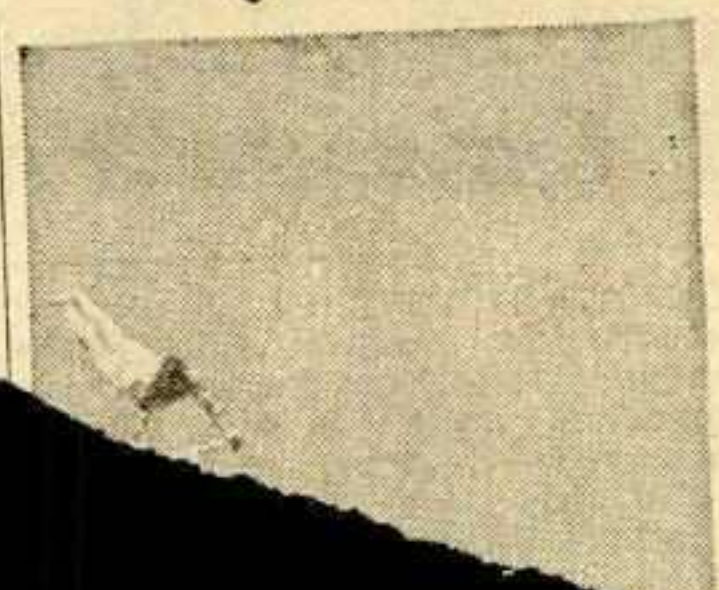
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**HEAD & HANDSTAND**

**COMBINATION**



# EASTERN RESORTS DUNK

t Weather  
ds Crowds

City Dads Throw Harold Barr | Father  
A Curve on Parking Situation

Sea Spots

3,000,000 at Beaches

MICHIGAN CITY, Ind., July 2.— he t  
Harold K. Barr, general manager of on  
Washington Park here, has a parking  
problem. It isn't that he doesn't h  
room enough—there is space for  
cars in the city park—b  
city fathers threw  
year.

YORK, July 2.—Blistering  
is high



# Chicago Railroad Fair Pulls 100,000 in First Five Days

(Continued from page 50)

added as emcee and vocalist. Jack Skelly, with his Little Chief fire engine ride, reports satisfactory biz. About 1,000 kids rode it Wednesday (29). Mrs. Skelly is working the ride as ticket taker.

Five other kiddie rides, operated by Earl E. Ingals, Coldwater, Mich., are slogging along in the red. The 9-cent price, according to Ingals, is holding the daily gross down to a little more than half the nut. His biggest day was Sunday (26), and even then he did not make the nut. Pony ride, owned by Christiansen and Huberger and managed by Norman Hechtman, is barely getting 400 rides a day, what it needs to break even.

### Law-Outlaw Pulls

In Gold Gulch, the Law-Outlaw Show, operated by Johnny Courtney and Bob Seery, is showing strength, running second only to the Penny Arcade. A strong publicity break

in The Chicago Daily News helped to hypo patronage. Addition of a lecturer, Larry (Arizona) King, also has been a boon to the unit.

The Funhouse and lead gallery reported good biz, with Wednesday best. The Old Opry House, Gulch theater, is getting considerably less than the 700 a day needed to break even. Ed Reticker, manager, also is looking for an upward trend after July 4. Opry House does four shows plus a day, alternating between *Billy the Kid* and *The Midnight Express*.

Penny Arcade, operated by Al Tigerman in association with Frank La Maskin, is doing well. Tigerman is satisfied with his biz, and has a favorable outlook for the run of the fair. Sharing the North End of the Gulch with the arcade will be Cliff Wilson's *Death Valley*, a walk-thru exhibit of Western reptiles. Wilson expects to start operating today, with a 14 cents admission price, and a crew of four. Wilson's total investment will come to about \$5,000, he reports.

## Calif. Tax Bill Dies in Comm.

(Continued from page 50)

of the organization; Eddie Burke, president of Showfolks of America (SA); Harry Taylor, concessionaire, and Louis Merrill, general manager of Western Fairs' Association (WFA), who threw the resources of his organization into the campaign.

Orville Crafts, WSA president, cut short a fishing trip in Mexico to aid in defeating the bill.

As a result of WSA prodding, telegrams deluged the assembly committee members protesting the legislation. At the first committee meeting approximately 20 show business representatives were on hand to voice their protests. This move forced a postponement of final action on the measure.

### Fan Clubs Help

Before the committee could take action the following week Cohn, San Francisco attorney, got railroads and power companies to add their opposition. Also active were Circus Fans of America (CFA) and the Shriners, who would have been heavily penalized in staging Shrine circuses had the bill been passed.

Defeat of the measure is the first blow struck at anti-show business legislation by the newly organized WSA. The organization, formed in December of last year, is planning to introduce bills aimed to aid outdoor show business, at the next session of the Legislature.

Following the victory, WSA is making a new pitch for members. Dues are \$25 yearly for active, associate and contributing members. Honorary members are charged \$1 per year.

Cohn urges that inquiries be addressed to WSA headquarters, 465 California Street, Suite 631, San Francisco.

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Oregon, Ill.

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**STINGER-OOS**

SEE PAGE 72

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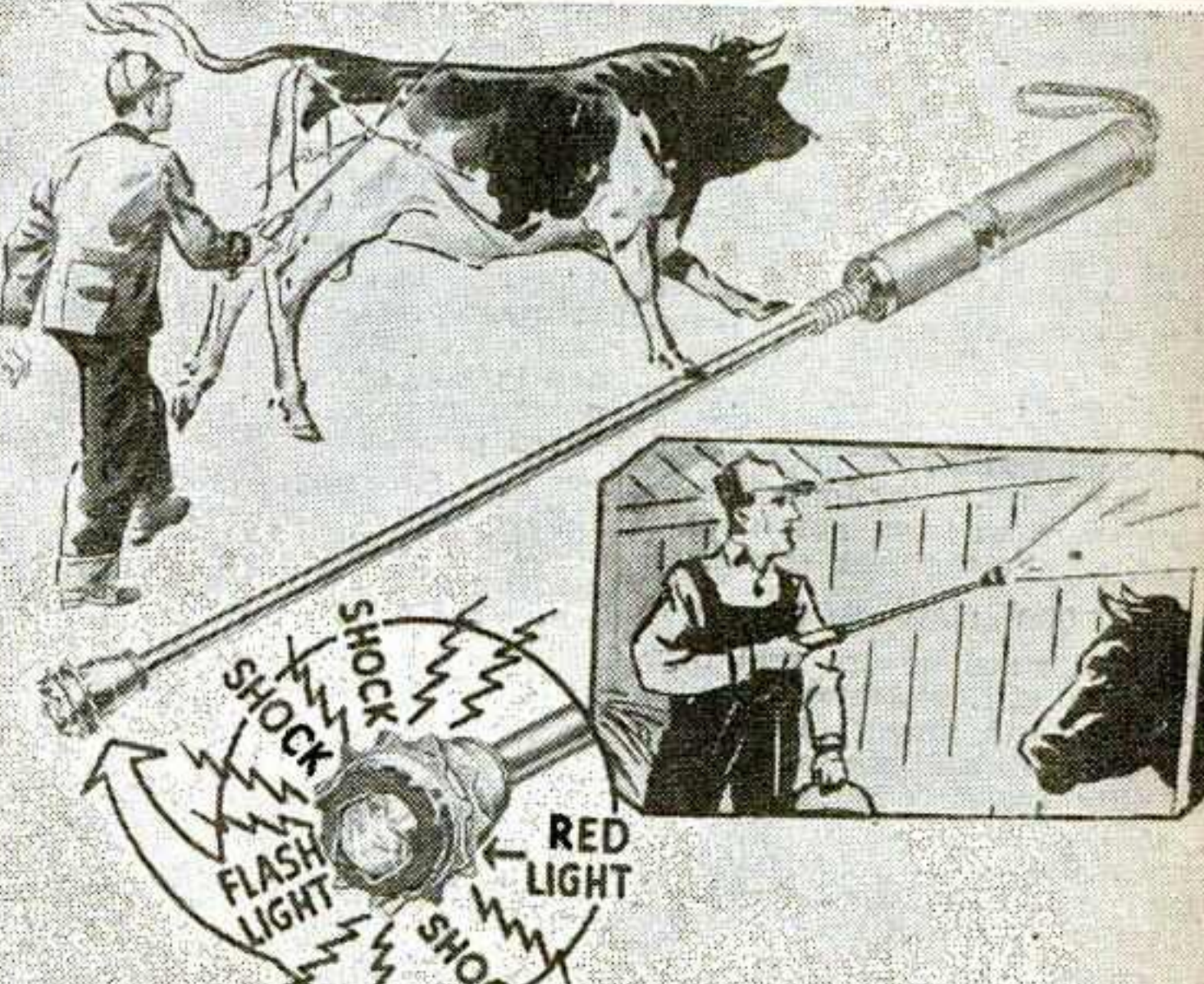
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### Cincy Coney Sets Holiday Program

CINCINNATI, July 2.—Coney Island here has mapped an extensive July 4th week-end program, with activities getting under way today. Festive programs were slated for the three days, with fireworks displays a nightly feature, under direction of Arthur Rozzi.

Edward L. Schott, president-general manager, reports that the Shooting Star is proving the most popular of Coney's thrill rides with the Wild Cat and the Jet Rockets close seconds. Other favorites include Laff-in-the-Dark, Lost River, Tumble Bug, Flying Skooters and Dodgem.

Sunlite Pool and Moonlite Gardens are getting good play, Schott said. Clyde Trask's orchestra is being featured nightly in Moonlite Gardens. For the week beginning July 7, the Modernaires, will be an added feature. Vaughn Monroe's orchestra will play a one-nighter July 14.

## Near Record Day Registered By Riverside; in Full Swing

SPRINGFIELD, Mass., July 2.—Harry Storin, head of the press staff of Ed Carroll's Riverside Park, Agawam, Mass., reports that the funspot just missed registering the biggest Saturday in 10 years last Saturday (25) when a two-hour rain hit the area in the early evening.

Carroll and Storin remained cheerful as the main event of the day, the picnic of the Chapman Valve Company, got under way at 9 a.m. and lasted until midnight, with the highlight being the serving of 3,500 dinners to the picnickers, believed to be the biggest single catering job ever handled in the area. Stock car races were held at night and entertainment was provided by Ira Watkin's chimpanzees and strong-man Eddie Polo.

#### New Picnic Grove

In addition to Riverside Park's regular picnic facilities, Owner Car-

roll has a new, private clambake and picnic grove which will be formally dedicated at the annual steak roast of the Tuesday Club, scheduled for Tuesday night (5). The dining room will be housed in a prefabricated metal building, with permanent tables, lighting and sound equipment. A new kitchen will adjoin the dining room, and new charcoal steak broilers and a new bake oven have been installed.

A separate building, overlooking the Connecticut River, will serve as refreshment pavilion. Picnic benches and tables, horseshoe courts and a ball field are adjacent to the picnic area. The entrance, entirely new, will be off the main midway. To insure privacy, a fence and gate separate the entrance to the grove from the general park area.

All park operations are in full (See Near-Record Day on page 93)

### Cedar Point Bows To Record Throngs

CEDAR POINT, O., July 2.—Cedar Point on Lake Erie opened its Golden Jubilee season here Saturday (18) with record crowds for the week-end. Tom Sabrey, manager of the Breakers Hotel, said registrations doubled the 1948 figure.

Largest gatherings of the week were the Ohio convention of AMVETS, which opened June 23 and closed June 26, and the Okaboji Indians (white trapshooters) in for the same dates.

#### Biz Off-20 Per Cent

Concession, show and ride prices are the same as past few years, but ops report business off approximately 20 per cent even tho attendance set a record for opening week.

The bathing beach is receiving a heavy play. Temperature has hovered around the 90 mark.

Clinton Noble, former Cleveland orchestra leader, is host-manager of the (See Cedar Point Bows on page 93)

## MONEY MAKING CHAMPION

## MINIATURE TRAINS

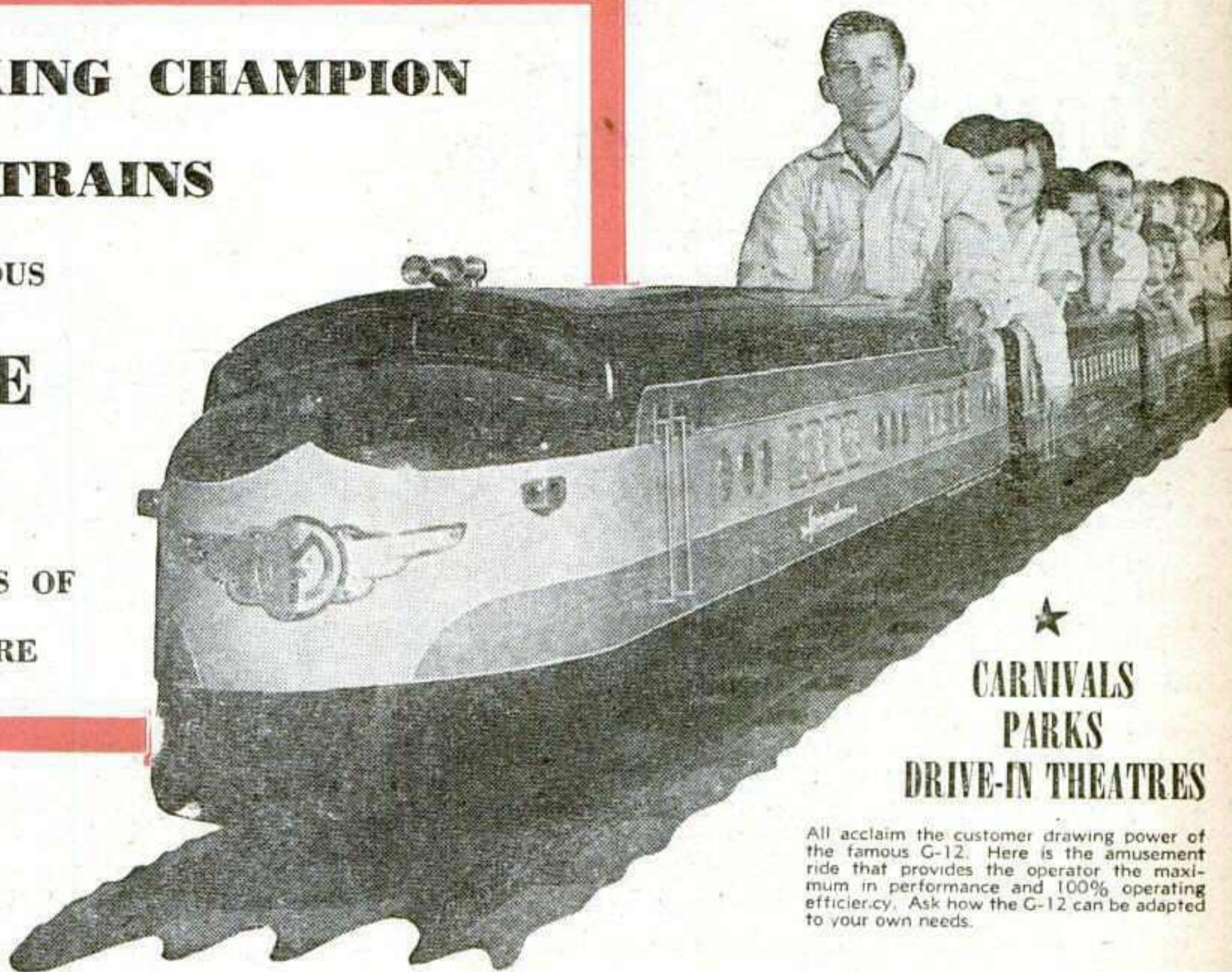
WORLD FAMOUS

## PORTABLE

## "G-12"

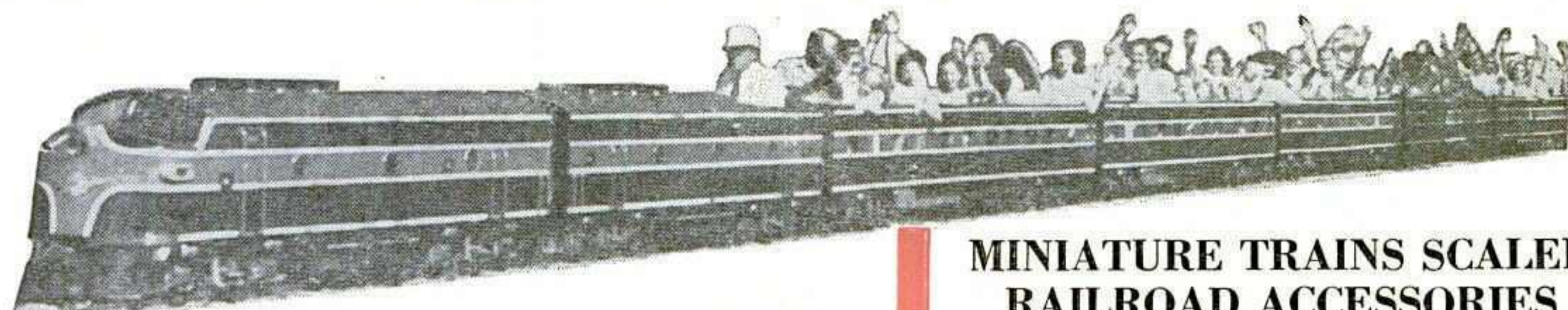
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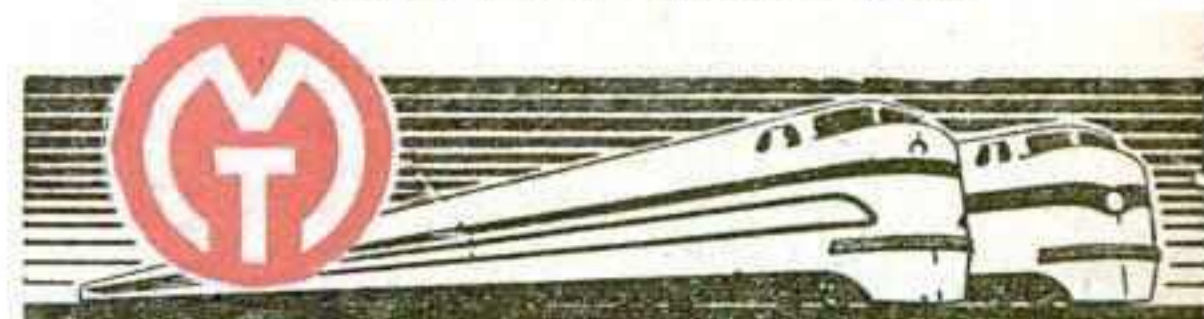
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Let us show you how operators have profited beyond their best hopes with this major ride. Designed to carry a peak pay load of adults and children, the G-16 is earning top money in almost every major park in America today. You must see the G-16 to appreciate it.

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## MINIATURE TRAIN CO.

1132 CULLEN ST.

RENSSELAER, INDIANA

# Lohr Formula for Successful Industrial Show Wins Support; Other Lakefront Fairs Likely

(Continued from page 59)

water skill show, a free ice show, a Kiddieland and the Gold Gulch area with a variety of attractions.

### Gold Gulch

In the Gold Gulch area, Lohr has erected a bridge that spans attractions and the Old West, the latter carrying not only the suggestion of places to visit but also more than a hint of the part railroads played in pioneering particular sections.

The area is laid out much along the lines of an Old Western mining town, complete to a bank, the cost of which is underwritten by a local bank; a functioning post office, done in the old style; a courthouse and

sheriff's office, both similarly treated; a reasonable facsimile of an old tavern, minus only hard liquor, and a print shop of vesteryear where patrons may have names printed in "newspaper headlines" or on "wanted" posters.

Interspersed with these atmosphere-creating buildings are an Old Opry House, in which melodramas are presented for an admission charge; a Funhouse, set inside of a structure that simulates a disintegrating building of early America; a Penny Arcade, in which the bulk of the 100 machines are old-timers; a Law-Outlaw Show, which offers paper mache full-sized figures of notorious characters of the Old West; a shooting gallery and a pony ride.

### Added Kid Lure

To provide added lure for the kiddies the Deadwood Central, narrow-gauge railroad which operated so successfully last year, is back and supplemented by six kiddie riding devices. There also is an admission-carrying show for the theater, which features marionettes.

All of this adds up to clean entertainment. And, too, it will yield some money, while serving to underline the promotion value of the fair.

Lohr, who in reality is boss of the show, maintains that the only way that a trade show of any consequence can be operated successfully is by having an individual or agency run it without interference. Otherwise, he points out, conflicting interests and comprises would do much to weaken the strength of a show and thus its effectiveness.

He has resisted any attempts by any participating railroad to put up powerful advertising signs. In fact, he has insisted that such signs be held to a small size, sufficient only to tell the story.

### Good Relations

Railroads, tho, have reaped a harvest of good public relations from the fair. So, too, has the cause of free enterprise benefited.

Educators and clergymen, cognizant of the fair's value in the latter respect, have placed it on the same level with the Museum of Science and Industry, which Lohr also heads here. They regard the fair as truly educational and inspirational and as a result there have been widespread recommendations by them that teachers urge their pupils to attend.

No newcomer at operating large-scaled shows, Lohr was at the top management level of both the New York World's Fair and Chicago's Century of Progress. He says this will be his last year as the head of any fair. Intimates, however, believe that he would answer the call, should another come.

### Stage Set

The physical layout for the railroad fair here now is such that little would have to be done if it were to be restaged next year—or, in fact, yearly.

Lohr himself believes that the formula for the railroad fair can be adopted effectively by at least 10 of the nation's major industries, including aviation, oil, steel, farm machinery and automobiles.

He undoubtedly has given much thought to the possibility of continued use of the new well-equipped lakefront grounds for such expositions. He indicates as much when talk veers to a discussion of how other industries could use the formula. The mention of an aviation fair sets him to enumerating the many various things which could be incorporated into the spec, episodes as far back as the early Greeks to the era of jet propelled planes. Shifting to the steel industry, he enthuses over the possi-

bility of even setting up an operating blast furnace.

The Lohr pattern has been set. What's more, it not only has won public approval but recognition of its force in the cause of free enter-

prise. Coupled with the fact that the fair plant is established, there is every reason to believe the Lohr formula will be tried again, quite likely in Chicago and not unlikely next year.



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**\$\$ THEY'RE NEW \$\$**  
**OUTDOOR GIRLS**  
SEE PAGE 72

### CONTROL ADMISSIONS

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**WANTS**  
 People who can and will produce, General Agent who is a close contractor and can book Auspices on U.P.C. Tickets and Banners, etc., Side Show Ticket Sellers who make openings, Inside Man who does Punch and Magic, Dancing Girls with looks and attractive wardrobe, Novelty Acts, Snakes and Mental, Side Show Boss Canvasman, People for Concert and any capable Circus Hands who appreciate good treatment. Wire Peru, 6; Hartford City, 7; Newcastle, 8; Greenfield, 9; all Indiana.

**AL G. KELLY & MILLER**  
**BROS.' CIRCUS**  
**WANTS AT ONCE**  
 Boss Canvasman for Side Show, good kid pusher, Dancing Girl for Annex in Side Show. Can use good Cowboy, Grooms and Bull Men. Want Family Act for Big Show, August 1; state salaries.  
 Perham, Minn., July 7; or per route

**WANTED**  
 Stand Men for Floss and Popcorn. Also Side Show Act.  
**IONE STEVENS**  
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 Perham, Minn., July 7

**DALES CIRCUS**  
**WANT**  
 Promotional Directors who can furnish and handle Phone Crews on U.P.C. Tickets and Banners. Strong auspices, including Lions, Jaycees, Grotto and Shrine Clubs. Can place 2 good Phone Men who can produce. All summer's work for those who are interested in making money. Wire  
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**WANT MAN AND WIFE**  
 To operate Floss and Novelty Stands. We furnish everything including transportation, and pay 25% of gross. Also can use Man and Wife; Man to do Vent, Magic, Punch with Pitch. Wife to work Blade Box. We make three towns each week. State all and facts.  
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female	150.00 Ea.
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Indian Elephant, fully trained adult	3500.00 Ea.
Java Monkeys, amusing for exhibition	35.00 Ea.

Arriving About July 15th From Africa  
 Congo Chimpanzees  
 Baby African Elephant, only 30 inches high  
 Sooty Mangabeys, Mona Monkeys, Spot-Nose Monkeys, African Green Monkeys, Mandrills and others

Arriving About Aug. 5th From Singapore  
 Baby Indian Elephants  
 Gibbons  
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**Germany's Krone Show on Tour of Bizonia District**

DARMSTADT, July 2.—Germany's top-ranking Circus Carl Krone is now playing the larger towns of the Bizonia area of Germany with a good program of circus, wild animal and horse numbers.  
 The Krone circus is owned and operated by Frieda Krone-Sembach, daughter of the show's founder, the late Carl Krone, who is assisted by her husband, Carl Sembach, well-known equestrian, and their young daughter, Christel, who handles some of the horse numbers. The ring—(See Germany's Krone on page 138)

**WANT**  
 Side Show, Concession Help all kinds, three good looking Dancing Girls. Best accommodations.  
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 General Agent, Boss Canvasman, Circus Acts. Elephant Act, get in touch. Join on wire.  
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 Who can restrict their excessive drinking to Saturdays and Sundays. Book and Tickets, 25 per cent.  
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**— WANTED —**  
 FEATURE CIRCUS ACTS—OF ALL DESCRIPTIONS.  
 VAUDEVILLE ACTS—Not depending on language, Comedy Acts, Musical, Eccentric, Dancing, etc. (Stage).  
 FREAKS of Nature, Working Acts, etc.; Waldo, Human Rat Trap; Alligator Girl and others, write.  
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 Family Acts doing two or more. Working Men in all depts. Mechanic that can move truck show. Side Show people, get in touch with us if you have something different. Animal Acts with own transportation.  
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**TEN-IN-ONE or GOOD WILD LIFE**  
 No ding show  
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 Write, wire or telephone  
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# Cann Moulds Holdings to Big Biz

### Independent, Concessionaire, Showman, Ride Op Moves Along at Fast Clip With WOM—Still Holds to G. A. Title.

SOMETIMES in winter jackpot competition, the brass who have their names prominently displayed on show photographs by virtue of ownership, helpfully bemoan the fact that they aren't able to change places with the smart independents who at that very moment may well be luxuriating in Florida while they worry over routing the trash pile for the coming season. People they purport to envy when the mood strikes them are guys like Harvey (Doc) Cann, independent concessionaire, showman and ride operator. Doc, still young at 52 as the result of having avoided hard labor for most of his adult life, has used his inherent Yankee trader aptitude to play his independent holdings into solid business undertaking. He was not the first, nor will he be the last, to earn a comfortable living with a business operated principally on a part-time basis and with the starting sets consisting mainly of capability and reliability.

This season Doc is operating the two Motordromes, a midget horse



L. HARVEY CANN

now, a unit featuring the world's largest horse, a Looper ride, and popcorn, peanut and carmel corn concessions.

#### Big Annual Income

As a result of his association with the World of Mirth Shows, a biggie in the field, beginning with the org's formative period, Doc has sailed along in the shows' ever heightening wave of success until, for some years past, his annual, but undisclosed, income

can safely be said to be of respectful, if not enviable, proportions.

Doc's counterpart can be found on nearly every show in the country, big or small, since it is the stable presence of the independent operator who makes for unit growth and success in the biz. The very nature of the carnival operation makes it necessary for the owner-manager to be reliant on numerous contractual associates with the ability to make money.

Doc joined the World of Mirth under the Max Linderman regime about 17 years ago as general agent. He still holds lovingly to the g. a. title, altho he has long since shied from doing the legwork necessary to the complete fulfillment of the role. Now he confabs with Owner Frank Bergen in laying out the route and still acts as traffic manager, handling the railroad moves.

While his show business interests are principally centered in the World of Mirth, Doc's big horse unit and second Motordrome will on other dates, including winter fairs, with other orgs. Also he has his popcorn-peanut concessions again set for annuals other than those played by the WOM.

#### 28 Employees

The amount of equipment and personnel necessary for the operation of Cann Enterprises — all individual units are subsidiaries of the parent corporation—are on a par with the physical set-up of many small shows. About 28 people are necessary to operate the various units during the still date season, with about another 10 added to the pay roll for fairs.

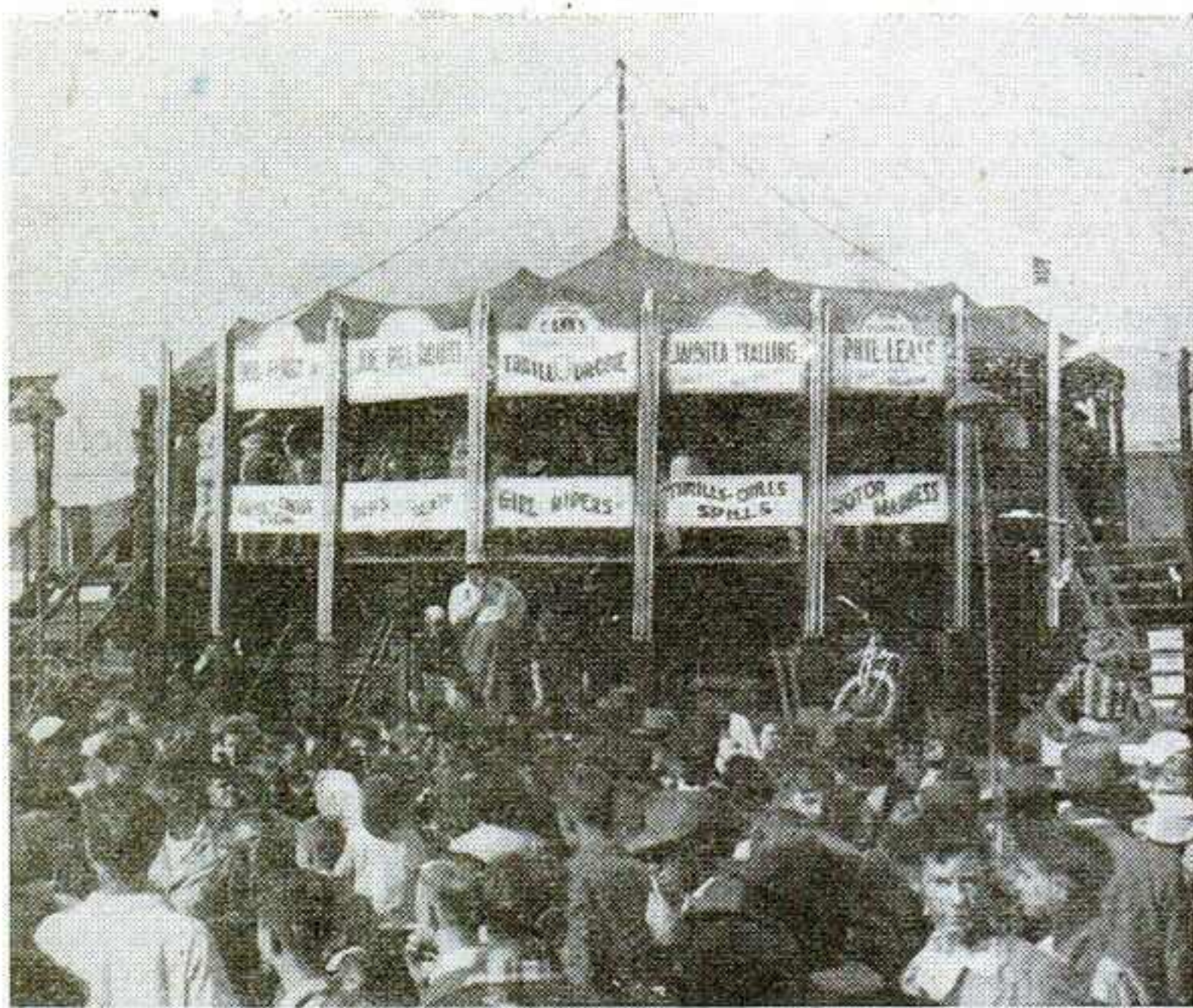
Doc has one Motordrome which loads complete on a 33-foot cab-over-engine tractor trailer. This unit is used for hopscotching, particularly in the winter time, with the result that some of his riders get as much as 45 weeks' work, Doc says. The 1-1/2 combination (48 section) Drome on the WOM is transported in four wagons. Six riders are used on still dates and eight at fairs. No animals are used in the performance because, Doc says, wild animals belong in an animal show and without them you have a faster performance.

A 30-foot tractor-trailer used to transport popcorn-peanut supplies. This unit saved many a headache during the war when the Canns carried stock by the ton and never ran short. Two twin coach Dodge's have custom-built bodies that make them ideal units for the making and sale of popcorn. Four slap-up joints are used to supplement these units at fairs.

#### Special Horse Trucks

An International straight job with four-inch oak flooring is used to transport the big horse, Queen Jean, which is now playing independent dates under the personal management of Millard Finch. The unit will rejoin the WOM for fairs beginning with the Central Canada Exhibition, Ottawa, in August. The three midget horses have their own truck with special padded stalls for each animal. All four sides contain ventilators and their comfort on hot days is additionally assured by the several exhaust fans located in the body of the van. The entire unit, front, panels, tent, poles and flash, can be loaded on the single truck along with the animals. As a result the show can make a date almost anywhere at any time if the pickings loom good.

The Looper, also located on the WOM, is transported in three show wagons. Doc also has a 30-foot semi unit, with its own 110-volt a. c. power plant and air-conditioning unit,



HERE IS THE portion of the crowd getting the "lowdown" from one of the talkers on Doc Cann's Motordrome on the World of Mirth Shows. Drome is transported in four wagons.

which is used for an office and utility unit. The office half also contains electrical refrigeration and a bar. The entire unit is sound proof. The power plant can adequately care for the office and the living trailers of the Canns and their personnel.

#### Perfectionist

All rolling stock is attractively painted in cream and blue and segregated on all show lots for complete control. Doc is a perfectionist in all of the things he does and will spend considerable time and money to achieve in actuality the products of his high-g geared imagination. He has never been known to acquire a mechanically operated unit without immediately having it completely rebuilt to add features of his own devising.

Doc, and all other independent ops like him, have been successful chiefly because they possess a complete knowledge of the business, together with ambition and business acumen. Their shows and rides work with the show office on a percentage basis with concessions usually involving a flat privilege. Invariably, their offerings are of the sure-fire bracket, such as the Motordrome.

Doc started with only the sale of popcorn and peanuts on the show, which was adequate at the time since he was fully occupied with his duties as general agent. He acquired his other holdings one at a time as they became available and only after he had convinced himself that each was capable of winning him an attractive return on his investment.

#### Biz on Par With '48

Altho the show has been playing virtually the same circuit of fairs for years, business for his units continues to advance 10 to 15 per cent each year, Doc says. To date, business has been on a par with the still dates of a year ago. The reason, Doc is convinced, is value at popular prices. From where he stands, there is no reason to fear a depression. Prices may have to be lowered but an increased volume will more than make up for it, he says.

With his own success as a background, Doc preaches the gospel of opportunity in outdoor showbiz. His

personnel is largely recruited from the ranks of the uninitiated and the time and effort he expends in training them for his operations has paid off in attractive, competent help. Many of Doc's Drome riders have been trained in his own units. This season two boy and two girl riders were trained. Special Lofter, a former rider, now manages the WOM unit. Cliff Hoffman, broken in last season, is a star this season, along with Henry St. Halairc, a Canadian.

#### F. F. Mack, Manager

Because of Doc's multiple enterprises, and because he is still called upon to play a glad-handing role on behalf of Bergen and the office, he has a manager, F. F. Mack. Mack, in addition to being a general superintendent, is a first-class chemist, auditor, automobile mechanic, aviator and electrician. Mrs. Lorene Cann is the treasurer, handling all of the money that is checked in and out, and all of the multiple forms necessary today.

Doc, who has been in the business for 35 years and worked at most of the usual jobs, is a stickler for appearances. Personnel, he says, must be paid adequately if they are expected to be proper representatives of the attractions they front. But appearances of either the personnel or the show aren't enough, either, Doc says. It takes more than banners and pictures to have customers sold on what they saw. One sour show—no matter how much it grosses—will hurt all other midway units, Doc maintains.

In return for their less than seven months intensive round-the-clock activity with jumps taking up most Sundays the Canns have nearly as much time to spend on their 28-acre estate known as the Garden of Allah within the city limits of Sarasota. The winter months are not given over exclusively to cruising on the warm tropical waters and general relaxation since it is then that plans are made for the next season. For Doc it is a time of more building and refurbishing, but the pace is a leisurely one, with plenty of time left over for the enjoyment of the season's spoils—and to prepare for tax deadlines.

**WAX FIGURES**  
Of Every Description  
War Criminals, Celebrities, BABE RUTH IN YANKEE UNIFORM. Have a few Two-Headed Wax Babies in Jars.  
**CHRISTOPHEL WAX FIGURE STUDIO**  
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**Shooting Gallery For Sale**  
Long-Range Gallery built on Chevrolet 1 1/2-ton truck, complete with aluminum side panels, price, \$2,600.00. May be purchased without side walls, price, \$2,100.00. Can be seen at Hunt's Boat Landing, Buckeye Lake, Ohio. This is an impressive gallery having attractively arranged moving and stationary targets.





## NO. 5 ELI FERRIS WHEEL FOR SALE

In first class condition, with iron fence and trailer, trailer 2 years old both for \$6,000.00. Ride in action. Booked until Labor Day, can be seen at Lady of Consolation Church, Pawtucket, R. I., July 7th to July 16th.

**HENRY BUSHAY**

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To enlarge Show. A-1 Comic who has material, flashy Chorus Girls who can dance. A-1 Grinder for front who can help with Candy. Pullman car accommodations, eat on lot. You pay your wires, I'll pay mine. Boozers, save stamps. Write or wire

**JIMMIE SIMPSON**  
c/o WORLD OF MIRTH SHOWS

Week of July 4, Sanford, Maine; week of July 11, Portland, Maine.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00 Wax head, female, horn grow'g from f'head.  
\$30.00 Dice Cage, fine condition. Bargain.  
\$38.00 Concession Top, 8x14, no poles; bargain.  
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Improved Park Olcott Beach  
**A. C. FOX**  
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called bingo for L. C. McHenry on Crescent Amusement Company the past two seasons, has returned to Cleveland where he is calling bingo in halls for veterans' organizations. . . E. C. Moore is playing lots with Gooding Amusement Company in and around Cleveland.

Maybe it's a question whether carnivals grow thru reputations or the law of averages.

Mr. and Mrs. Lloyd Serfass, owners of the Penn Premier Shows, celebrated their 20th wedding anniversary and Mr. and Mrs. Al Renton, operators of the Circus Side Show on the same org, celebrated their 34th wedding anniversary at a party held in the Side Show June 27. Al Renton announced the engagement of his daughter, Frances, to Charles Kleksinas, assistant manager of the bingo, during the party. Many beautiful gifts were received by the guests of honor. Those attending the party included Mr. and Mrs. Curley Gr. Mr and Mrs. Dell Barfield, Mr. and Mrs. Jimmie Deal, Mr. and Mrs. Blinkey Bernstein, Mr. and Mrs. Frank Long, Mr. and Mrs. Hal Roberts and son, Mr. and Mrs. W. R. Powere, Speedy Bowlers, Mr. and Mrs. Chukky Renton and family, Alden McClelland and personnel of the bingo, Faye Renton and brother, Rob; Fred Harris, Harry Pier, Mazie Pauli, Victor Huljack, Mr. and Mrs. Andy Valo, Jimmie Marshall, Kylo Belton, Cecil Reed, Mr. and Mrs. McTyre, and Mr. and Mrs. Jack Chicrelli.

W. R. Gerens Presents

# MIGHTY HOOSIER STATE Shows

Indiana's Largest and Most Beautiful

Want—Stock Concessions and Shows for the following Fairs and Celebrations:

- This week—July 6 thru 9, Jay Cee's Celebration, Sullivan, Indiana
  - July 11 thru 16, D.A.V. Home Coming, Greencastle, Ind.
  - July 18 thru 23, Knox Street Fair, Knox, Ind.
  - July 25 thru 30, Bremen Free Fair, Bremen, Ind.
  - Aug. 1 thru 6, Marion Street Fair, Marion, Ind.
  - Aug. 9 thru 13, Knox Co. Fair, Bicknell, Ind.
  - Aug. 16 thru 20, Blackford Co. Fair, Hartford City, Ind.
  - Aug. 23 thru 27, Camden Home Coming, Camden, O.
- Fairs and Celebrations up to October 18

Get with the show that the Fair and Celebration Committees really enjoy sponsoring.

Thanks to the committees for the fine contracts offered me this season. Hope to do business with you next season. I promise you always the best in entertainment. All replies:

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

This week, Sullivan, Ind.; July 11 thru 16, Greencastle, Ind.; permanent address, Greensburg, Ind., P.O. Box 29.

# GEM City SHOWS

America's Finest Midway

Want for the largest celebration in the Middle-West, American Legion 2nd Division Convention, plus North Chicago Days, Foss Park, North Chicago, Ill., July 9-17.

Legitimate Concessions of all kinds. No P. C. or Flats wanted.

Hanky Panks, Penny Arcade, Frozen Custard, Guess Your Age, Scales, Ball Games, Jewelry, etc., etc., All Legitimate Concessions and Hanky Panks open. Low percentage. We locate on July 7.

All Address: **EARL H. BUNTING** or **THOMAS D. HICKEY**  
Care Gem City Shows, Inc., North Chicago, Ill.

# Endy Bros. Shows

**WANT WANT**

Seymour (Berger) Star wants capable Agents for Cat Rack and Count Stores. Call or wire before coming.

Address: **EAST LIVERPOOL, OHIO, THIS WEEK.**

## FOLK CELEBRATION SHOWS

WANT FOR A LONG STRING OF CELEBRATIONS AND FAIRS, INCLUDING NEW MEXICO STATE FAIR, ALBUQUERQUE, N. MEX., AND EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. MEX. ESPANOLA FIESTA, ESPANOLA, N. MEX., JULY 6-10, INCLUSIVE.

Want Ten-in-One, Motordrome, Wild Life, Miniature City, Testia, wire or write. Other good Shows, answer. Ride Help Only sober and reliable Two-Wheel Foreman, Tilt-a-Whirl Foreman. Can place good Second Men that can drive semi trailers. Concessions—Can place Ball Games, Shooting Gallery, Novelties, Frozen Custard Hi-Striker, Penny Pitch, Glass Pitch, Hoop-La, String Game Straight Merchandise Wheels. No grift on this show.

**CAN PLACE FIRST-CLASS PENNY ARCADE AND RACE TRACK**

Wire **ESPANOLA, NEW MEXICO, JULY 6-10.**

## T. W. (SLIM) KELLEY WANTS

Grinders for Snake Show and Monkey Show. Good Second Opener for Side Show. We don't need drunks.

*Wire*

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Each set consists of one Positive 16mm. x 22" and one Negative 11mm. x 12". There are 25 sets to a metal container; factory packed 20 containers to a wood case. New, in excellent condition.

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# WOLFE AMUSEMENTS

*"The Show that gets up on Sunday"*

**Buckhannon, W. Va., this week, then Webster Springs, W. Va.—(First in) Firemen's Carnival—July 11 to 16**

The miners' walk-out won't hurt here. Only one a year—downtown location. Will place few more concessions for this date and for balance of season. Photos, High Striker, Novelties, Snow Cones, French Fries, Mitt Camps, Razzle and Roll Down, Custard. Can place Fun House, Illusion Show, Snake Show or any nice, flashy Grind Show. Sam Housner wants Count Store Agents.

**Wire BEN WOLFE**  
BUCKHANNON, W. VA. THIS WEEK

**WANT TO PLACE BINGO WANT TO PLACE**

Streamline, well stocked, well flashed, walk-in center flash, 24x40. All replies by wire.

**BOB BUFFINGTON**

Care of Western Union, Paintsville, Ky., this week; next week Box 891, Johnson City, Tenn.

# THANKS

TO ALL OF THE BIG AND LITTLE SHOWS THAT HAVE

# SWITCHED

**TO WISCONSIN CANDY CORP.'S SENSATIONAL NEW PRIZE CONTEST AND GIFT SWEET**  
DOUBLING CANDY SALES EVERYWHERE

Announcing



BROS.' DELICIOUS CANDIES NOW AVAILABLE FOR SCALES, AGE, DERBY RACERS, BINGO, GRAB STANDS.

**1 POUND BUNTE**  
CANDIES IN FLASHY BOXES, PACKED 36 TO A CASE. **\$9.00**  
PER CASE...

**PITCHMEN!** WRITE FOR OUR LIST  
"GUARANTEE" PRIZE PACKAGE ITEMS  
Phone Division 4-1155

**Wisconsin Candy Corp.**  
1724 W. Vliet St.  
Milwaukee 5, Wisc.

## VAC-BALL THE GOLD MINE OF '49 PARK—CARNIVAL—FAIR

The most fascinating public hit in years—it's new — all new — 100% skill — men, women and children all play—makes more money faster every day—low in cost and upkeep—liberal 15-day trial offer protects your investment and proves our point—send for free illustrated folders today.

**VAC-BALL EQUIPMENT COMPANY**  
2209 CLINTON AVE., MINNEAPOLIS 4, MINN.

**GREATER HAZLETON VETERANS' ASSN.**  
(12 POSTS)  
"PARADE OF BUSINESS," Monday, Aug. 29, to Saturday, Sept. 3, Showing in 2 large halls in the city. Want Kiddie Rides and Adult Attractions, no Carnival Booths! On large lot between the 2 buildings. Twice as big as last year and we expect to double last year's 30,000 attendance!  
**DR. MARTIN APFELBAUM, Chairman**  
Grounds & Buildings  
28 W. Broad St. Hazleton, Pa.

**WANTED FIRST CLASS CARNIVAL**  
for big American Legion Celebration during week of July 17th to 23rd, or July 24th to 30th. Sponsored by American Legion, Cornell, Wisconsin. Write  
**CHARLES E. STICKLER**  
Commander, American Legion  
Cornell, Wisconsin

**ALL SHOWMEN READ THIS**  
FOR SALE—A number of good money-getting Side Show Freaks and Curiosities, some include Banners. Send for list explaining all and prices. Will sell all or any number reasonable. My Freaks, etc., are not junk. (P.S.: Alberta Slim, please answer.) Address:  
**CHARLES LA CROIX**  
1304 South Anthony, Fort Wayne 4, Indiana

## Contrasting Conklins Are Alike In Amazing Ability To Make \$\$

(Continued from page 51)  
best in Canada. It includes more than 35 horses, including Firehorn, reputedly the top sire in Canada.

The pay-off qualities of the farm were demonstrated last year at the Canadian Yearling Sale. Then, one of his colts brought \$11,000 and another \$7,700 to eclipse the record \$6,700 previously paid at a Canadian sale.

**Forge Own Biz Policy**  
Using a formula definitely their own, the Conklins forged a carnival business without parallel on the Continent. The formula centers on long-term fair contracts and they now supply 11 of Canada's major exhibitions under contracts spanning five to 10 years.

Their operations this year extend from Winnipeg to Montreal, are topped by the powerful midway at Toronto's Canadian National Exhibition and include ride and show operations at three leading Canadian parks, not to mention a substantial number of other amusement operations.

Under their long-term fair contracts, they have built up huge grosses at Canadian fairs and at the same time have done much to improve fairs. Tho their contracts did not commit them to, they installed at their own expense paving and other facilities in the midway areas.

**Ideas Pay Off**  
The improvements have yielded big dividends to all concerned. The long-term contracts, too, walled the Conklins off from year-to-year competition from possible contending carnivals and, of course, gave them the needed assurance to warrant their investments in permanent improvements.

The permanent paving proves a boon on days when flash showers or rains hit. It enables a quick return to operation. The installation of permanent concession facilities established locations in the minds of fair patrons and thus created the strong belief that the midway area is an integral part of fair set-ups.

This impression was further heightened by the flashy show fronts framed partly for the CNE. And, the returns have been high. In '47, the peak year, the ride and show gross hit \$432,000 at the CNE. The same year the gross

at the Provinciale Exposition, Quebec, reached \$90,000, as against \$13,000 in '35, the first year the Conklins played it. And only a part of that tremendous jump could be attributed to the difference in business conditions.

**Park Operations**  
Besides the many rides and shows they provide fairs, the Conklins operate a total of 40 at three Canadian parks—Belmont at Montreal, Crystal Beach at Ridgeway, Ont., and Sunny-side Park at Toronto.

To make ready, they maintain a modern, well-equipped winter quarters on a four-acre tract at Brantford. There, in addition to overhauling rides, they make all their canvas except the large tops, build their show fronts, and manufacture some merchandise, such as small pieces of furniture.

Their staff of key men is composed of capable craftsmen who have been associated with them for many years. Jack Ray, designer of their impressive fronts, has been with them since '37; Grant Sinclair, electrician, since '39; Herman Larson, head mechanic, since '29; Neil Webb, secretary, since '33, and Joe Drambour, builder, has served in an advisory capacity over a period of years.

**Keen Teamwork**  
Both Frank and Patty are keen business men, with Patty rated just about as smart as they come at pencil work. Each had his start on the front end, and their knowledge of that phase rates with the best. Patty is a student of ride operations and also takes a keen delight in the planning of new show fronts. The mere hint of a new ride being manufactured somewhere will send him scurrying to the airport. Both are experts at the art of publicity, and they miss few bets.

Conklin senior, who died in 1920, was in the business before them, having broken in on a show in which ex-diver Harry Six had the major interest. The elder Conklin sold out his interest in that unit after two years and brought out his own show, the Clark & Conklin Shows, operated it four years, then went with the H. W. Campbell Shows as legal adjuster for two years and next to Billy Clark's

**NEW LOW PRICE!**  
**BAND ORGAN Recordings**  
**\$1.50**  
Genuine band organ selections recorded in our studio — waltzes, marches, polkas, popular tunes. Records 10", double-faced. Write for list.  
**ALLAN HERSCHELL, COMPANY, Inc.**  
N. TONAWANDA, N. Y.  
World's largest manufacturer of amusement devices

**\$\$ THEY'RE NEW \$\$**  
**SLICK CHICKS**  
SEE PAGE 72

**FOR SALE**  
Delivery after Labor Day. Tilt-a-Whirl, Octopus, Roll-o-Plane, Kiddie Train, 3-Abreast Allan Herschell Merry-Go-Round, #5 Ell Wheel, 3 G.M. Diesel Light Plants (60K.V.A.-A.C. current). All in first class shape. Can be seen in operation now in park here. Beautifully neon decorated, also lots of tools. Reason for selling, doctor's orders. Wonderful opportunity in this resort for ride operator. Rides will be held on deposit. Write or phone 3891.  
**A. J. KAUS**  
SEASHORE AMUSEMENT CO.  
Box 743 Carolina Beach, N. C.

**WANTED SIDE SHOW ACT**  
That can bally. Fire Eater or Man and Wife. Always a long season. All winter in Florida.  
**HELEN GOLDEN**  
c/o LONE STAR SHOWS  
Harrodsburg, Ky.

**RIDEE-O FOR SALE**  
18-car. 36 adults, 54 children, completely rebuilt and painted month ago. New sills, cat walk, cable, wheels, upholstery very good, 35 horse 3-phase motor factory rebuilt. Good Ride for Park or Beach. Can be bought for less than Kiddie Ride. Can be seen up and running here.  
**D. & S. AMUSEMENT CO.**  
Old Orchard Beach, Maine

**FOR SALE**  
**1947 CATERPILLAR RIDE**  
Good as new, with or without transportation. Bargain. Can be seen in operation.  
**L. TAMARGO**  
**ISLAND MANOR SHOWS, INC.**  
128 Franklin St. Elmont, N. Y.

**FOR SALE**  
Portable factory-built Roller Coaster. Used one season, in good condition, with two extra extension tracks, 14 feet each. Price, \$4,500.00. Also a 24-seat Smith & Smith Chair-o-Plane with extra safety chains, 20-foot tower, in good condition. Price \$2,200.00.  
**DISPENSA & SONS**  
19 West Chicago Ave. Hinsdale, Ill.

**MICHIGAN COMMITTEES**  
Have open week in July, August and September. Four Rides available. Want Concessions and Ride Help. Mt. Pleasant, July 1-5; Clifford, Mich., July 8, 9 and 10.  
**FRANK ZELAH**  
Gen. Del. Mt. Pleasant, Mich.

**ROAD SERVICE**  
**ORGANS FOR SALE**  
**FRANK ORGAN SERVICE**  
4948 Waveland Ave. Chicago 41, Ill.  
Phone: Pensacola 6-2613

**EVANS' HIGH STRIKER**  
A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.  
**SEND FOR CATALOG**  
**H. C. EVANS & CO.**  
1528 W. ADAMS STREET  
CHICAGO 7, ILLINOIS

**PLASTER CARNIVAL PLASTER**  
**OLD FORGE STATUARY**  
**J. LAURENZI** **PELEGRINI BROS.**  
LARGE AND SMALL PLASTER  
Immediate delivery by truck—well painted and very flashy. Three sizes Piggy Banks: Large, Medium, Small. C.O.D., 25% Dep.  
Our customers: Get in touch with us—your order large or small, will be taken care of.  
814 MOOSIC ROAD OLD FORGE, PA.  
DAY: MOOSIC 661—PHONES—NIGHT: MOOSIC 493



# Morris Hannum Shows

*One of the Great Eastern Shows*

## GREAT FLOURTOWN FAIR

FLOURTOWN, PA., AUGUST 3-13

Limited space still available for Stock Concessions. Independent Rides and Shows with own equipment.

All replies to

## MORRIS HANNUM SHOWS

Spring Mill Fair, Conshohocken, Pa., July 6-16.

Telephone Valley Forge Hotel, Norristown, or Mobile Unit Operator, Philadelphia, Pa.

### WANTED WANTED WANTED FOR MONTEREY CENTENNIAL CELEBRATION

AUG. 29 THRU SEPT. 5, 1949

We are now contracting for Rides and Concessions on individual basis for the colorful

### CENTENNIAL VILLAGE

WIRE OR AIR MAIL ANSWER TO:

J. W. OLGARDT

408 ALVARADO ST. Centennial Village MONTEREY, CALIFORNIA

*California's Largest Centennial Celebration*

## WORLD OF PLEASURE SHOWS

Fort Wayne, Ind., July 11-17

Want Unborn, Mechanical City, large Animal, Glass House, Side Show and other worthwhile Attractions.

Can place Photos, Penny Arcade and Merchandise Concessions of all kinds.

JOHN QUINN

RICHMOND, IND., ALL THIS WEEK

### HELLER'S ACME SHOWS

Want Shows, Ride Help, Foremen on Chair-o-Plane and Spitfire. Want Concessions and P.C. Operators. Suffern, N. Y., this week; Pequannock, N. J., next. We have Lady of Mt. Carmel Celebration, Rosetta, Penna., week July 25; Cambridge, Maryland, Big Home Week Celebration, August 8 to 13; then the big Tasley Colored Fair, week of August 15 to 20. Good Still Dates in between. Out till Christmas.

Scotty, Anna Lee King and Dutch Whiteside, write or phone Wyckoff 4-0333M.

HARRY HELLER

### PURVIS SHOWS

Want for Colonial Beach, Va., this week; then Lively, Va., Firemen's Fair, 10 Big Days, July 14-23, and balance of season. Can place Photos, Scales, Hanky Panks, Fish Ponds, Hoop-La, Ice Cream or Custard and Stock Stores that work for 10¢. Good opening for Man and Wife for Penny Pitch and Grind Store. Have our own 3 Rides playing money territory of Virginia. Prizes given nightly and automobile given Saturday, July 9, at Lively. All mail and wires:

CECIL PURVIS  
AS PER ROUTE

## FROM THE LOTS

### Rex Sanders

HERMITAGE, Ark., July 2.—Shows, combining rodeo and carnival features, have been playing to capacity biz in this area, with people spending freely. Org is booked thru January 2, 1950. A new bail ring top is expected for the July 4 celebration in Carthage, Ark. Owner Rex Sanders received some new Brahma bulls while playing here.

Shows' line-up: Owner, Rex Sanders; riders, Ada M. Sanders, featured; Jimmie Holliday, Tobe Holliday, Martel Loyd, Jessie Ford and Cowboy Shorty. Rex Sanders, inside; Herman Hagerman, emcee; Pete Schuch, front; Butch Schuch, boss canvasman; Slat Sanders, No. 1 ticket box; Swede Plank, No. 2 ticket box.

Concessions: Virginia Sanders, fish-pond; Ada M. Sanders, duck pond; Jack and Boots Hamblin and daughter, Nina, photos; James Sanders, p.c.; Ethel Schuch, grind store and gypsy; Mr. and Mrs. M. E. Carpenter, popcorn and snow; Floyd Serrass, ball games; Irene Johnson, glass pitch; Ray Barbee, grind stores and bill-poster; Wilson Lambert, penny pitch. Other personnel includes Pete Schuch, legal adjuster; Carl Stone, mechanic, and Silvia Lee, daughter of Owner Sanders, mail and *The Billboard* sales agent. — ETHEL T. SCHUCH.

### Douglas Greater

PORTLAND, Ore., July 2.—Kackle Klub on the shows held a session in the Motordrome June 23, with Peggy Boyd and Jessie Campbell the hostesses. Over 20 attended and Portland guests included Jenny Perry's daughter, Betty Keely, and granddaughter, Harlene, and Mrs. Sattler.

Attending their first Kackle Klub session were Mrs. John Fitzen, Mrs. Helen Merrill, Mrs. Bobbie Simpson and Mrs. Ruth La Argo. Five men were fined for entering the Klub's sanctuary. They were Earl Douglas, Norman Schue, Sam Goldstein, Ray Holding and Gene (Rosie) Rosencrans.

Wednesday night the Raymond Douglases celebrated their second wedding anniversary at a night club party.

Visitors here included Mr. and Mrs. Jerry Mackey, Mr. and Mrs. Earl Fleming, Mr. and Mrs. Harlan Kelley, Harry Sussman, Gene Rosencrans, Archie Warner, Jimmie Oakman, Spot Middleton, Mr. and Mrs. Carl Miler and children, Sally and Whitey Wanish, Mrs. Annie Sattler, Mr. and Mrs. Al Bell and son, Marie and Teddy Levitt, Moose Norbeck and Homer Finley.—MRS. DORIS DOUGLAS.

### Blue Grass

EFFINGHAM, Ill., July 2.—Folks are still talking about the week's stand in Newcastle, Ind., which closed Saturday (25) and which was the second best still date of the season. Shows were spotted on the old fairgrounds and special busses brought folks directly to the front gate. Fearless Gregg, human cannonball, was the free act in Newcastle, and drew big crowds.

The fairs started Monday (11), the first being Paducah, Ky. Owner C. C. Groscurth has the carpenter and painting crews busy getting everything in tiptop shape.

With a few exceptions, the kiddie days have been going over big.

Visitors have included Bill Lambert, Rogers Greater Shows; Mr. Dixon and B. J. Collins, both of the Tivoli Exposition; Mr. and Mrs. Hayden Richards, Mighty Hoosier State Shows, and a number of members of the Brazil Rotary Club, Brazil, Ill., where we show July 4.—M. G. STOKES.

## WANTED AT ONCE

Man and Woman Lecturer on unborn specimens. Also Ticket Seller.

Doc R. Garfield

World of Mirth Shows Sanford, Maine

## CONCESSIONS WANTED

"X" on well-flashed String Game, Add 'Em Up Darts, Novelties and others not conflicting. Want good Grind Show. Want Agents for High Striker and Ball Games, 50-50 deal.

Klein Amusement Co.

Lismore, Minn., July 8-9; Graceville, Minn., 11-12-13; Watertown, S. D., Carn-Aqua, 15-16-17.

## PAGE BROS.' SHOWS

WANT

Diggers, Cookhouse, Jewelry, Scales, Pan or Rat Outfit, Ball Games.

Greensburg, Ky., this week; Tompkinsville, Ky., next week.

## CONCESSIONS WANTED

I am now booking legitimate Concessions for Sullivan Grange Fair and Old Home Day Celebration, Aug. 24-27, 1949, Newport, N. H. Also three Rides not conflicting with Merry-Go-Round, Ferris Wheel and Rocket. Contact

Herbert E. Kimball, Chm.

## SHOWS and CONCESSIONS WANTED

for

Weymouth Fair, Weymouth, Mass., August 14 to 20

Orleans County Fair, Barton, Vt., August 18 to 20

Hartland Fair, Hartland, Vt., August 24 to 26

Lancaster Fair, Lancaster, N. H., September 2 to 5

Three County Fair, Northampton, Mass., September 4 to 10

Contact

LAGASSE AMUSEMENT COMPANY

Note: Positively no grift—no mitt camps—no gypsies.

## TWO KIDDIE RIDES FOR SALE

One 12-Passenger Kiddie Rocket, used four weeks. One Kiddie Ferris Wheel. New paint, good condition. Roth Rides for \$2200. Write, wire or call

PETE & MILLIE'S DRIVE INN

21 ST. & LEAVITT RD.

Phone 62072 from 1 p.m. to 1 a.m.

LORAIN, OHIO



## DICK'S GREATER SHOWS

Want Cookhouse, Frozen Custard, Side Show Acts and Sensational High Free Act for Balance of Season.

Also Want Chairplane Foreman. Must be semi-driver.

HORNELL, N. Y., July 5-9.

## WANT

Attractive Photo Concession. Have good route for first-class Photo Machine. Can place legitimate Concessions. Catlettsburg, Ky., Centennial, July 25-30.

## GOODING AMUSEMENT CO.

1300 Norton Ave. Columbus, Ohio

## R. L. (BOB) THOMAS Cookhouse For Sale

Modern, complete in every way, all bottle gas, front and back. Top almost new, 14x28, stools and awning all around. Pop Coolers, Urn, Juice Pumps, plenty of Silverware, Dishes, Cooking Utensils, Griddles, French Fry, some Staples. Complete, ready to operate. 26-ft. Van Semi Trailer with 1940 two speed axle Chevrolet Tractor for transportation. Full price, \$2500.00. Stored in Owensboro, Ky.

R. L. (BOB) THOMAS Care of BLUE GRASS SHOWS Spencer, Ind., week July 4; Paducah, Ky., week 11.

## BUD TURNER

Wants Straight or Trick Rider for Motordrome. Wire

Johnny J. Denton Shows Richlands, Va., at once. Top salary guaranteed.

## Graceland Greater Shows WANT

CONCESSIONS—Fish or Duck Pond, Ball Games, String Games, Hoop-La, Age and Weight, Coke Bottles, Pitch-Till-You-Win. SHOWS—Fun House, Monkey Show, Motordrome. RIDE HELP—Foremen for Chairplane Ferris Wheel, Second Men on all Rides. Address: HARRY ALKON, Mgr., White Hall, Ill., this week.

## MOUND CITY SHOWS

WANT FOR FAIRS AND CELEBRATIONS Starting Waverly, Ill., Homecoming, week July 11th, Belleville, Ill., and Mexico, Warrensburg, Fayette, Palmyra and Farmington (Missouri Fairs); Hannibal, Mo., Fall Festival on Street; Elsberry, Mo., Homecoming. Will book nice little Train. Concessions of all kinds. Want Foremen for Ferris Wheel, Merry-Go-Round and Looper. Good, clean Cookhouse. Out until the snow flies. Gilt-edged route. Address: Marceline, Mo., this week

## OHIO VALLEY SHOWS

Want for American Legion Street Fair, Waterloo, Ind. Stock Concessions. Mitt. Wire  
ROXIE HARRIS Remington, Ind., Street Fair

## SMALL MERRY-GO-ROUND

With transportation, cheap, or trade for late large complete Chairplane, Roll-o-Plane, Double Loop, Octopus, factory-built Kid Rides, Brunswick Bowling Alleys or what? Will pay difference. Needs some repairs. Also Kid Ferris Wheel and Boat Ride for sale or trade. F. SHAFER, Mesker Park, Evansville, Ind. Ph. 45753.

## John H. Marks

MORGANTOWN, W. Va., July 2.—Org concludes its week's stand here tonight. Date was sponsored by the Granville Volunteer Fire Department. Station WARD, managed by Bob Nelson, co-operated. Station presented a wire recording program Tuesday night (28), featuring show talent. Walter D. Nealand, Marks' press agent, handled the program from the midway. Joe Cavanaugh did a daily *Man on the Street* program, featuring show talent.

Ernest Hudspeth, talker, and Louise Williams, performer, in T. W. (Slim) Kelley's Circus Side Show, were married in Youngstown, O.

Billie Lane joined husband, Paul, for the season. Bob Parker visited, along with Horace Kropps, State tax collector and long-time friend of John H. Marks, and Eddie Laing's parents from Cumberland, Md.

Johnny Shea is the talker on the *French Casino* and his wife, Joan, is with the *Vanities*. Dick Davis is handling the front for Del Crouch's Motordrome. Louise Angel and Charlotte Lee joined *Vanities*. Johnny Wise emceeds the show.

Harry Schreiber, business manager, did a good job of handling the concessions in Youngstown.—WALTER D. NEALAND.

## Johnny's United

GEORGETOWN, Ill., July 2.—Org came in here this week from Paoli, Ind., and will stay thru July 4. Biz has not been up to last year, but weather has been bad. Mrs. Portemont Sr. is back on the shows and is improving rapidly.

Billy Portemont and Betty Lowderback, of Brazil, Ind., were married June 9, which also was the birthday of Mrs. J. Portemont Sr. The family gave a supper and party for folks on the show.

Visitors were Bill Geren, Mighty Hoosier Shows, and Lieutenant Terry, brother of Mrs. J. Portemont Jr.—M. PORTEMONT.

## Penn Premier

JOHN CONBURG, Pa., July 2.—Shows' date in Williamsport, Pa., last week was successful, with only the Saturday matinee being marred by rain.

Mr. and Mrs. Lloyd Serfass were kept busy hosting old friends. General Agent Mark Graham also met many acquaintances.

Mrs. Serfass entertained org's personnel at the Williamsport roller rink thru the courtesy of the rink operator, Pop Bumgardner. Everybody turned out for the affair, from Chuck Renton's daughter, age eight, to Mr. Shaw, age 80.

The Williamsport committee, headed by Paul Strouble, gave fine co-operation. Mrs. Long returned to the shows after visiting with the writer's father.—FRANK LONG.

## Grand American

OTTUMWA, Ia., July 2.—Shows stand here last week was okay, despite rain which turned crowds away Thursday and Friday. Stand was sponsored by the Shrine Club.

The new Rock-o-Plane has given the midway a big lift and its acceptance has been good.

Recent visitors have included Mr. and Mrs. Jack Eyerly, Salem, Ore.; K. H. Garmen, Mr. and Mrs. Vaun Flora and others from Sunset Amusement Company; W. R. Snapp and Ted Tacilet, of Snapp Greater Shows; the Robinsons, of Model Shows; C. V. Shubert, of Johnny J. Jones; Mrs. Hazel Shubert and Dwayne, and Mrs. Clarence Kauger and Beverly, formerly of Hyalite Midway.—M. DEAN.

## W. A. Thomas

OSMOND, Neb., July 2.—Org opened season here at a two-day celebration, June 25-26. It was a fair spot. While putting up here, John Shumacher had two fingers mashed, one having to be cut a little. Rides are painted and flashed with fluorescent lights. Org has 26 celebration and fair dates; no still spots.

## Grand American Shows

Want for Waterloo, Iowa, July 8-16; Fort Dodge, Iowa, July 18-23, and Balance of Season at Celebrations and Fairs, Iowa and Missouri

Want Side Show, Fun House, Wild Life, Monkey, Snake, any Novel Show with own equipment. Want Concessions—Arcade, Watch-La, Huckley Buck, Basket Ball, String Game, Hoop-La, Dart Balloon, Ball Game, Coke Bottle, any Hanky Pank that does not conflict. Want Bingo Caller for office-owned Bingo. This is a 10-Ride Show with new Tilt, Octopus, Rock-o-Plane, Ferris Wheels, Merry-Go-Round, Whip, and Kiddie Rides, neon fronts. To Celebration Committees and Fair Secretaries—We have last week in September and first week in October open. Want spots in Eastern Missouri or will consider Illinois spots.

L. O. WEAVER, Owner-Mgr.

## PENN PREMIER SHOWS

*world's cleanest \* midway*

BOLIVAR, N. Y., OLD HOME WEEK CELEBRATION

July 11 to 16

with all solid fairs to follow

CONCESSIONS—Can place all legitimate Concessions. SHOWS—Want Wild Life, also want to hear from organized Minstrel Show. We have all the equipment. State all in first letter. RIDES—Can place Fly-o-Plane, Caterpillar or Spitfire. Remember, we have 15 outstanding Fairs. Address all mail and wires to

Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows ALLEGANY, NEW YORK, THIS WEEK

## CLIF WILSON WANTS

Talkers and Grinders, also Lecturers on small Non-Poisonous and Fixed Native Snakes, for Chicago Railroad Fair, Winter Tour to follow.

Apply CLIF WILSON

LA SALLE HOTEL, ROOM 1131

CHICAGO, ILLINOIS

## SILVER STAR ATTRACTIONS

Need for old established route of street fairs in Northern Ohio.

Basketball, Hoop-La, Pitch-Till-You-Win, Novelties. Booking only one of a kind. Need Wheel Foreman immediately. Good wages. Monk LeRoy needs Agents.

Forrest, O., July 6-9; New Washington following.

## W. G. WADE SHOWS

(For These Events Now Contracting) RIDES—SHOWS—CONCESSIONS

### Number One Unit FAIR LIST—1949



Annual 4th July Celebration ADRIAN, MICHIGAN June 30 to July 4

Annual American Legion Celebration GREENVILLE, MICHIGAN July 6 to 9

Annual Sports Forest Festival MANISTEE, MICHIGAN July 11 to 16

Midland Summer Celebration MIDLAND, MICHIGAN July 18 to 23

Gratiot County Free Fair ITHACA, MICHIGAN July 26 to 30

Barry County Free Fair HASTINGS, MICHIGAN August 2 to 6

Shiawassee Co. Free Fair CORUNNA, MICHIGAN August 8 to 13

Ingham County Fair MASON, MICHIGAN August 15 to 20

Sanilac Co. 4-H Free Fair SANDUSKY, MICHIGAN August 23 to 27

Huron County Fair BAD AXE, MICHIGAN August 29 to Sept. 3

Lapeer County Fair IMLAY CITY, MICHIGAN September 5 to 9

Emmet County Fair PETOSKEY, MICHIGAN September 12 to 17

Western Michigan Fair LUDINGTON, MICHIGAN September 20 to 24

Kalamazoo County Free Fair KALAMAZOO, MICHIGAN Sept. 26 to Oct. 1

Lagrange County Corn School LAGRANGE, INDIANA October 4 to 8

Bronson Street Fair BRONSON, MICHIGAN October 11 to 15

### Number Two Unit FAIR LIST—1949



Annual 4th July Celebration ST. CLAIR, MICHIGAN July 1 to 4

Rotary Club Fair CARLETON, MICHIGAN July 6 to 10

Lexington Cherry Festival LEXINGTON, MICHIGAN July 14 to 17

Centennial Celebration PORT HURON, MICHIGAN July 18 to 24

Cass County Fair CASSOPOLIS, MICHIGAN July 26 to 30

Fulton County 4-H Free Fair ROCHESTER, INDIANA August 2 to 6

Miami Co. Fair CONVERSE, INDIANA August 9 to 13

Jasper County Fair RENNELLAER, INDIANA August 16 to 20

Marshall Co. 4-H Free Fair ARGOS, INDIANA August 23 to 27

Annual Street Fair LAKETON, INDIANA Aug. 30 to Sept. 3

Fulton County Fair WAUSEON, OHIO September 5 to 10

Branch Co. 4-H Free Fair COLDWATER, MICHIGAN September 12 to 17

Marshall County Fair BOURBON, INDIANA September 20 to 24

OTHER LATE ONES TO FOLLOW CONTACT NOW! AS PER ROUTE, OR

## W. G. WADE SHOWS

G. P. O. Box 1488 Detroit 31, Michigan

**WILL BOOK SKOOTER MONKEY SHOW OR WILL CONSIDER ANY GOOD GRIND SHOW OF MERIT**

## CAN PLACE LEGITIMATE CONCESSIONS

OF ALL KINDS

For Our Still Dates and Including

### SOLDIERS & SAILORS' REUNION

SALEM, ILLINOIS

ALLEN COUNTY FAIR  
FT. WAYNE, INDIANA

MISSOURI STATE FAIR  
SEDALIA, MISSOURI

Want man to take care shop materials, tools, Boss Canvasmen, Tower Men, Tractor Drivers, Train Help and useful people in all departments. Only sober and reliable help tolerated here. Good salaries and railroad show accommodations.

**Johnny J. Jones Exposition**  
OIL CITY, PENNA.

## FROM THE LOTS

### W. S. Curl

XENIA, O., July 2.—Shows opened last week's stand in Miamisburg O. to an estimated 3,000 persons who spent freely. Date was under the auspices of the American Legion, which has been sponsoring this org for the past 15 years. Shows were set up on First Street.

Among the visitors in Miamisburg were Mr. Gorman, advance agent for Royal Crown Shows; Mr. Reed, of the Flying Millers, with the Lee Becht Shows; Mr. Reed, of Cincinnati, and Mr. and Mrs. John Powelson, Springfield O., concessionaires.

Mr. Hopkins, shows' general agent has his wife, Ruth, and his son Donald, on the shows. Mrs. Hopkins had the high striker. Two new concessions joined.

Don Wagner, lot man, and Bill Poster deserve a round of applause for their work of billing and laying out the lots. Pat Harding, ride superintendent and maintenance, has done a top-notch job on the rolling stock and rides. Bert Geyer's lettering on the rolling stock has added flash to the org.

Ted Cole, concessionaire, is building a new bing which is reported will be booked on the Powelson Greater Shows. Cole also put on a new grocery wheel in Miamisburg.—W. T. (BILL) HOPKINS.

### Virginia Greater

FREDERICK, Md., July 2.—Shows in here after playing week at Hyattsville, Md., where weather was ideal but business nothing to brag about, principally due to shows being forced to change lots prior to opening.

Sponsoring Veterans of Foreign Wars committee at Hyattsville was obliged to secure a new lot Saturday (18) and attendance and biz failed to come up to normal.

Squawks registered by residents in the vicinity of the new lot and various other complications, which were adjusted thru the co-operation of the town's mayor and chief of police, held up opening Monday (20) night.

Several new concessionaires joined at Hyattsville, including Louis and Kate Augustino, with three concessions; Frankie Donato, with four; Mr. and Mrs. Swede Anderson with three; J. Parenteau, with one. Jimmy Flannagan has taken over the Miss America Girl Show. Fats Usher and his Half and Half Troupe are no longer with the shows. E. L. Nichols joining with candy floss.

Among the visitors were Barney Fassell, whose unit was showing near by; Mr. and Mrs. Francis Innerson, son-in-law of Hap Arnold; Mr. and Mrs. Nelson Coleman, brother of shows' bingo-operator Bob Coleman, and family; and Mr. and Mrs. Dick Stanley, visiting the Jimmy Coopers.—H. W. (HAP) ARNOLD.

### Pioneer

HALLSTEAD Pa., July 2.—Org moved in here Monday (27) for a week's stand after showing Kingston, Pa. Shows were spotted across the street from the concessions and rides, on the same lot used the week before by the J. J. Perry Shows. The shows move was necessitated by borough officials, who frowned on several shows. The move across the street put the shows in Pringle Borough, where there was no interference.

Visitors here included Leo Bistany, Dutch Whiteside, C. Davis, Tommy Killaeney, Jack Perry, Frank Alden, George Getz, Mrs. Charles Sutton, Jimmy Cooper, Joe Walsh, Barney Lopez and Col. Gene Sykeo.

Org moved from here to Hancock, Pa., for the July Fourth Old Home Week Celebration. Other dates are Hawley, Pa. Firemen's Celebration; Roscoe, N. Y., Old Home Week and fairs at Jennerstown, Troy and McConnellsburg.—MICKEY PERCELL.

## EDDIE E. HACKETT

### WANTS

Count Store Agents, Percentage Dealers, Bucket and Swinger Agents. Contact Care Western Union, Richmond, Ind.

## WANTED

One Flat Store that carries two Hanky Panks, Season's work.

Bud Fisher, contact Joe Costigan  
724 Home Ave., Providence, R. I.  
Phone: Elmhurst 1-7638

## WANT

### TRUCK MECHANIC

International truck experience. Join at once.

### MARKS SHOWS

Clarksburg, West Virginia, this week;  
Ambridge, Penna., next.

## BIG STATE SHOWS

Want Photo, Candy Floss, Popcorn open.

JACK BARNES, Wire  
Levelland, Texas

RALPH DECKER presents **KIRKWOOD SHOWS** AMERICA'S BEST ADVERTISED MIDWAY

With the One and Only EMANUEL ZACCHINI SHOT OVER TWO FERRIS WHEELS

WANT FOR OUR LADY OF MT. CARMEL CELEBRATION,

Hammonton, N. J., July 11 to 16. With Wilmington, Del., and Washington, D. C., to follow. Then all fairs till Nov. 1

CONCESSIONS—Can place Grab and all types of Eating Stands for Hammonton. No exclusives this date. Place Photos, Age, Scale, Novelties, Palmistry, Ball Games, Water Joints, any and all Hanky Panks, such as Hoop-La, Cork Gallery, Balloon Pitch, Long and Short Range. No exclusive, but have limited space.

BLACKIE ODELL WANTS AGENTS FOR SWINGER AND BUCKETS

SHOWS—Want Monkey Show, Minstrel Show (Useless, let me hear from you), Glass House, any show with own outfit. HELP—Can place Girls for Revue and Dancing Girl Show. All address

### RALPH DECKER

Trenton, N. J., this week; then per route

## J AND B SHOWS WANT

KENSINGTON, MD., First Carnival in Seven Years; Then LEXINGTON PARK, MD. First Carnival this year. Over two thousand people to draw from.

Can place Concessions of all kinds. Want one more major ride. Want Side Show, or any show that is clean. We are out until November. Doc White, please answer. All replies to

### HAYES AND FLYNN

J. and B. Show, Manassas, Va.

## BLUE GRASS SHOWS

West Kentucky Fair, Paducah, Ky., week of July 11, followed by continuous route of bona fide fairs

Can place legitimate Stock Concessions and Hanky Panks of all kinds. Can place first-class Wheel Foreman—must be licensed driver. Also can place Ride Help of all kind—must be licensed chauffeur.

All wires: C. C. GROSCURTH, Spencer, Indiana

## WANTED GOOD CARNIVAL AND FREE ACTS Annual Fall Festival—September 9 & 10

Write or wire for more information.

D. L. ERIKSON, Sec.—Arnold Chamber of Commerce

Phono 148

ARNOLD, NEBRASKA

## CRESCENT AMUSEMENT CO.

Wants Ride Help—10 Major Rides, Foreman for No. 5 Wheel, 8-Car Streamlined Whip. If you are booze heads, don't answer. Concessions—Glass Pitch, Fish Pond, Diggers, some Percentage open. Those having Hanky Panks. Shows with own outfits. Roy Dixon, have equipment for you. Working Acts for Side Show. Address:

L. C. McHenry, Mgr.; Jess Wrigley, Genl. Agt.  
HARRISON, ARK., THIS WEEK; THEN PER ROUTE.

## WANT ELECTRICIAN

Must understand Twin GM Motors, be able to handle twenty-truck Show. Prefer one capable handling Rides or keep up trucks. Salary, \$100.00 a week. Must be sober and furnish reference past two years. Wire fully. No reply without reference. Address

### BOX D-204

c/o THE BILLBOARD, CINCINNATI 22, OHIO

### Garden State

WIND GAP, Pa., July 2.—A good week-end gave the shows a fair take here last week. Fireworks Saturday (25) drew well. Tilt-a-Whirl topped the rides, with the Monkeydrome again taking top honors in the shows. St. Mary's Church, sponsor of this date, provided bands, cowboy singers and gave away a television set, which helped attendance. Alex Pionetti, cookhouse operator, has returned to his home in New York due to ill health. Johnny Roberts, former Ferris Wheel man, now in service, visited the shows over the week-end.—HIP ROBERTS.

## WANT CARNIVAL

Nothing too big. Center location. Television sets awarded nightly.

Contests, parades, city-wide publicity.

Wire open dates to  
**R. C. CHURCH RECTORY**  
 319 Pleasant St.  
 New Bedford, Mass.

## WANT CARNIVAL

For the  
**Assumption Celebration**

Week of August 15th-20th, 1949. Apply to  
**RALPH SANTELLI**  
 211 French St. Hammonton, N. J.

**Earl Smith, J. R. Charley**  
**Lee and Red Brown**

WIRE  
**MIKE MOORE**  
 c/o Kirkwood Show, Trenton, New Jersey

## CAN PLACE

MERRY-GO-ROUND FOREMAN AND OTHER EXPERIENCED RIDE HELP. MUST drive semis.  
**TURNER BROS.' SHOWS**  
 Rock Falls, Ill., until July 9

## FOR SALE SPITFIRE

With transportation; both in A-1 condition. Can be bought at bargain. Contact  
**TOM JOSEPH, CARLIN'S PARK**  
 Baltimore, Maryland

### Heller's Acme

HAVERSTRAW, N. Y., July 2.—Shows played to mixed biz in Saddle River, N. Y., last week and opened here Monday (27) to a good crowd. The weather has been good for the past three weeks.

George Pappas recently completed his new large cookhouse. Abe Bonario also completed his new grab joint and opened here with it. Myrtice Marshall continues to get her share with her penny pitch.

New concessions added include Victor and Ingrid Harlan with a guess-your-age and ball game, and Joe Pritchard with a glass joint.

Personnel: Harry Heller, owner and manager; Mrs. Bessie Heller, office; Thurman Marshall, ride superintendent and electrician; Bob Ryan, lot man, mail and Billboard agent, and Emery Paxton, mechanic.

Concessions: Bingo, office owned; agents, Cliff Manbert, manager; Mrs. Lambert, daughters Barbara and Connie and son George. Pitch-till-you-win, Frances Sigler, owner; Ray Sigler, agent. Grocery wheel, Rube Goldberg. Duck pond, Tootsie Zarra, owner; Ted McCloud, agent. Cookhouse, George and Peggy Pappas. Floss, Joe Pritchard. French fries, Mr. and Mrs. Ivan Miller, owners; John Cyhan, Peggy and Carole Markley, agents. Grab, Mr. and Mrs. Abe Bonario. Bear wheel, Johnnie Glynn. Gift shop, Johnnie Glynn, owner; Alex Dugan, M. H. McCarthy and Stan Stern, agents. Bowling alley, A. W. Morris, owner; Rudy Dressler, Jack Ernberger and Charles Thorne, agents. Pea pool, A. W. Morris, owner; Sally Morris, agent. Cork gallery, Charles DePhil, owner; Mrs. Pritchard, agent. Diggers, Happy Hawkins. Penny pitch, Myrtice Marshall. Buckets, Lillian Zarra, owner; Gingie McMahon, agent. Pitch-till-you-win, Lillian Zarra, owner; Ethel Zarra, agent. Ball games, Lillian Zarra, owner; Tootsie Zarra, agent. Candy apples, Walter Vallance, owner; Walter Vallance Jr., agent. Rotaries, Walter Vallance, owner; James Bly, agent. Short range gallery, Walter Vallance, owner; Hugh Brody, agent. Balloon darts, Walter Vallance, owner; E. J. Cole agent. Guess-your-age, Victor Harlan. Ball game, Ingrid Harlan. Custard, A. Da Silva.

Rides: Ferris Wheel, Bill Murrell, foreman; Blaine Lambert. Spitfire, Cliff Carter, foreman; Bill Zaley and Al Albanza. Whip, Horace Hally, foreman; Tex Pike, Emery Murrell and William Dancer. Merry-Go-Round, Robert Willett, foreman; Reg De Bell. Chairplane, Eddie Gallant, foreman; Pop Marshall. Kiddie ride, Pop Seymour, foreman.

Free act features Charles DePhil with his bicycle on the high wire, assisted by his wife, Henrietta Margo, working the aerial ladder.—ROBERT RYAN.



**AMAZING  
 PROFIT**  
 AT SMALL  
 COST!  
**VICTOR'S  
 NEW  
 HOT  
 POP**

NON-COIN OPERATED  
**POPCORN  
 VENDOR**

**\$47<sup>50</sup>**  
 F. O. B.  
 CHICAGO

Approved by Underwriters

Write today for free profit charts and colored circular describing new and very profitable form of operating that is sweeping the country.

HOT-POP is now on display at all **VICTOR** Distributors

**VICTOR VENDING CORP.**

5701-5713 W. GRAND AVENUE

CHICAGO 39, ILLINOIS

## BULLOCK AMUSEMENT CO.

*lean entertainment for the whole family*

PLAYING THE GAS AND OIL FIELDS OF WEST VIRGINIA WHERE BUSINESS IS EXCELLENT

### WANT

Monkey or Snake Shows, small Pit Shows.

A few more Legitimate Stock Concessions. No gate. No racket. Can place experienced, sober and reliable ride help who can drive truck and have license. Long season South. Salaries sure each week. Will place well flashed Bingo to join week of July 18th at Widen, West Virginia. Must work for stock. All shows and concessions joining now, given preference.

Lilly Reunion and Fair. Belle, West Virginia, July 6th to 16th; Widen, West Virginia, July 18th to 23rd.

## OUR LADY OF MT. CARMEL CELEBRATION

HAMMONTON, N. J., Next Week, July 11 to 16.

Have 400 feet of choice space for this spot.

WANT legitimate Concessions of all kinds. Will furnish you lights. No strong stores or gambling concessions. You know what this spot is. There will be 75,000 people here. Price, six dollars foot, minimum ten feet. Wire. Send deposit. as I have four hundred feet and no more.

Address

**ALVIN PORT, Hammonton, N. J.**

## MID-WESTERN EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"

WANT CAN PLACE WANT For a long season, closing December 1st in South Texas and playing some of the larger County Fairs and Celebrations. Complete list to those with it NO hop-scochers or commuters. RIDES—Tilt, Rolloplane, Octopus, Pony Ride, Airplanes. SHOWS—Geek, Athletic and Girl Show Talent. Need Manager for 5-in-1 Glass House or Fun House or any Grind Show. CONCESSIONS—Palmtree, Photos, Popcorn, Custard, Ice Cream, Snow Cones. Long and Short Range Galleries, Jewelry, Age and Weight, Novelties, Hi-Striker, any 10¢ Stock Concession; also Grind and Count Stores, Clothes Pin, Blower, Bowling Alley. Need Manager and Counter Man for office-owned Bingo; also P.C. Dealers and Slum Agents. Place Electrician and Mix-Up Foreman. All replies and wires to

**TED WOODWARD**

Owner and Manager, Rockwell City, Ia., now; then route.

10 FAIRS 10 FAIRS

# MIGHTY PAGE SHOWS

Featuring Captain Shin Songer as a Free Midway Attraction nightly.

CONCESSIONS—Want modern Bingo for balance of season, also Cook House, Pop Corn, Sno Cone, Long and Short Range Lead Gallery, Photos, Jewelry, Novelties, Hanky Panks and a few choice Wheels open. Good proposition to Penny Arcade.

RIDES—Book complete set of Kid Rides, especially Train and Pony Ride. Want #5 Wheel to dual with mine for Fair Route. Also any other Major Ride not conflicting. Sober Ride Men who drive, come on.

SHOWS—Girl Show Operator (with Girls) who knows his business, Motordrome, Animal, Fun or Glass House, Mechanical or any up to date Show not conflicting with the six we have. Want High Act to join September 5th for six weeks. All replies to

**BILL PAGE**  
 PAINTSVILLE, KY.

## VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

BRUNSWICK, MARYLAND, THIS WEEK

WANT AT ONCE—Frozen Custard, French Fries, Cotton Candy, Ball Games, Long and Short Range Gallery; all Hanky Panks open. WANT AT ONCE—Girl Show Manager with two or more Girls, Minstrel Show People or will consider organized Carnival Plant Show Troupe. Want 10-in-1, have all the equipment for same, bring the Acts. Other Grind Shows, we have the tops. FOR SALE—Kiddie Airplane Ride and Roll-o-Plane Ride; we need the room. Dutch Kersher, answer or come on. All mail and wires to

**WM. C. (BILL) MURRAY**

WANT WANT WANT

**SAXONBURG, PA.***Pennsylvania's Largest Firemen's Carnival*

JULY 18-23

Will book Tilt-a-Whirl or Caterpillar or any Rides not conflicting for balance of season.

Side Shows of merit, Motordrome, Fun House, Monkey Circus, Glass House, Fat Show.

**KEN-PENN AMUSEMENT CO.**

619 Earl Avenue

New Kensington, Pa.

**MEMBERSHIP DRIVE****ARE YOU A SHOWMAN?**

Circuses, Carnivals, Vaudeville, Roadshows, Concessionaire or in any way connected with show business IN THE UNITED STATES OR CANADA.

We Want You to Become a Member of

**SHOWFOLKS OF AMERICA, INC.**

SAN FRANCISCO CHAPTER

Special Drive Year July 1st, 1949, to Year July 1st, 1950

INITIATION .....\$ 3.00

DUES ONE YEAR .....\$ 9.00

TOTAL FOR ONE YEAR .....\$12.00

SEND OR MAIL IN CHECKS OR MONEY ORDER TO SHOWFOLKS OF AMERICA, INC. SAN FRANCISCO CHAPTER, 1191 MARKET STREET, 4TH FLOOR, SAN FRANCISCO, CALIF.

Meet Every Monday During Year in Our Own Clubroom.

If Interested, Send For Further Information

**W.G. WADE***Shows***LOOK—On the Streets, Downtown—LOOK  
MANISTEE SPORTS FOREST FESTIVAL**

Contests, Boat Races, Log Rolling, Parades, Free Acts, Bands, Prizes, Exhibits, Fireworks, \$20,000 worth of big events. Biggest Festival this year in Michigan. Don't miss this one for profit! Can place CONCESSIONS of all kinds (except Corn Game, Lead Gallery).

**W. G. WADE SHOWS**

Greenville, Michigan, this week. Midland, Michigan, follows Manistee, then into solid bona fide Fairs.

**JOHNNY'S UNITED SHOWS***"HONESTY IS OUR POLICY"*

HERE IT IS

**BIG DUNKIRK, IND., STREET CELEBRATION**

SIX BIG DAYS—JULY 11 THRU 16.

Especially want Custard, Jewelry on exclusive basis. Also Wonder Bar, Sandwich and Snowball. Space limited. Wire footage. No gypsies. No flats. No phone calls, please. All replies:

JOHN PORTEMONT, Lawrence, Ind., this week

**T. J. TIDWELL SHOWS****WANT**

Foremen for Wheels and Rodeo. Also Girl Show Manager with girls and wardrobe. Any other Show not conflicting. Can place Photo Gallery. All wire:

**T. J. TIDWELL**  
GUYMON, OKLA.**WANT FOREMAN**

For Big Eli Wheel. Must be sober, reliable and capable. Unless you can supply references accordingly, do not apply. WANT TO BOOK A MODERN TILT-A-WHIRL. Must have your own transportation. Complete circuit of Celebrations and Fairs beginning in July. Address inquiries

**GOODING AMUSEMENT COMPANY**

1300 NORTON AVENUE

COLUMBUS 12, OHIO

**LEE BECHT SHOWS**

Want for balance of season, 5 or 6 more Concessions that work for stock at either 15¢ or 25¢. Will book only one of a kind and will carry only 15 Game Concessions. The following Concessions are open: Fish Pond, Balloon Dart, Guess Your Weight and Age, Penny Pitch, Add-'Em-Up Box Ball, Huckleberry Buck, Add-'Em-Up Dart, Coke Bottle and Hoop-La. Privilege is \$27.50 for everything and you have the Ex. I do not carry any rackets, gift or gypsies. All locations are uptown and are either Fairs or Sponsored Celebrations.

This week, July 6 thru 9, Verity Parkway and Post Town Rd., Middletown, Ohio.  
Permanent Address—P. O. Box 92, Mt. Healthy, Ohio.**CLUB ACTIVITIES****Greater Tampa Showmen's Association**

Tampa, Fla.

**Ladies' Auxiliary**

Half the proceeds from the bingo games at H. W. Jones's stand on the Royal Crown Shows are being divided between the Greater Tampa Showmen's Association and its auxiliary and the Miami Showmen's Association auxiliary. Geraldine Gaughn, press chairman, conducts the weekly games, assisted by Florence Rubin. Eddie Young sponsors the games for the Tampa club and Dolly Young for the Miami auxiliary.

Dolly Young, second vice-president of the Miami auxiliary, netted \$100 at bingo held in Warren, O. There were visitors from the John H. Marks Shows, which was playing in Youngstown, O. Hilda Roman, president of the Miami auxiliary; Past President Lois Endy, Sylvia Thomas and Mr. and Mrs. Harry Schreiber each donated \$25.

Marie Waver and Doris Coulston were on the sick list. Evelyn Blakely is much improved and is staying with her sister in Texas. Geraldine Gaughn has included Hilda Roman and Lois Endy in her gold card drive. They are president and past president, respectively, of the Miami Showmen's Association auxiliary.

Dolly Young and Ruth Schreiber each sent in \$1 to the insurance fund sponsored by Evelyn Blakely.

Esther Young reports good co-operation with the fund-raising campaign on the World of Mirth Shows.

**Showmen of the World**

1211 Louisiana, Houston

HOUSTON, July 2.—Several officers visited the Hammond Shows at Emancipation Park and received membership applications from Clarence Jones, Pat Collins and Larry Leavitt.

New members include Red Martin, Wink Williams, Strike Rothrock, Jimmy Thompson, George Graham, Al Ferguson, Frank Dubick, Perry Taylor, Leslie Woesh, Morris Pinto, Irving Sills, George Larkin, Edith Larkin, Lu Kaiser, Jo Anne Gilbert, Glen Fannin, Jack Karmi, Judith Hubbell, Sheila Morgan and Pete Perew.

Visitors to the clubrooms were Benny Fleetwood and Sam Wilson, Hollywood.

Phil Henderson opened his restaurant, Showmen's Rendezvous, in the basement of the clubhouse, June 27. The new clubhouse hours are 12 noon to 2 a.m., closed on Sundays.

**Show Folks of America  
San Francisco**

SAN FRANCISCO, July 2.—President Eddie Burke presided at the June 20 meeting. Past Presidents Whitey Monette and Sammy Corenson, Jack Christenson and Council Raiford filled in on the rostrum for Charles Albright and Ted Levitt.

Albert Roche, corresponding secretary, read a card from Bill Kindel, thanking Show Folks for flowers and sympathy. A card also was received from Harry Leslie, Salt Lake City.

New members are Gaston Revel, Dr. Howard E. Dickson and Al Silva. Joe Lamont won the pot of gold.

President Burke appointed Wallace St. Martin to the board of directors. He replaces the late Tony DeFabros. Nate Cohn was appointed chairman of the banquet and ball committee.

Following the meeting, members celebrated President Burke's birthday.

**SHOWMEN****UNBORN SHOW**

For Sale. Finest exhibits in country. 16 dust-proof cases, glass fronts, sizes averaging 18"x22"x12". Figures are life-size cutaway torsos, in natural color, depicting conception to actual right and wrong birth. To duplicate this exhibit today would cost you \$500.00 per case. Price today at \$175.00 per case. FRANK J. BETTELLI, 7919 Waring Ave., Los Angeles 46, Calif. Phone: WEBster 3-8491.

**BURKHART #2 SHOWS**

Want for Maple Park, Ill., Annual Celebration, Photo, Fish Pond, Glass Pitch, Jewelry, Balloon Darts, small Grind Show with own transportation. Need Wheel Man, Agents for office-owned Concessions, Percentage Agents.

Contact L. O. SMITH

Maple Park, Ill., 8, 9, 10; Williamsfield, July 13, 14.

**P.O.S. of A. FAIR**

ORIENTAL, PA.

Want Independent Shows, legitimate Concessions of all kinds not conflicting. Positively no Flat Stores or gypsies. Jolly Time Shows on the grounds, but Shows and Concessions interested can book independently. Contact

DWIGHT STRAWSER

Concession Mgr., Liverpool, Pa. Phone 1R3.

**FOR SALE****1 1946 Super Rolloplane**

With or without transportation. Can be seen at Logan, Iowa, July 1 to 8; Rock Valley, Iowa, July 12-13; Lewis, Iowa, 18-20.

JOHN M. BLOYD

c/o Robinson's Greater Shows

**PIONEER SHOWS**  
*high class midway attractions***Hawley, Penn., July 11 to 16, Firemen's Celebration**

Center of town, 25,000 boys and girls vacationists, all lake and mountain resort. Positively a victory. Large fireworks displays, parades, water battles, swimming contests, free acts, etc., here and Roscoe, N. Y., July 18th-23d. Free gate day and night. Get well, play this phenomenal route of better class celebrations and bona fide fairs.

Concessions, Long Range, Photos, Diggers, Scales, all legitimate Concessions open. Will book Grab for Roscoe and balance of season. Act at once, space limited.

Shows of Merit only, Fun or Glass House.

Want Kiddie Rides. No junk. Can use good ride help.

Answer this week, Hancock, N. Y., then Hawley, Penn.

**MICKEY PERCELL**

# CRYSTAL SHOWS

## WANT FOR BALANCE OF SEASON

Side Show, with or without outfit. Want man to take over Girl Show who has at least two girls. Want Snake Show or any Grind Show not conflicting. Can place Hanky Panks. Will sell x on Guess-Your-Age, Novelties, Custard, Ice Cream, Photos, Long Range Gallery and Jewelry. Want Ride Help who can drive semis. Want Tilt Foreman.

**W. E. BUNTS**

Morristown, Tenn., this week.

# AMP SHOWS Want

Watch-La, Penny Pitch, Fishpond, High Striker, String Game, Photos, Hoopla, Diggers, Six Cat, Buckets, Swinger, couple Coupon Stores. Mike Bosco wants PC Agents. Shows: Ten-in-One, Monkey Show, Glass House, Motordrome. Ride help that drives. All mail and wires

**J. P. MILLER, General Manager; FRED BOSWELL, Business Manager**  
Lumberport, W. Va., this week.

# WHITESIDE CONCESSIONS WANT

Agents for Wheels, Slum Skillos and Grind Stores, General Help to work around Concessions-Reorganizing now for our list of 15 Fairs with Prell's World's Fair Shows opening second week in August. Those joining now will be given preference at Fairs. General Help, come on All replies

**A. R. WHITESIDE**

Concession Manager; **MAXIE SHARP, Business Manager**, care Orange State Shows, Allentown, Penna., July 4th to July 16th; two locations.

# RIDE HELP WANTED FOR ALL RIDES

Foreman for Merry-Go-Round. Second Men that drive. If you are a drunk, don't bother us. Will book Fish Pond, Ping Pong, Basketball, Grab or Cook House, Country Store. We have the best line-up of Celebrations and Fairs in the State of Nebraska

## GREATER RAINBOW SHOWS

**LOREN LEACH**

**ROGER WARD**

Dwight, Nebr., July 9-10; Hebron, Nebr., July 12-13-14; Hallam, Nebr., July 16-17.

# Fidlers United Shows

## WANT FOR ENTIRE SEASON STARTING NOW

Ride Foremen and Second Men on our 15 Rides. Especially want Fly-o-Plane and Tilt Foreman. Shows with or without own equipment and transportation. Legitimate Concessions of all kinds. Some Hanky Panks open. Address: **STURGEON BAY, WIS., THIS WEEK; THEN PER ROUTE.**

# Showmen's League of America

400 S. State St., Chicago

CHICAGO, July 2.—President Bob Parker has called a special meeting of the board of governors for Tuesday (5).

John W. Gallagan, membership committee chairman, reports 80 applications received. James E. Gooding sent in the application of George W. Stockton.

Bob Seery is still on the sick list. Rudy Singer, out of the hospital, is recuperating in his home. William B. Starr is hospitalized in St. Louis. News was received of the death of Josephine Woody, wife of Ralph O. Woody. Services were held today.

Joe Streibich, secretary, visited Cavalcade of Amusements at Hammond, Ind., and Cole Bros.' Circus at Aurora, Ill. Ned Torti reports returns good to date on the Buick award.

Seen around Hotel Sherman this week were Herb Shive Al Wagner, E. E. Farrow Jack Downs, Cliff Wilson, Charles H. Fofle, Louie Berger and Denn Pugh.

Callers at the rooms were Vince McCabe, Jack Hawthorne, William Hetlich, Harry Simonds, Charles H. Hall, Oliver Barnes, Ep Glosser and Tom Sharkey.

# Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., July 2.—Burial services were held here June 27 for W. P. (Peg) Turner, of Hale Shows of Tomorrow, who died in Fall City, Neb.

Willie Levine, who operates a novelty store on West 12th Street, has a 35-year card in the Elks Lodge, Iowa City.

Secretary Al C. Wilson requests members to send him their permanent addresses. He reports 1950 membership cards are ready.



# MACK McCRARY WANTS AGENTS

For Count Store and Skillo. Can use few more Stock Stores. Wire **TWIN CITY SHOWS** Primghar, Iowa

# FOR SALE

Girl who turned to stone life-size Mumified Ape Boy, Two-Headed Calf, also Fish Girl mounted; four good banners for same. First \$500.00 takes it.

**JOE LEMKE**

Raney United Shows, Halock, Minn.

# LOOK WANTED LOOK FOR DE MOUNT CARMEL SOCIETY MATAWAN N. J.

six Nites, Fireworks, Bands, etc; Rides and Concessions. July 11 to 16th.

**George E. Fernley & Sons**



# GET WITH THE FINEST

— 42 WEEK SEASON —

## First Fair, Logansport, Ind., July 24

Logansport, Ind. Cass County Fair	Florence, Ala. North Alabama Fair	Caruthersville, Mo. American Legion Fair	Columbus, Miss. Columbus Fair & Live Stock Show
Lawrenceburg, Tenn. Lawrence Co. Fair	Dyersburg, Tenn. Dyer Co. Fair	Union City, Tenn. Obion Co. Fair	Albert Lea, Minn. Freeborn Co. Fair
New Ulm, Minn. Brown Co. Fair	Rock Rapids, Iowa Lyon Co. Fair	Cresco, Iowa Howard Co. Fair	Gainesville, Fla. Alachua Co. Fair

### — WATCH FOR ANNOUNCEMENT OF OTHER FAIRS —

<b>CONCESSIONS</b>	Penny Arcade, Novelties, Basketball, Hoopla, Ball Games, Derby Racer, or any Hanky Pank.
<b>RIDES</b>	Will book Dark Ride, Caterpillar, Looper, Spitfire, Rocket, Boat Ride, or Kid Airplane ride.
<b>SHOWS</b>	Monkey Show, Midget, or any high class Grind Show, not conflicting.
<b>SHOWMEN</b>	Motor Drome Operator—Have beautiful 90 ft. panel front drome, will turn over to capable Manager; must have own p.-a. Sets, Riders and Talker; one with some machines given preference.
<b>RIDE HELP</b>	First and Second Men who drive semi trucks. Drunks, stay where you are.

All replies to **E. L. YOUNG, Gen. Mgr., Lima, Ohio, this week**





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We only wish there *were* a miraculous drug to stop a man from worrying.

Hundreds of thousands would buy it, because constant worry over money literally makes sufferers *sick!*

It's a sickness, however, that miracle drugs cannot cure.

Yet . . . something 'way short of a

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**AUTOMATIC SAVING IS SURE SAVING —  
U.S. SAVINGS BONDS**



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One of the best, 50x120 complete, 33/32x2 1/4 Maple Floor, Campbell Tent used five months, all special made poles, B-40 Hammond Speaker with special built amplifier, one hundred eighty pairs Chicago Skates used three months. Price, \$8,000.00, everything complete. Just opened for season. Business good. Can be operated on this location the rest of season free rent. Reason for selling, going to build permanent rink.

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Box 133 Kankakee, Ill.  
c/o Silver Leaf Roller Rink

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★ ALL ALUMINUM CASE — "The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling, \$4.50. NOW \$37.80 Doz. Sample \$3.15.

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Distributors of Heiser Products, Skating Rhythm Records, Champ Brakes, Pro Tek Toe Stops, Rawson Books, Skaters' Jewelry, Floor Brushes, Skate Wheel Grinders, E-Z Roll Wheels, Laces, Stickers, etc.  
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With four B-40 Speakers, Garard Record Changer, Solovox, 2 Microphones, Pre-Amplifier. Perfect condition.

100 Stadium Chairs in excellent condition.

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New and Used Rink Roller Skates  
Advise Make, Size, Condition and Quantity.  
Also Best Price.

**JOHNNY JONES JR.**  
Agents for Chicago Roller Skates  
51 Chatham St. PITTSBURGH, PA.

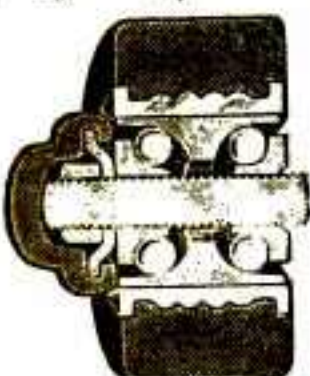
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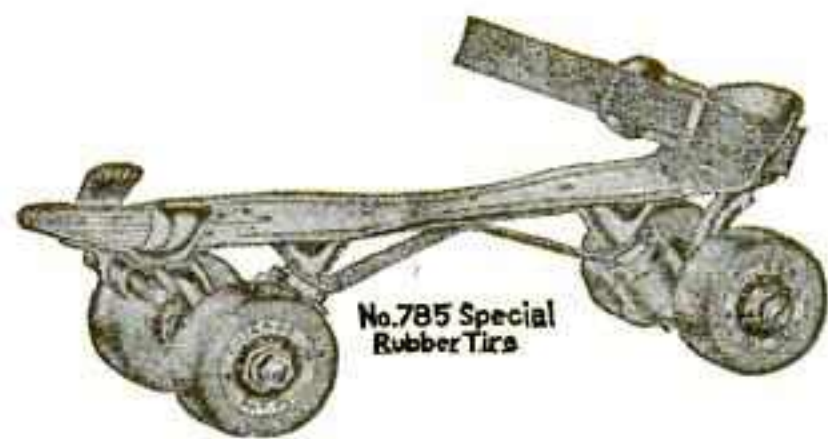
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Illustrating New Rubber Hub Cap  
No. 89 with No. 88NS off-set "D" Washer.  
Can be mounted on any "CHICAGO" SKATE



This wheel has been developed of pure grey gummed rubber. It will not mark or harm any polished wax floor. Used successfully by some for years.

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## CHICAGO ROLLER SKATE CO.

Mrs. of Rink and Sidewalk Roller Skates—  
Industrial Fuses and Screw Machine Products

4427 W. LAKE ST.

CHICAGO 24, ILL.

# 530 Kids Ready for RSROA American Championships in D. C.; 12 Canucks Entered

## Residue From 31,752 Competitors in Preliminaries

DETROIT, July 2.—Approximately 12,700 skaters competed in State and regional championships conducted under sanctions of the Roller Skating Rink Operators' Association (RSROA) preliminary to the American Championships to be held in Riverside Stadium, Washington, July 11-16. All of these skaters were themselves place winners in earlier city or rink meets in which primary eliminations were made, with the exception of a small group in three States having no championships.

The Washington meet will be the 11th annual event held by the RSROA, and for the first time will be known as the American Championships, in contrast to the former designation as the National Championship because of the inclusion of Canadian provinces this year.

### 12 Canadians Qualify

"This season there has been considerable success by Canadian skaters, with 12 qualified entries who have fought their way thru their own provincial championships and then met the best that Eastern and Pacific Coast regions had to offer in competition to

reach the American Championships," Fred A. Martin, secretary-treasurer of the RSROA, said. "They were given no special consideration and asked none, but competed and were competed against with the Yank skaters."

"Because the RSROA is organized to encourage champions in the roller skating field," Martin said, "roller skating has advanced from a slum sport to become the leading participant sport in 1948-'49." Research and instruction of great numbers of roller skaters have been the work of the organization. The idea of instructed officials who operate in judges panels at their home rinks has been another practical RSROA achievement, as well as the Professional Teachers' Conference and School.

### 35 Classes

Under the RSROA, there are 35 separate classes of competition, generally classified as senior, intermediate, novice, junior and juvenile in art skating—singles, figures, pairs, fours and skate dancing. Six age groups participate in speed skating for each of the sexes—senior, intermediate, (See 530 Kids on page 138)

## 1950 ARSA Meet to Pasadena; Geo. Apdale Re-Elected Prexy

NEW YORK, July 2.—Approximately 44 clubs from rinks in every section of the United States were represented at the U. S. Amateur Roller Skating Association (USARSA) convention, held in conjunction with the association's national championship meet at Mineola (L. I.) Rink. Meetings were held Monday (27) and Tuesday (28) mornings at the Hotel McAlpin in Manhattan. Each club was entitled to two delegates.

Most important announcement out of the convention was that the 1950 United States amateur meet will be skated over a six-day period, following the July 4 holiday, at Moonlight Rollerway, Pasadena, Calif.

George Apdale, New York, was re-elected to his fifth successive term as USARSA prexy, with others voted in as follows: James Irwin, West Engle-

wood, N. J., first vice-president; Charles Lanzotti, Linden, N. J., second vice-president, and Ozzie Nelson, New York, secretary-treasurer.

Also elected to serve on the USARSA executive board, with Apdale and Nelson, were Dr. Keith Kahn, New York; Minola Johnson, Seattle; Jude Cull, Newark, N. J.; Patsy Aluisse, Pittsburgh; Robert Bent, Pasadena; Walter Laury, Plymouth, Mich., and Frederick Zander, Wash. (See 1950 USARSA on page 138)

### Summer Rollerries Kick Off

PHILADELPHIA, July 2.—With the Decoration Day week-end marking the start of the summer season for amusement parks in the Eastern Pennsylvania-Southern New Jersey area, many park roller rinks resumed operations. Among those in the territory rolling out with the holiday were the rinks at Menlo Park, Perkasie, Pa., and Lake Lenape Park, Mays Landing, N. J.

### Hollands Are Divorced

BRIDGEPORT, Conn., July 2.—Mrs. Ruth Gwynne Holland, operator of Holland Skateland here, was granted an uncontested divorce this week in Superior Court from Willard A. (Bill) Holland, Reading, Pa., rink operator and winner of the Decoration Day 500-mile auto race in Indianapolis.

Mrs. Doris E. Ranlett, formerly of Fresno (Calif.) Ice Arena, is managing the summer rink at Estes Park, Colo., for J. W. Norcross, of Greeley, Colo.

Ernest O. Antingani, 280 Norland Avenue, Bridgeport, Conn., has filed the trade name of Ernie's Roller Skating Arena, Stratford, Conn., with the office of town clerk, Stratford.

## CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write  
PERRY B. GILES, Pres.  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor

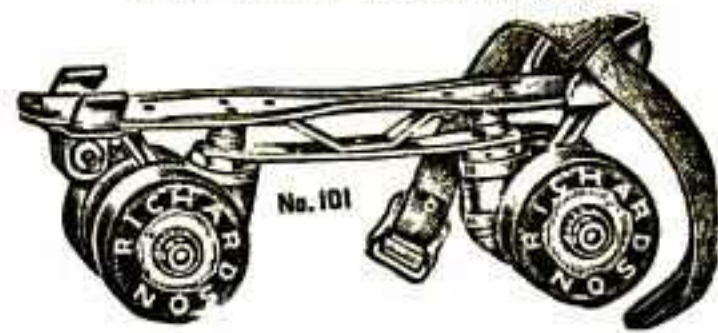
## Chicago Springs New Free-Action Skate for Dance

CHICAGO, July 2.—In compliance with the request of roller skate dancers, the Chicago Roller Skate Company has designed an inexpensive dance skate, officials announce.

The new design incorporates a narrow tread, with nuts which are flush with the face of the hard maple wheel, the firm reports. Wheels are impregnated with a moisture-resisting compound which, it is said, gives the wheel extra long wearing qualities. The skate is equipped with soft, red rubber cushions. Trucks are designed to eliminate binding on the action screw and will give easy, free action, if not screwed too tight, according to company officials.

The new design is available now and will be in full production by fall. The skates may be purchased thru local rinks. They will be known as No. 287-D—"D."

### The First Best Skate



## QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884

3312-3313 Ravenswood Ave Chicago, Ill.

The Best Skate Today

\$\$ THEY'RE NEW \$\$

# CALENDAR GIRLS

SEE PAGE 72

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GLENN DAVIS

At Hammond Organ. Monthly releases.  
Write for complete list.  
Organ Rhythm's Record Distri. Co.  
Agents for  
Skating Rhythms Record  
Box 1555 Santa Ana, Calif.

### LIABILITY INSURANCE PROTECTION

For Roller Skating Rinks. Lower Cost for Qualified Operation.

RUFUS M. FOSTER

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Portable maple floor, 43'x114', sidewalls, poles, stakes. Used, good condition. Good buy for \$1795.00. Phone 6033-J.

BILT RITE FLOORS & RINKS  
TYLER, TEXAS

### FOR SALE PORTABLE SKATING RINK

Complete, 50x120, new condition. Now running in Henry, Ill. Priced at only \$6,650. Any good offer.

LOUIS HANK  
Henry, Ill.

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Special made tents, water resistant, maple floors, all built and treated in own factory with 21 years' experience.

TILLINGHAST MFG. CO  
Mesquite, Texas

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Oldest Manufacturers of Rink Equipment

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 \$5.00 Elec. Kitchen Clock (A.C.) ..... 27.00  
 \$1.25 Plastic Chessmen, Boxed ..... 5.00  
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 \$1.95 Crystal Radio (Philmore) ..... 6.00  
 Filigreed Lighters, Boxed (\$1 Ref.). 4.00  
 Cutie Viewers (New, 6 Photos) ..... 5.40  
 Giant Pandas, Bagged, Best Made. 42.00  
 \$1.50 Mechanical Train & Track ... 4.80  
 John Bowl Toilet Pipes (Joke) ..... 1.50  
 Elmo the Clown (\$1.00 Ref.) ..... 4.00  
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 Doz. .... 9.00  
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 Doz. .... 1.00  
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 \$25 Ref. Elec. Carriage Clock, Each 10.00  
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 Pocket Alarm Watch, 4J, Each .... 8.50

50% Deposit with orders, balance C. O. D.  
**BORDER NOVELTY CO.**  
 5 W. Jefferson Ave. Detroit 26, Mich.

### Genuine 2 Button Swiss CHRONOGRAPH



\$4.00 EA.  
 COMPLETE WITH STAINLESS STEEL BAND

GIFT BOX 5¢ ADDITIONAL

- ★ WRITTEN 1 YEAR GUARANTEE
- ★ REMOVABLE PUSH PINS
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#B-115  
 30" high as illustrated. High luster plush. Well constructed, Assorted colors.  
**\$33.00** DOZ.  
 SAMPLES POSTPAID, \$4.00 Ea.  
 25% Dep., Bal. C.O.D.  
 Write for Illustrated Catalog.

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**ASBURY PARK NEW JERSEY**

"TRIX" HOUSE OF FAST SELLERS at LOW Prices  
 Rubber Lizards (best 9")... \$4.50 Doz.; \$50.00 Gr.  
 Rubber Ice Cream Cones... 2.00 Doz.; 23.00 Gr.  
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 Magnetic Animals, 12 assorted on card. A good Flash Seller. \$1.10 per card. Indian Heads, carved from Cocoanuts, \$3.50 doz.  
 "TRIX"  
 336 Collins Ave. Miami Beach, Fla.

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A Market Place for Buyers and Sellers  
**RATE: 12c A WORD — MINIMUM \$2**

All Classified Advertisements must be accompanied by remittance in full.  
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 FOR THE FOLLOWING WEEK'S ISSUE  
 To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

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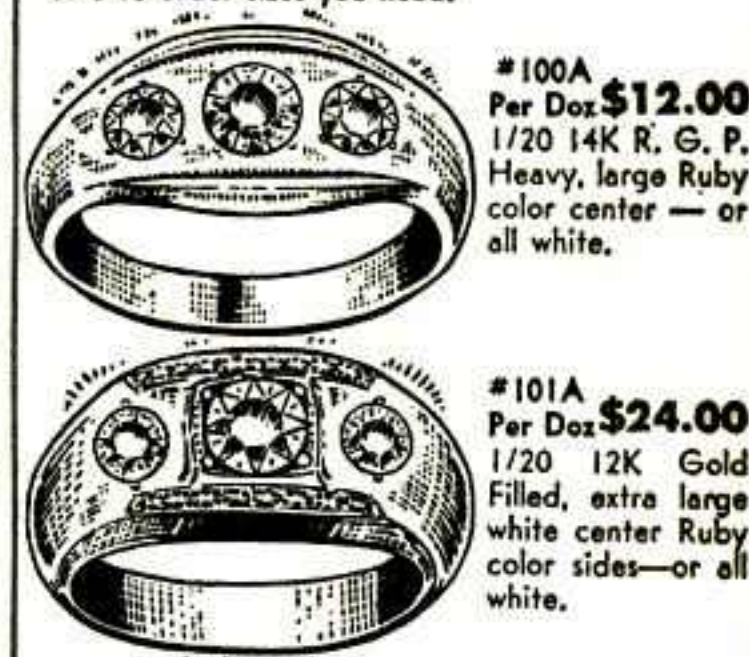
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Gold Filled Rings—all beautiful workmanship—Be sure to order sizes you need.



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 Per Doz. \$12.00  
 1/20 14K R. G. P. Heavy, large Ruby color center — or all white.



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 1/20 14K R. G. P. Ladies Sensation Dinner Ring. Five "live" stones.



#103  
 Per Doz. \$16.90  
 1/30 14K R. G. F. Extra heavy with over 2K stone — designed mounting.

### ORIGINAL WATCHES REFINISHED LIKE NEW



FAMOUS MAKES \*ELGIN \*WALTHAM GRUEN BENRUS BULOVA

EACH WATCH IN EXCELLENT CONDITION \*7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included, 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.



Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders.  
 Send for Catalog.

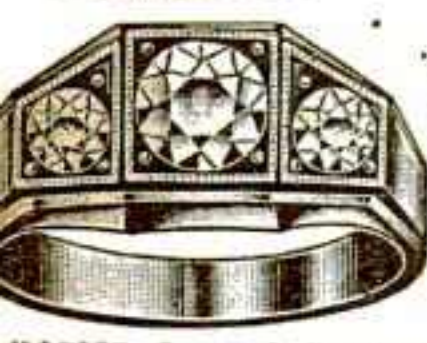
*Cel-Max*  
 WHOLESALE JEWELERS  
 IMPORTERS \* EXPORTERS  
 102 N. MAIN STREET MEMPHIS, TENN.

**All Extra Heavy Mountings**

days' money-back guarantee if rings not as presented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only.



#B2172 **\$15.75**  
PER DOZ.  
1/30 14K. Ruby color side stones



#B1020 **\$18.00**  
PER DOZ.  
1/30 14K. Ruby color center, white side stones.

**NOTICE Special Bargain Assortments**  
**\$10-\$20-\$30-\$40-\$50-\$60-\$75-\$100**

14-K Gold Filled and 14-K R.G.P. In paper boxes good sellers—many at a fraction of former price. State choice of all men's, all ladies' or both and what sizes you want and styles you prefer. Any assortment you receive can be re-ordered.



#B304 **\$19.50**  
PER DOZ.  
14K RGP. White center. Ruby color side stones.



#B2113 **\$15.75**  
PER DOZ.  
1/30 14K. Ruby color side stones.



#2141 **\$6.25**  
PER DOZ.  
1/30 14K as illustrated.  
**LARGE CENTER, no side stones.**  
#B2218 \$5.25 Dz.

Free Catalog Listing Complete Line. \$1 Per Doz. Deposit on All C. O. D. Orders.  
**DES MOINES RING CO.**  
55 26TH ST. DES MOINES, IOWA

**SPECIALS AT SPECIAL PRICES**

- #B1 #9 Balloons ..... \$ 2.00 Gr.
  - #B2 China Paper Snakes ..... 3.50 Gr.
  - #B3 Imported China Novelties ... 9.60 Gr.
  - #B4 Jap Fur Monkeys, 6" ..... 8.00 Gr.
  - #B5 Celluloid Feather Dolls ..... 16.00 Gr.
  - #B6 Felt Hats, Seconds ..... 4.80 Gr.
  - #B7 Large Jap Flying Birds ..... 8.00 Gr.
  - #B8 Plastic Police Whistles ..... 2.50 Gr.
  - #B9 Plastic Key Chains ..... 2.50 Gr.
  - #B10 Plastic Toy Parasols, 7 Rib.. 33.00 Gr.
  - #B11 Dart Balloons, #4 ..... .75 Gr.
  - #B12 Telescope Art Views ..... 12.00 Gr.
  - #B13 Children's Toy Metal Irons, 6 1/2 x 3 1/2 ..... 7.20 Gr.
  - #B14 Leather Wallets and Passcases ..... 36.00 Gr.
  - #B15 Large Fur Monkeys ..... 18.00 Gr.
  - #B16 Adjustable Plastic Helmets. 24.00 Gr.
  - #B17 Jap Leis ..... 2.25 Gr.
  - #B18 Jap Parasols, 4 3/4" ..... 7.20 Gr.
  - #B19 Jap Parasols, 11 1/2" x 23" spread ..... 21.60 Gr.
  - #B20 Filigree Ball Pens ..... 33.00 Gr.
  - #B21 Composition Dolls, 6" ..... 9.60 Gr.
  - #B22 Movable hands & feet, c/o Feathers for Dolls ..... 9.60 Gr.
  - #B23 Metal Shovels w/wooden handles, 8" ..... 3.60 Gr.
  - #B24 Plastic Animals ..... .85 Gr.
  - #B25 Cotton Stuffed Dolls in percale cloth, 19" ..... 6.00 Dz.
  - #B26 Imported Opera Glasses ..... 4.00 Dz.
  - #B27 Picture Knives ..... 3.50 Dz.
  - #B28 All-Around Zipper Picture Wa-lets w/Scotch Purse ..... 5.50 Dz.
  - #B29 Large Plaster Animals, asst. 4.80 Gr.
- NO GOODS SHIPPED WITHOUT A DEPOSIT.  
WRITE FOR CATALOG FEATURING CARNIVAL MERCHANDISE.  
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**America's Funniest Miniatures**  
12 NEW LAFF HITS for collectors, parties, prizes, jokers, stags, and souvenirs.  
**4 DOZ., \$9.60** (minimum order)  
Cash on orders under \$10. Over, 1/3 cash with order—balance C. O. D., F. O. B. Chicago.  
Jobbers' prices on request.

**G. S. BAIN CO.** 1930 S. State St. Chicago, Ill.

**AGENTS & DISTRIBUTORS**

(Continued from page 113)  
**QUICK, EASY CASH FOR YOU!**—SELL AMAZING variety new Christmas Cards; profits to 100%; novel plastic, 3-dimension "Stage Set," Metallic, Christmas Carol Cards; Gift Wraps, Animated Books, Table Settings; 8 special offers; bonus; write for Feature Samples on approval and free samples 4 different Name Imprinted Christmas Card lines; Floral and Personal Stationery. Elmira Greeting Card Co., MA-120 Elmira, N. Y.

**RAYONS BY DuPONT—OUR JOBBERS ARE** having a rapid turnover with first quality Rayon Panties; #68, \$5.50 dozen; #17 and 19, \$3.50 dozen; this is about 1/3 retail value; COD. Ridge Rayon Association, 79 Shallowford Rd., Chattanooga 4, Tenn.

**REAL GIRL PHOTOS—TREMENDOUS PROFITS;** sell on sight; 24 different and wholesale pricelist, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Penna. jy23

**RED HOT PRICES ON CARDED NOVELTIES** for the drug, restaurant, grocery trade Illinois Wholesale Supply, Oblong, Ill. jy9

**RURAL ROUTE MEN — MAKE BIG PROFIT** with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune, Box 100, Mount Morris, Ill ocl

**SELL BIG MONEY MAKER TO MEN AND** women; easy handwork makes fast-selling useful articles; sample free. Sunmade Co., Brockton, Mass. ju23

**SELL WELL KNOWN HIGH GRADE WM. A. Rogers** Silverware at wholesale prices to institutions, churches and friends; 26 piece service, regular price \$29.95; cost you \$12; we include beautiful display packet with sample set; ship same day order as received. Mail money order to the Beacon Sales Corp., 37 S. Wabash Ave., Chicago 3, Dept. B.

**SELL \$2 FIRE EXTINGUISHERS, LOCALLY,** mail order; tremendous profits; free starting offer. Lorrac Products Co., Albany 1, N. Y.

**SELL HOUSE-TO-HOUSE FORCOLOR PLASTIC-** coated Playing Cards; sample deck, 75¢; also Greeting Cards, Stationery, Novelties; information free. Sunshine Sales, Dept. B4, Loudonville, O.

**SELLS FAST EVERYWHERE—LUCKY BIRTH-** day Coin, with Lucky Day, Number and Horoscope; 25¢ item; sample dozen, \$1.75; gross, \$18. Happiness, Box 354, Newport News, Va.

**SEND 25 CENTS TODAY FOR "Cupid's Dream Book;"** money back if not satisfied; will mail free list of our plastic, baby and jewelry items. Maywood Industries, Inc., Maywood, Ill.

**SHINE SHOES WITHOUT "POLISH"—NEW IN-**vention; lightning seller; shoes gleam like mirror; samples sent on trial. Kristee 131, Akron, O.

**SOCIAL SECURITY WORKERS — WE HAVE** the real pre-war Social Security Plates, also Cases; sample, 25¢ stamps and wholesale prices. C. Gamelsner, 250 W. 88th St., N. Y. C. jy16

**SOUVENIR CHUCKED WITH GAY, HUMOR,** suitable for barrooms, dens, horsemen, tourist; times are sure tough so here is booster; look, 50 for \$2 (sample 15 for \$1); chance in a million to earn \$35 a day. Ken Miller, Box 1257, Louisville, Ky.

**TERRIFIC PIN-UP PHOTOS OF GORGEOUS** Artists Models, pocket size; sample, 25¢; (dealers' samples, 50¢ wholesale price lists). Photo Specialties, 990 Frelinghuysen Ave., Newark, N. J.

**THE DANS — FASTEST SELLING SWISS** Wrist Watch in the country; guaranteed one year; lifetime service; only \$6.95 (plus tax); free details; dealers' sample, \$4.75. Sterling Enterprises, 214 Malden St., Revere, Mass.

**VALUABLE INFORMATION—HOUSE TRAILER** users, yours \$1. Dr. Roberts, Cross City, Fla. jy16

**WHEN A STOCKING "RUNS" ITS JUST A** row of stitches that unravels; no thread actually disappears; we make a wee little device that knits the same row of stitches right back in there. Send \$2 for 5 samples, no COD's. Mender Factory, 377 Bouquet St., Pittsburgh, Pa.

**ZIRCONS, ALEXANDRITES, RUBIES, OTHERS** —Direct importation, guaranteed best quality. lowest prices; for personal use, fairs, displays or side line; 1 1/2 carat Gemzircon, \$6; agent special, for resale, 1 1/4 carat Gemzircon, \$3.50; catalog, 10¢. Imhusex, Armonk, N. Y. au20

**\$3 DOZEN PLASTIC APRONS—OTHER QUICK-** selling quality buys, including matching Tablecloth-Apron sets, \$11 dozen; sample set \$1.25; free catalog Jole Fashions, 251B East 119 St., New York, N. Y. ju30

**51-54 GAUGE FULL FASHION NYLONS, MILL** run quality, attractively packaged, 3 pair to the box, all popular shades, standard sizes, \$3.50 dozen; sample box, \$1 prepaid; satisfaction guaranteed. Fashion Textiles, Box 63, Chattanooga, Tenn.

**10,000 DOZEN FULLFASHIONED NYLONS—** Ready to go; #1, \$6; #2, \$5; #3, \$3.50; #4, \$2. Individual fancy pack 3 to box; some of our jobbers are turning 100 dozen weekly; COD this ad. Wire or order, Sibert Jobbing House, Box 1242, Chattanooga, Tenn.

**ANIMALS, BIRDS, PETS**

**ATTENTION ZOOS, REPTILE GARDENS—** Large Feeder Mice, 10¢ each, express collect, lots of 50 or more. Harold Stout, Plymouth, Mich.

**ATTENTION, SHOWMEN—BOAS, 3 TO 5 FOOT,** \$1 foot; healthy Rattlers, Gilas, Beaded Lizards, Racers, Blue Bulls; Mama Boa and Babies, \$15. Reptile Gardens, El Paso, Tex. jy30

**BABY BEAR CUBS, RINGTAIL MONKEYS,** Spider Monkeys, Woolly Opossums; Pumas, Agoutis, Porcupines, Raccoons, Coati Mundis, Capuchin Monkeys, Loris, Moss Monkeys, Beaver, Giant Rhesus, Snake Dens, \$15, \$25, \$35 Chase Wild Animal Farm, Egypt, Mass. ju16

**CEBUS CAPUCHIN, RINGTAIL MONKEYS,** rare Woolley Monkeys, Baby Pappio, Cenocephales, Baboons, Baby Magot, Apes, etc. Don Compton, Box 93, Mt. Vernon, Ill.

**CIRCUS MICE—COMPLETELY SOLD OUT UN-**til about September First. S. P. Holman, Sarasota, Fla.

**DENS LARGE FAT MIXED SNAKES, \$25;** Coachwhips, 7 ft., \$8; Alligators, 2 1/2-3 ft., \$10; Baby Grey Foxes, \$15; Rhesus Monkeys, \$40; Deodorized Skunks, \$15; immediate delivery; wire money; no C O D Trails End Zoo, St. Stephen, S. C. ju9

**DENS MIXED SNAKES, \$25; DENS RATTLE-**snakes, Copperheads, etc., \$25; immediate shipments; no C. O. D. Trails End Zoo, St. Stephen, S. C.

**ELEPHANT—Thoroughly trained, \$3,500;** can be seen in San Antonio, Tex. Trefflich, 228 Fulton St., New York.

**FOR PEPPY GAME MICE, WRITE (DON'T** telegraph) Riverside Mousery, Avon, N. Y. Rush service after June; no C.O.D. jy16

**FOR SALE—ONE HIGH SCHOOL AND TALK-**ing Horse, One Trick Horse, plenty of tricks and experience, will work for anyone; first \$450 gets them both; horses are valued at \$1,000. Bill Scott, Box 74, Rushtown, O.

**FREAK CHICKEN, 6 MONTHS OLD, GOOD** health, with 3 legs and 13 toes; weighs 4 lbs. Mrs. Len. A. Rose, 901 E. 11th St., R.R. 4, Newton, Kan.

**HEALTHY SNAKES, ALLIGATORS, ARMA-**dillos, Iguanas, Gila Monsters, Boas, Horned Toads, male Pigtail Monkey, Prairie Dogs, White Doves, Pantail Pigeons, Bantams, deodorized Skunks, Badgers, Guinea Pigs, Rats, Mice, Hamsters, Racing Terrapins, Squirrels, Rabbits, Monkeys, giant Jungle Rats, Peafowl, Owls, Hawks, Agoutis, Coatimundis. Wire Otto Martin Locke, New Braunfels, Tex. Phone 141. au8

**LARGE PORCUPINES, \$20; MEDIUMS, \$15** each; Horned Owls, \$10 each; Guinea Pigs, 3 for \$5; Hamsters, \$3 pair; White Male Pheasants, \$5 each; 18 inch Alligators, \$2.50 each; Horned Toads, Foxes, Raccoons, Skunks, Wood Chucks, Monkeys, Chacma Baboons, Galanda Baboons, Penguins, Slow Loris, Cape Hyrax, Wild Cats, Ringtail Cats, White Mute Swans; state wants. Pearl Game Yards, Box 16, Hawthorne, N. Y.

**LIVE ARMADILLOS, HEALTHY, TRAINED TO** feed, \$5, \$9 pair; Armadillo Novelties. Apelt Armadillo Farm, "the Original World's Only," Salado, Tex.

**ONE ALLIGATOR, ABOUT 7 FT; ONE PAIR** nice Bobcats, one Coati-Mundi; odd ends of small animals, birds and nonpoisonous reptiles; cheap for cash. Jack Caldwell, Riceboro, Ga.

**PURE BRED COCKER SPANIEL PUPPIES—** Red, black, parti-colors; some sired by champion Ace of Hearts; pedigreed, registered; home raised; \$35 up; special prices to showmen. Edwin Furlong, Somersworth, N. H.

(Continued on page 116)

**GOLDEN KEY** **NICKEL SILVER SIGNET RINGS**  
5 Low Priced, Outstanding Sellers

No. 131 \$ 3.60 Dz \$42.00 Gr No. 119 \$ 3.60 Dz \$42.00 Gr No. 125 \$ 3.10 Dz \$36.00 Gr No. 126 \$ 3.00 Dz \$34.50 Gr No. 107 \$ 1.60 Dz \$18.00 Gr

**Just Out! FREE New 1949**  
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HUNDREDS OF FAST-SELLING SPECIAL VALUES AT ROCK-BOTTOM PRICES  
**Costume Jewelry - Premiums - Rings**  
**Engraving Jewelry - Souvenirs**  
Send For Your Free Copy Now! Please State Your Business.  
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**REAL FAST SELLING NOVELTIES AT SPECIAL SUMMER PRICES**

- Tarantulas (Spiders), finest made, nice big black ones with good wire legs, at \$10.00 gross. 5 Gross lots ..... \$ 9.00 Gr.
- Mechanical Turtles, Armadillos and Alligators (moves head and tail) 7.50 Gr.
- Mechanical Monkeys, moves head and tail ..... 8.00 Gr.
- Skeletons, very nicely made, at only ..... 7.00 Gr.
- Devils, finest made, at only ..... 7.50 Gr.
- Snake in the Box (you pull the top and out comes the snake) at only ..... 18.00 Gr.
- Decorated Water Pitchers and Flower Pots, 3" high, fast sellers, at ..... 12.00 Gr.
- Mexican Miniature Tea Sets #2 (12 pieces to set), at only ..... 32.00 Gr.
- Fur Monkeys, fast sellers, at ..... 11.00 Gr.
- Witches on the Broom, a real novelty, at ..... 14.00 Gr.
- Mexican-Made Children's Chairs, oil painted, at only ..... 12.00 Dz.
- Mexican Shopping Bags, with beautiful colors, at ..... 8.00 Dz.

**Special ★ Special ★ Special ★**

**New crop Mexican Jumping Beans, finest** crop we have received in years, at \$5.00 thousand, 10,000 lots at \$4.00 thousand.

**MEXICAN RESURRECTION PLANTS.** All selected plants, the finest novelty plant with very big demand, at \$18.00 thousand, 10,000 lots, \$15,000 thousand.

**OFFERING THE NEW NOVELTY WITH THE** BIG DEMAND, the Mexican Jo-Jo. This is a barrel type that comes with a string and the barrel sticks on the small stick, at only \$4.00 dozen, or \$32.00 gross.

**RUSH YOUR ORDERS NOW**

**NATIONAL PRODUCTS COMPANY**  
P. O. BOX #788  
LAREDO, TEXAS

Get Top Money—Top Quality—Top Profits  
**MASSIVE New Style IDENT'S**  
Aviation Metal—Look Like \$10 Sellers



#301 CURB, \$3.25 Doz.—\$36 Gr.



308 FLAT CURB, \$3.75 Doz.—\$42 Gr.  
**STAINLESS STEEL EXPANSION BRACELETS**



#20 Double Heart #25 Small Oblong \$2.75 Doz.



Gross \$30 Each Dozen on Velvetene Tube Display. 25% Deposit With Order, Balance C. O. D.  
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THE BEST DIAMOND BUY OF THE WEEK

**BUY DIRECT FOR RESALE**

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#5/357—A man's massive 14K yellow gold setting studded with 7 blue white diamonds weighing app. 1 carat total weight. Triple your investment at only \$88.00

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To Handle Exclusive Line of **TRICK PLAYING CARDS**

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★ ★ PRICES ★ ★

## FUR MONKEYS and DANGLES

- MONKEY, all White Fur, compo. head, imptd. ... \$ 7.20 Gr.  
 MONKEY, Fur, compo. Head & Hat, imptd. ... 7.50 Gr.  
 MONKEY, Fur, compo. Head; cardb'd High Hat, imptd. ... 13.50 Gr.  
 MONKEY, 10" Fur, compo. Head; Silver Metallic cardb'd High Hat, imptd. ... 15.00 Gr.  
 12" JUMBO MONK, Fur, compo. Head; Metallic High Hat; Wood Hands & Feet; FRESH STOCK, PRE-WAR STYLE, imptd. \$4.00 per doz. ... 45.00 Gr.  
 MONKEY, compo. Head/Body; Chenille Hat & Trim, domestic; packed 2 doz. to box, \$4.50, 26.00 Gr.  
 DANGLING SPIDER ... 9.00 Gr.  
 SMALL DANGLING DUCK, SKELETON, MICKEY MOUSE 7.20 Gr.

## DOLLS

- All CELLULOID DOLLS have gilded heads and movable arms.
- 4" CELLO DOLLS, Naked ... \$4.75 Gr.
  - 5" CELLO DOLLS, Naked ... 8.50 Gr.
  - 7" CELLO DOLLS, Naked ... 16.00 Gr.
  - 9" CELLO DOLLS, Naked ... 21.00 Gr.
  - 4" CELLO DOLLS w/feathers ... 9.00 Gr.
  - 7" CELLO DOLLS w/feathers ... 19.80 Gr.
  - 7" CELLO DOLLS w/Feathers, Bead Earrings & Necklace ... 21.60 Gr.
  - 7" CELLO DOLLS w/Feathers, High Hat & Cane ... 21.60 Gr.
  - 7" CELLO DOLLS w/Feathers, Tinsel High Hat, Bead Necklace & Earrings, Cane ... 24.00 Gr.
  - 9" CELLO DOLLS w/Feathers, FLASHY! ... 30.00 Gr.
  - 12" CELLO FEATHER DOLLS, Tinsel Breast & Hat; Necklace, Earrings, Bracelets & Cane ... 4.50 Dz.
  - FEATHER BACKS, asst. colors 7.50 Gr.
  - 24" DOWEL STICKS 3/16x24" ... 1.00 Gr.
  - HULA DOLLS, composition; movable arms, contrast Chenille Headdress & Skirt; Jingle Bell & dangle—domestic ... 2.25 Dz.

## BALLOONS

- # 4 DART, asst. colors ... \$ .75 Gr.
- # 5 DART, asst. colors ... .90 Gr.
- # 9 ROUND, solid asst. colors ... 2.50 Gr.
- # 9 ROUND, Agate asst. colors ... 4.50 Gr.
- # 9 ROUND, Stars and Stripes ... 7.00 Gr.
- #11 ROUND, solid asst. colors ... 3.00 Gr.
- #11 ROUND, PICTURE PRINTS, asst. ... 5.00 Gr.
- # 7 KAT, solid, asst. colors ... 3.75 G.r
- #10 KAT, Mottled ... 5.25 Gr.
- #14 KAT, Mottled ... 7.20 Gr.
- #860 J.U.M.B.O. KAT: Ears Inflated; full 30"! EVERY ONE A WORKER! ... 12.00 Gr.

- #312 AIRSHIP, asst. colors ... \$ .90 Gr.
- #315 AIRSHIP, asst. colors ... 1.25 Gr.
- #338 LONG BOY, asst. colors ... 3.75 Gr.
- #10 NOSEY MOUSE: Nose, Ears inflate, asst. colors ... 8.75 Gr.
- XTRA HEAVY INFLATABLES SQUAWKERS: Mickey Mouse, Donald Duck, Monkey Twirl Tail, etc., etc. ... \$2.25 doz.; 26.00 Gr.
- ELEPHANTS, HORSES, Inflatables ... 3.00 Dz.
- 24" REED STICKS—1 gross to bundle, 75¢; 10 gross ... 5.00

## ★ ★ ★ SLUM SPECIALS! Swell Give-Aways! ★ ★ ★

- \* POCKET COMBS, mottled, \$1.00 Gr. RINGS, asst. color Rhinestones, \$1.25 Gr.
- \* Bisque KAT & FIDDLE, Plastic DONKEYS on String, Metal CRICKETS, Asst. CHINA SLUM, \$1.25 Gr. CHARM Keychains: SKULL, SCOTTY, Lead Guns, FIREMEN HATS, HORSESHOE/HEAD, ELEPHANTS, 4-LEAF CLOVERS, and others, \$2.50 Gr.
- \* HAWAIIAN LEIS, small, \$2.25 Gr.; large, \$3.60 Gr.

## BIRDS

- Staple Whistle BIRDS, Domestic ... \$ 7.00 Gr.
- Tape Whistle BIRDS, Domestic ... 9.00 Gr.

## SNAKES

- China SNAKES, Paper ... \$ 4.80 Gr.
- China SNAKES, Paper, XTRA LARGE ... 9.00 Gr.
- Wiggly SNAKES, compo. domestic ... 8.75 Gr.
- DIAL RADIO Pop-out SNAKES ... 8.40 Gr.

## PARASOLS

- Plastic, 18" spread; Red, Blue, Green w/White decorations; deep fringe; ball knob wood handles; metal spring action; domestic. In gross lots only. \$32.00 Gr.
- Paper, 15" spread; Kiddy & Plaid Designs; fringed; rayon tassels; domestic ... 21.00 Gr.
- Rice Paper, 15" spread; Floral Design; asst. colors; 19 1/2" bamboo stick; imptd. ... 9.60 Gr.
- Rice Paper, 18" spread; Floral Design; asst. colors; 19 1/2" bamboo stick; imptd. ... 14.40 Gr.
- Rice Paper, 24" spread; gorgeous classic Floral Patterns; bamboo stick; imptd. ... 26.00 Gr.
- Rice Paper, 29" spread; unusual artistic color combination & patterns; imptd. ... 48.00 Gr.

## MUSICAL TOYS

- Slide TROMBONES, Gilt Metal \$21.00 Gr.
- TRUMPETS, Decorated Metal ... 10.80 Gr.
- BUGLES, Plastic Duo-Colors, rayon tassel; sweet, soft musical tones; VERY FLASHY ... \$2.25 Doz.; 24.00 Gr.
- R.W.B. ACCORDIONS, heavy Plastic Ends; fine tones, domestic ... \$3.50 Doz.; 39.00 Gr.

## MECHANICAL TOYS

- CRAWLING BABY, Large ... \$ 5.75 Dz.
- CRAWLING TURTLE, Large ... 3.00 Dz.
- DANCING COUPLE ... 2.75 Dz.
- DANCING COUPLE ... 3.25 Dz.
- MERRY-GO-ROUND w/PARROT ... 3.75 Dz.
- MERRY-GO-ROUND w/DANCING GIRL and PARROT ... 6.25 Dz.
- ITCHY DOG, packed 2 doz. in box ... \$7.00; 40.00 Gr.

## NOVELTIES AND SPECIALTIES

- Jap OPERA GLASSES, indiv. boxed ... \$42.00 Gr.
- Army Air Force SUN GLASSES w/Leather Case, slit to fit on belt ... 7.50 Dz.
- SHOOT-A-TOP, Plastic, asst. multi-colors; indiv. wrapped w/play directions, domestic ... \$1.80 Doz.; 21.00 Gr.

## BIRD CAGES, domestic

- ... \$3.75 Doz.; \$40.00 Gr.
- Nite Lite BEAR, plastic w/replaceable Bulb ... 12.00 Gr.
- 8" Cello CHUBBY BEAR, movable arms, legs ... \$3.50 Doz.; 40.00 Gr.
- BOTTLE BABY, pink cello, movable arms, legs; good for Badge Boards ... 9.00 Gr.
- FANS: Folding; floral designs, asst. colors, 18 ribs, 15" spread; imptd. ... 7.20 Gr.
- FANS: Folding, circular multi-colors, imptd. Large ... 3.50 Gr.
- Small ... 1.25 Gr.

## HATS

- COWBOY, MEX. CHALLO, SPANISH, w/Tassels, FIREMEN FELT HATS, all at LOWEST PRICES on the MARKET!!
- Miniature STRAW COOLIES ... \$ 9.00 Gr.
- Small STRAW COOLIES ... \$2.25 Doz.; 26.00 Gr.
- Large STRAW COOLIES ... \$3.00 Doz.; 33.00 Gr.
- Straw FARMER HATS (2 doz. lots) ... 2.25 Dz.
- Miniature STRAW HATS, asst. novelty; 3 nested ... 12.00 Gr.
- Metallic CHARACTER HATS, asst., domestic ... 18.00 Gr.

## SWORDS AND SABERS

- SWORDS: Metal; silvered wood sheath; wood handle; metal rings; rayon cord and tassel; matching strap; imptd. ... \$22.50 Gr.
- SABERS: Metal; curved wood handle; pressed paper sheath & belt; high colors, individually cellophane wrapped; domestic ... 33.00 Gr.
- SABERS: Metal; curved wood handle; design pressed paper sheath; yellow and red comb. imitation leather belt; RWB rayon tassel; cellophane wrapped. PLENTY OF FLASH! 36.00 Gr.

## WHIPS ★ BATONS ★ CANES

- WHIPS, Long Lash, colorful, woven rayon ... \$12.00 Gr.
- WHIPS, Long Lash, w/whistle, mottled handles, multi-color woven rayon. FLASHY! ... 15.00 Gr.
- WHIPS, Long Lash, multi-color, woven cotton ... 10.80 Gr.
- BATONS, reg. length; RWB w/Belt; tinsel ball top, double rayon tassels. THE BEST! ... 13.25 Gr.
- 36" Maple Walking CANES, extra heavy, crooked handles, metal ferrule, imptd. ... 30.00 Gr.
- PENNANT CANES, Jap, extra heavy ... 1.50 C
- 30" Ball Top CANES, Stained ... 2.50 C
- 33" Ball Top CANES, stained ... 3.00 C

## \* THE LATEST!! ART PIX THE HOTTEST!!

- \* 1950 CALENDAR GIRLS, posed by professional young models on calendar backed 2 1/2" x 3 3/4" pocket size sturdy card stock. Simply Stunning! S-E-X-Y! 10 SUBJECTS TO SET. Doz. Sets ... \$3.00

## ★ ★ LATEST IN BIRD NOVELTIES ★ ★

- ### ★ PLASTIC BOBBING BIRD
- \* Bright Colors w/contrast head and tail plumes; strong steel spring feet; metal clamp or rubber suction cup ... for
  - \* AUTO Windshields or Aerials.
  - \* \$18.00 Gross

- IAP BOWS, Gross Box, \$1.00; 10 Gr., \$9.00.
- AM. BOWS, Gross Box, \$1.25; 10 Gr., \$10.00.

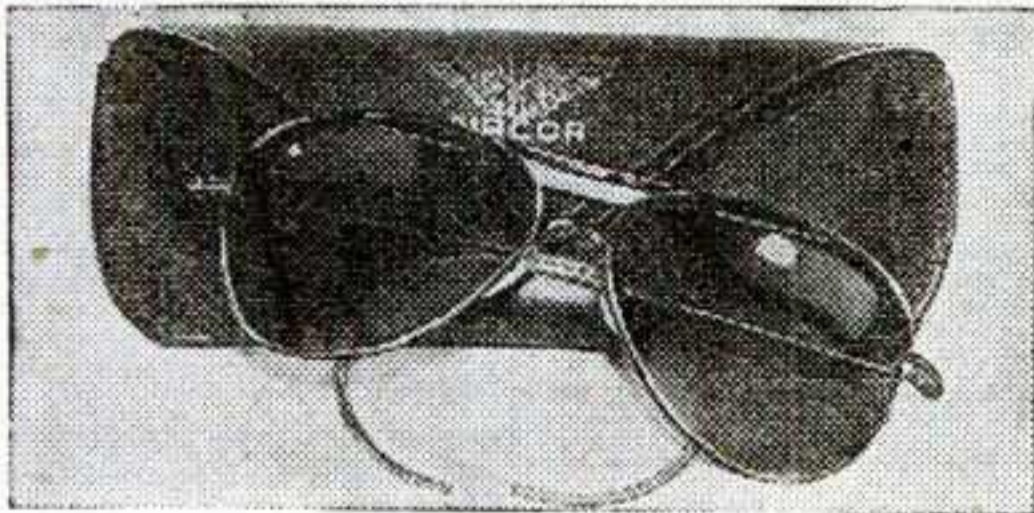
THE PARK ROW NOVELTY PRICE LIST of BARGAIN BUYS IS on the PRESS! WRITE for YOUR COPY NOW!

We Specialize in Stock and Made-to-Order PENNANTS

SEND 25% WITH ORDER, BALANCE C. O. D.—JOE SCHIAVO, Prop.

**PARK ROW NOVELTY CO.** The House of Service  
 139 PARK ROW, NEW YORK 7, N. Y.

## HOTTEST ITEM FOR THE FAIRS! AIR CORPS TYPE SUNGLASSES



- Lifetime Guarantee ● Pearl Sweatbar
- Adjustable Cable Temples ● Pearl Nose Pads
- Easy on the Eyes Green Lenses
- Individual Reinforced Carrying Case
- Gross or More, 65c Each
- Less Than Gross, 70c Each

25% DEPOSIT WITH ORDER. SEND \$3.00 FOR 3 DIFFERENT SAMPLES

SYD-ER COMPANY, 5220 NO. CHRISTIANA, CHICAGO 25, ILLINOIS

## COMPLETE LINE OF ALL CARNIVAL MERCHANDISE

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

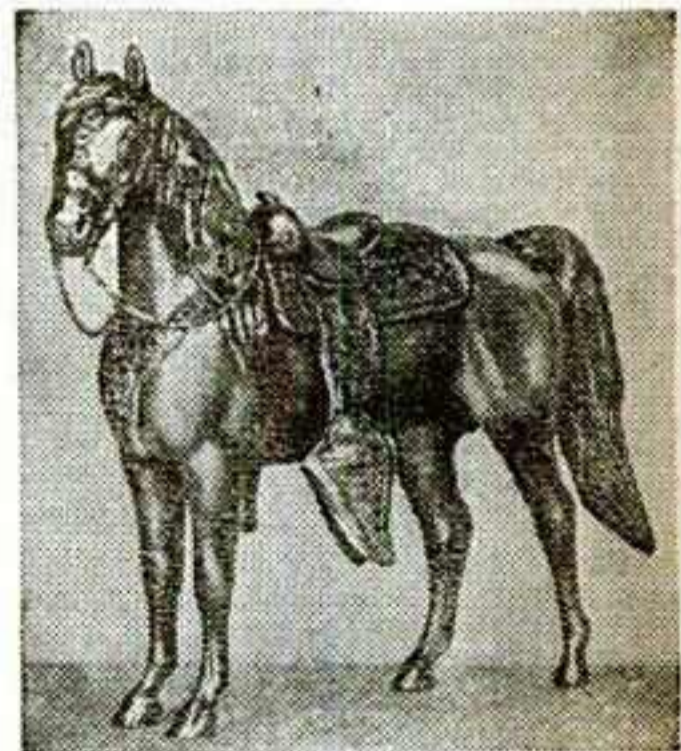
## CARNIVAL, PARK AND CONCESSION GOODS

Highly Polished—each with Gold-Plated Bridle Reins. Packed each in a carton. Made in the following sizes in Gold or Bronze Finish:

Either Finish at the same Low Prices.

SIZE	PRICE
2 1/2"	\$ 2.16 per doz.
3 1/2"	3.40 per doz.
4 1/2"	4.20 per doz.
5 1/2"	7.20 per doz.
6 1/2"	10.50 per doz.
7 1/4"	15.00 per doz.
8 1/2"	17.50 per doz.
10 1/4"	24.00 per doz.

When ordering please give size and finish desired.



SLUM

- #14 Mottled Cat Balloons ... \$ 7.00 Gr.
- #860 Giant Mottled Cat Balloons ... 12.00 Gr.
- #9 New Look Marble Style Balloons ... 5.00 Gr.
- #15 New Look Cathead Balloons ... 7.00 Gr.
- Special Dart Balloons ... .75 Gr.
- Imported Feather Dolls, 4" ... 9.00 Gr.
- Imported Feather Dolls, 7" ... 21.00 Gr.
- Maple Walking Canes ... 36.00 Gr.
- Imported Fur Monkeys w/high hat ... 8.40 Gr.
- Large Size Imported Monkeys ... 21.00 Gr.
- Large Cowboy Hats w/Stars, \$3.10 doz. ... 36.00 Gr.
- China Paper Snakes ... 5.50 Gr.

- Wedding Rings ... \$ .45 Gr.
- Finger Traps ... 1.00 Gr.
- Trick Fans ... 1.00 Gr.
- Asst. Color Combs ... .90 Gr.
- Bangle Bracelets ... 2.25 Gr.
- Retail Combs ... 1.00 Gr.
- Asst. Charms with Strings ... 1.00 Gr.

## CONCESSION SUPPLIES

- Daisy Cork Guns ... \$4.95 Ea
- Corks for Daisy Cork Guns ... 2.75 M
- Hoop-La Rings from 4" to 7" ... .70 Dz
- Worth Special Baseballs ... 2.25 Dz
- Imported Darts ... 1.25 Dz

25% deposit on all orders, bal. C. O. D. Orders UNDER \$10 MUST BE PAID IN FULL

SEND FOR FREE 1949 CATALOG

SERVING THE TRADE FOR OVER 34 YEARS

M. K. BRODY  
 1116 SOUTH HALSTED ST., CHICAGO 7, ILL.

**COLossal COLUMN** watch this weekly ad for amazing values, quality items, IMMEDIATE DELIVERY!

**IT'S TERRIFIC!**  
IT LIGHTS FROM 4,000 TO 8,000 TIMES WITHOUT REFILLING!  
The Sensational **"VIDEOLIGHTER"**

Be the first with this new sales natural. The new improved VIDEOLIGHTER... The lighter with the "kingsize" transparent fuel reservoir... longer lasting fuel supply... lighter weight for pocket comfort. Just what the public wants... watch it light up a cash register.

**3.85 Each \$27.25 Doz.**  
Sample (Postpaid)... \$3.00  
Operators and Jobbers,  
Write for Quantity Prices

**MADE UP BOARD DEALS**  
5 Lighters—1200 Hole Board  
C.O.D. \$14.95

**BORK DISTRIBUTING COMPANY**  
3216 S. E. Hawthorne Ave. Portland, Ore.

It's New, It's Hot, It's **"Mabel in Bathub"**  
Try to keep Mabel in Tub. Loads of fun for all!

**\$2.75 Doz.**  
**\$30.00 Gross** (Min. Order 2 Doz.)  
Doz. Min. Order Gr.

Genuine Original 9"	Crawling Lizard	Jungle Green	...\$4.50	2 Doz.	\$48.00
<b>ORIGINAL KING</b>					
TUT	...	...	3.60	2 Doz.	42.00
Nature Boy Ash Tray	...	...	5.40	1 Doz.	60.00
Metel Bride & Groom	...	...	9.00	1 Doz.	100.00

All minimum orders must include 25¢ extra for postage. All orders over minimum, terms F. O. B., N. Y. Free catalog for dealers. Jobbers: Write! 1/3 Deposit, Balance C. O. D.

**PRITT NOVELTY CO.**  
12 W. 27th St. New York 1, N. Y.  
Tel.: MU 3-2324

**SUMMER SPECIALS**

7 Round Balloons. Gr.	...	\$1.75
10 Round Balloons. Gr.	...	2.25
15 New Look Balloons. Gr.	...	4.75
15 Kat New Look Balloons. Gr.	...	7.00
15 Round New Look Balloons. Gr.	...	7.50
15 Tu-Tone Balloons. Gr.	...	4.20
Business Fur Rabbits, 4 Inches. Doz.	...	1.25
Comic Felt Hat Bands. Hundred	...	1.25
5 Dart Balloons. Gr.	...	.75
Annant Canes. Hundred	...	3.00
Flaming Birds—Taped Inside Whistle. Gr.	...	8.00
Mustaches. Doz.	...	.40
1" Reed Balloon Sticks. Gr.	...	.60
Imported Hawaiian 1" Leis, Large. Gr.	...	3.25
Red, White & Blue Bell Batons. Doz.	...	1.25
Whips. Doz.	...	1.15
Mexican Cholo Hats. Doz.	...	2.00
Woman Hats. Doz.	...	2.00
Boy Hats. Doz.	...	3.00

WRITE FOR NOVELTY AND CARNIVAL PRICE LIST. OPEN SUNDAYS. Terms: 25% Dep. With Order—Bal. C. O. D. **NOVELTY MERCHANDISE CO.** 14 W. Roosevelt Rd. Chicago 8, Ill.

**COMPOSITION NUGGET JEWELRY** LOOKS LIKE GOLD  
WATCH CHAINS and CHARMS, JUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC.  
FREE CATALOG P. O. BOX 424 EDGAR'S RED BLUFF, CALIF.

**NO MORE SHOE LACES**  
to tie or untie. U. S. Pat. They sell in a hurry. Permit to slip in and out of shoes without fumbling around. Last longer than 12 pairs ordinary shoe laces. Retail 25¢ pair. Gross 44 pairs \$18.00. 1/3 Deposit, Balance C. O. D. 5 Samples \$1.00. Picture free. HENRY ROSENSTEIN, Mfr., Suite 103, 1514 9th St., Philadelphia 22, Pa.

**ANIMALS, BIRDS, PETS**

(Continued from page 114)

REPTILES—LARGE, GENTLE BULL SNAKES for exhibition purposes. George B. Hall, Creston, Iowa.  
RINGTAIL AND SPIDER MONKEYS, \$40 EA., 3 for \$100; emus, 5 months, \$75, adults, \$125; 6' cranes, all kinds birds. Rare Bird Farm, Kendall, Fla. jy9  
SEALS, SEA LIONS READY FOR SHIPMENT; order direct from trapper-trainer. Homer Snow, 1538 Golden Ave., Hermosa Beach, Calif. ju9  
SHETLAND PONIES AND MIDGET MULES—Circus, Rodeo, Pony tracks, Photography Young stock that train; any color or combination of colors. Fred Wilnot, Richards, Mo.  
SYRIAN GOLDEN HAMSTERS GREAT ATTRACTION—Hand tame Pets, \$3 pair; July special, two pair, \$5; cage, \$1.50. Melvin Came. Dover, N. H.  
WHITE MICE, \$22 PER 100; COLORED MICE, \$30 per 100; White Rats, 75¢ each; Hooded Rats, \$1 each; Waiting Mice, \$3.50 pair. Pearl Game Yards, Box 16, Hawthorne, N. Y.

**BUSINESS OPPORTUNITIES**

A BUSINESS OF YOUR OWN FOR ONLY \$25 that will profit you \$200 to \$300 weekly manufacturing gifts, plaques, statuary, novelties in your own home; material and instructions furnished. Write Standard Art Plastic Products, 1418-R Fletcher St., Chicago, Ill.  
ANALYZE HANDWRITING FOR PROFIT!!!!—Complete Outfit, \$1; profits, \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. jy30  
AT LAST A QUALITY BALL GUM! RITE GUM will increase your sales; write for samples today. Rite Gum Co., 160 Union. Room 210, Memphis 3, Tenn. jy9

BOWLING AND BILLIARD—POSITIVELY NO opposition; must be investigated; price is \$70,000 and it takes \$30,000 to handle. Keith Kingwell, 1820 N. 66th St., Portland, Ore.

CIGARS AT WHOLESALE AND LESS—BOX of 50 8¢ cigars, \$2.25 postpaid; 5 boxes postpaid \$10. Lytle Co., Security Warehouse, Minneapolis, Minn.

DO YOU HAVE A COUNTER FREEZER? Make your own ice cream bars; complete deal includes molds, stick holders, sticks, bags and coatings; nominal expenditure gives you production line efficiency; for free information write Fountain Specialties, Dep't B-7, 1736 W. 25th St., Cleveland 13, O., giving size and make of your ice cream machine. ju16

DO YOU HAVE A FEW SPARE HOURS A DAY? If so send me your name and address on a postcard and I will send you C. O. D. \$1 a very special money-making plan that at present is bringing me \$15 to \$20 a day, spare time, or send dollar with your name and address and I pay postage; satisfaction or your money back; rush your name and address to Adams Sales & Spec. Co., P. O. Box 1428 Spartanburg, S. C.

DOLLARS IN PERSONALIZED BABY RECORD books; sell by mail; use same literature we do. No-Co-Ro, Oakland 6-B, Calif.

ELGIN! WALTHAM! BULOVA! WATCHES wholesale; watch repairing for the trade Max Present, 21 East VanBuren, Chicago 5, Ill.  
ENJOY A PERMANENT INCOME—ADDRESSING envelopes, mailing circulars, postcards and running advertisements over your own name; rush \$1 to: Ewell Farley, Evarts, Ky.

FOR SALE—AMUSEMENT PARK, 37 ACRES largest swimming pool in Penna.; concessions, picnic grounds, dance hall, three cottages, five buildings; located in town with a drawing capacity of 200,000 people; doing a landside business; reasonable down payment, balance on terms. Write Box C-378, Billboard, Cincinnati Ohio.

FREE WHERE-TO-BUY-IT INFORMATION—Most products, materials or equipment; state wants. Donald Kelly AW-9544 Whitcomb Detroit 27, Mich. jy30

FREE FOLIO — WHOLESALE SUPPLY Sources, Business Deals, Plans, Ideas, Formulas. Kolamite Co., Box 572, E. Dayton O ju16

HANDLE HOROSCOPES, BE YOUR OWN BOSS—Large profits; depression-free business; information free. Psychic Science, Box 7-R, Darby, Pa. se3

HISTORIC PUT IN BAY SUMMER RESORT—In Lake Erie; frontage available on main thoroughfare at reasonable rent for concession stands; prefer lively, colorful amusements. Write Geo. Lonx, Middle Bass, O.

JOIN THE NATIONAL TREND AND SELL the "Famous Dog" on a stick, a good grade weiner on stick with the flour bun French fried on in three minutes; different and better; a money maker; a reasonably priced franchise; no equipment unless wanted. If genuinely interested write L. L. Harkins, Agent, Box 804, Stamford, Tex.

"LIFETIME REPEAT ORDERS!"—SELL OUR Business Cards by mail; your territory; small "starter" plan. Lynn Products, 5710-B Bankfield, Culver City, Calif.

MAKE EXTRA MONEY — HOBBIES THAT pay; particulars free; send post card now, Mountain State Mail Order Service, Box 231, Keyser, W. Va.

NEW ELECTRIC MACHINE BAKES GREASE-less doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3605 South 15th, Minneapolis 7 Minn. au27

POP CORN OPERATORS, DISTRIBUTORS—Write or wire for prices; we ship everywhere. National Pop Corn Co., 107 Commonwealth Ave., Buffalo 16, N. Y.

SELL DELICIOUS SNOWBALLS — TREMENDOUS PROFITS; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co. Route 3, Dept. B-26, Jacksonville, Fla. ju30

SEND FOR MONEY MAKING PLANS—Complete, \$1 or free particulars. Pierce Bb. Box 235, St. Louis 3, Mo. jy16

"STELLA SHOW"; COUPLE OPERATES; CARNIVALS, parks, fairs; \$200 daily; sample, 25¢ cash. Hallock, Rt. 6, Duluth, Minn.

TRADE MAGAZINES HELP YOU GET AHEAD; latest single copies; over 1,000 covering every trade, business and interest; list with prices free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

TRICKS, SECRETS, CARDS, SALES BOARDS, etc., explained; big illustrated circular free. Mack, Box 1278-V San Francisco.

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Mokena A, Ill.

YOUR NAME IN HEADLINES—2 LINES, 20 letters to each line; count spaces as letters. Headlines, Box 35 Cincinnati 30, O.

\$2,000 MADE IN LESS THAN MONTH WITH this depression proof plan; complete det./s. \$1. W. Lochner, Hoagland, Ind. ju23

\$250 WEEK REPORTED! ILLUSTRATED BOOK "505 Odd Successful Enterprises" free; work home; expect something odd. Pacific I, Ocean-side, Calif.

**COIN-OPERATED MACHINES, SECONDHAND**

A Large List of Second-Hand Coin Machine Bargains will be found on page 140 in this issue.

**COSTUMES, UNIFORMS, WARDROBES**

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75¢; Satin Bally Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 346 W. 45th St., New York 19. Tel.: Circle 6-4137.

BLUE VELVET CURTAIN (9x27), \$75; BLUE Gold, 8x36½ Silk, \$65; Bally Capes, Cellophane Hulas, Minstrel, Clown, Wigs, Gowns, Rhumbas, Orchestra Coats, Comedy Suits, G-strings. Chorus Costumes, Wallace, 2416 N. Halsted, Chicago

CLOWNS AND BURLESK COMICS' PROPS, Wigs, Accessories; free list (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. jy30

HEADQUARTERS FOR CLOWNS AND MIN-strel Goods; circulars free The Costumer, 238 State St Schenectady N Y au13

MAKE AUTHENTIC AMERICAN INDIAN COSTUMES; individually patterned; 18 years' research at your service; state need, measurements, tribe to represent, etc. Mrs. Clarence Hauwiler, Constance, Minn.

RUBBER BUSTS, HOUR GLASS CORSETS, Wigs, Impersonators' Outfits; Costume Catalog 144; state requirements Seymore, 246 Fifth Ave. New York 1.

SINCE 1869 COSTUME BARGAINS, CHORUS, dollar up; principals, three up; no catalog; state wants Gutfenberg 9 W 18th St. New York 11 N Y au6

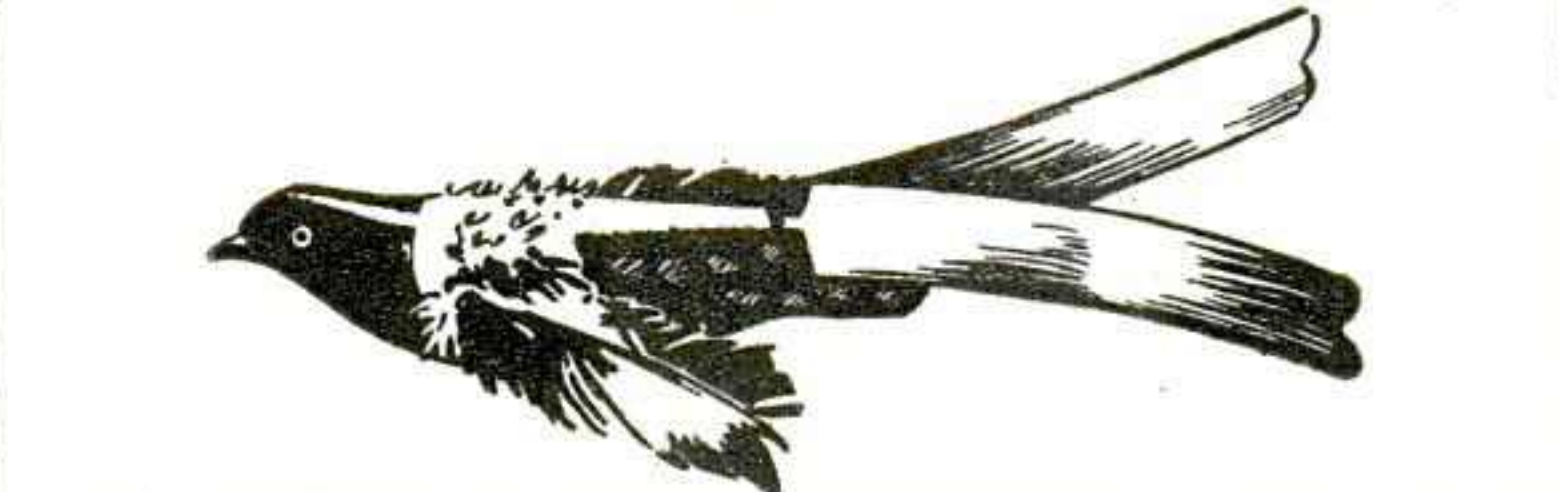
VELVET CURTAIN WITH LEGS, 11x26; LEGS 6x11, silver gray, \$50; Blue Gold Curtain 36½x8, \$65; Rayon Silk 17x7, \$25; Gold Velvet 14½x13½, \$25; Blue Velvet 27x7, \$75. Wallace, 2416 N. Halsted, Chicago.

(Continued on page 118)

**FUR COATS JACKETS—CAPES**  
Large assortment of NEW 1949-1950 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Buy your fur coat this year from our factory at half price. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE. Manufacturing **S. ANGELL & CO.** Furrier 286 W. 27th St. (Dept. b-3), New York 1, N. Y.



**PLASTIC FLYING BIRDS**

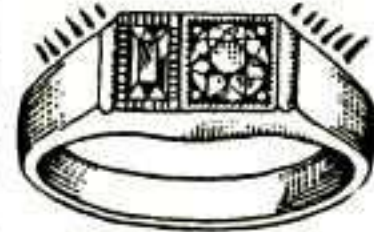


Ogdin's original, loud whistling Flying Birds now presented for the first time in brilliant colored plastic that stands rain and sun. Puts new life in the flying bird business. Packed one gross to carton with long sticks. See your jobber for Ogdin's all plastic Tri-Motor Planes which are making a terrific hit all over the country. **THE OGDIN MFG. COMPANY DAYTON 6, OHIO**

**PRICES REDUCED**

**FLASHY-14K Gold Plate**

**CASH IN ON THESE MONEY MAKERS**



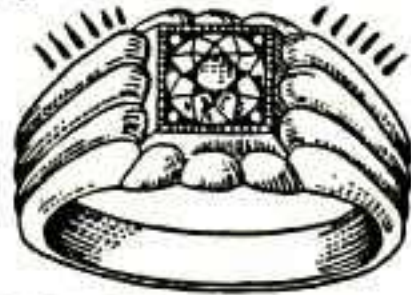
No. 227  
**\$2.25 Doz.**

Ladies' 2-stone cocktail, flashy white stone & ruby color baguette.

No. 301

**\$2.65 Doz.**

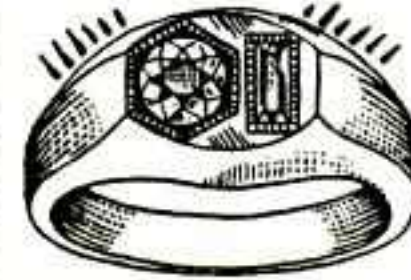
Gents' — A real flashy round white stone and a big seller.



No. 705

**\$2.65 Doz.**

Gents' 2-stone cocktail. Brilliant round white stone and ruby red baguette.



Deposit on all C. O. D. orders. State your business. Above 3 samples postpaid \$1.00.

**PROVIDENCE RING CO.**  
49 WESTMINSTER ST. PROVIDENCE, R. I.

**ATTENTION**

**CARNIVAL — BINGO — PREMIUM OPERATORS**

★ **TABLE LAMPS**  
★ **SMOKING STANDS**  
★ **FLOOR LAMPS**

**LOWEST PRICES IN THE COUNTRY**  
Regular Numbers, Closeouts and Job Lots.

**SATISFY YOURSELF—Write for Illustrated Circular and Price List.**

**LENI LAMP CO.**

1012 W. Belmont Ave. Chicago 13, Ill.

**BIGGEST DOLLAR VALUE — QUICKEST DOLLAR SELLER!**

You Make a Big \$4.80 Per Doz. Cash Profit Selling Special Dollar Group Quality Ties

Fabric mills loss—your gain! Our mill contacts enable us to buy up surplus output at very lowest prices—and manufacture value that sell at a glance! All ties full length, lined at both ends, resiliently constructed, 100% wool interlining. Gorgeous Panels, Blocked Prints, Foulards, Jacquards, Satin Figures. New designs continuously being added. Sold in dozen lots only. Send only \$7.20 NOW per dozen assorted ties, save postage. Or send 25% deposit, balance C. O. D., plus C. O. D. fees. Satisfaction guaranteed or money cheerfully refunded. FREE literature.

**NOW ONLY \$7.20** per doz. (regular \$1.50 and up values)  
PHILIP'S NECKWEAR  
Dept. 8-101, 20 W. 22nd St., New York 10, N. Y.



**HORSES HORSES**

Just completed new model 8½ inch Western Saddle Horse in Bronze finish that is a beauty.  
**PRICE \$17.00 DOZEN**  
Can shade the price to large users. Watch the imitators copy this one. Also have 2 new Models of Midget Horses. Knockout for prizes or giveaways. All samples sent for \$3.00 postpaid. No C.O.D. Your money back anytime. From Factory Direct to You.  
**C. GAMEISER**  
250 West 88th St. New York 24, N. Y.



# NEW... PLASTIC PARASOL 49¢

#720  
18" PLASTIC TOP SPREAD

PLASTIC TOP IN  
THREE COLORS

RED, BLUE or GREEN  
with WHITE DECORATIONS



RETAILER

21" WOOD HANDLE

YELLOW STICK, RED  
BALL HANDLE & STRAP

EVERY ONE GUARANTEED  
TO WORK  
CAN BE OPENED AND CLOSED  
THOUSANDS OF TIMES

★★★★★ **AMERICAN SABER**  
#500

METAL AND WOOD SABER  
Molded Scabbard in Cello-  
phane Bags.

AT ALL  
LEADING JOBBERS  
EVERYWHERE!...

STANDARD  
UMBRELLA  
SPRING ACTION

LOUDEST WHISTLING  
**FLYING BIRD**  
ON THE MARKET!

Each  
with 24"  
Stick

#380—Yellow embossed fully rounded bird  
body with red trimming.

#319—Multi colors stapled bird, four color  
combination.

**Toby Toys** MANUFACTURERS

417 EAST 24th STREET  
NEW YORK 10, N. Y.

## UNBELIEVABLE AT THIS LOW PRICE!



HERE IT IS—the greatest value sensation of the  
year and a whirlwind moneymaker for you!

### ALL GOLD FINISH 3 PIECE DELUXE SET

at the amazing low price of

**Only 80¢** Per Set minimum  
order . . .  
2 doz.

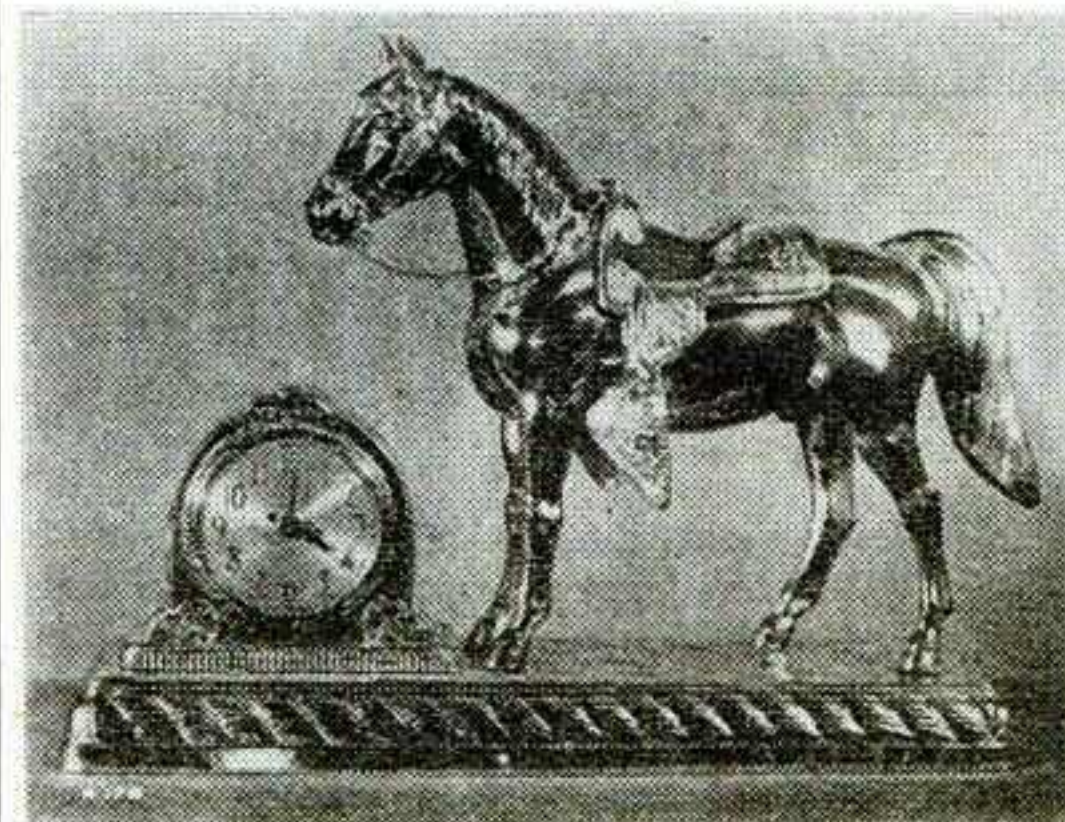
Set consists of:

- Fine Writing BALL POINT PEN
- Streamlined HOODED FOUNTAIN PEN
- Propel-Repel MECHANICAL PENCIL

A supreme achievement in modern pen and pencil  
design . . . an all-metal set with cap and barrel  
beautifully gold finished and highly polished. Never  
before at such an incredibly low price . . . looks  
like a million, built to give dependable writing per-  
formance. Fully guaranteed. Attractively packaged  
in gift box. They're selling fast—get your share of  
the profits! Order now for prompt delivery.  
25% Deposit, Balance C.O.D. No C.O.D.'s under \$10.00.  
Write for Complete New Catalog.

**CARMODY PRODUCTS CO.**  
19 WEST 44TH STREET NEW YORK 18, N. Y.

## SEASON'S BIGGEST HIT! WESTERN HORSE-CLOCK



TOP  
QUALITY!  
LOWEST  
PRICES!  
10"  
HIGH

**\$7.90**

Packed 5 to a carton.  
Minimum order, one  
carton.

Samples, \$8.25  
25% cash with order,  
balance C. O. D.

WHOLESALE ONLY

Western saddle horse, with Session Electric Clock. Highlighted in gold, silver or  
bronze finish. Mounted on handrubbed natural finish wood base, 17"x15 1/2"  
Fully guaranteed. Many other numbers in stock—send for catalog.

HERBERT STEHBERG, 1104 Commerce Street, Dallas

## STORE and FAIR WORKERS, Send for CATALOGUE

Flashy—14K Gold Plate—Cash in on these money makers. Men's and Ladies' Solitaires—Bridal Sets—Birth Stones and Cocktail Rings set with Brilliant White Stones and Red Baguettes.



Send \$2.00 for 10 of the best  
selling samples plus illustrated  
literature "HOW TO OPERATE  
RING SALES IN DEPARTMENT  
AND DRUG STORES."

Make real money on small  
investment!



Engagement . . . \$2.63 Doz.  
Wedding . . . . . 1.63 Doz.

**HARRY MAHREN RING CO.**  
303 5th Ave., N. Y. 16, N. Y.

Red and White Stone  
Combination, \$2.50 Doz.

## IT'S NEW! IT'S SENSATIONAL! IT'S THE FASTEST 10c SELLER IN AMERICA LIE DETECTOR

Sells on sight to Bars, Clubs, Novelty Stores, Gift Shops and hundreds of other spots. You  
can carry a hundred in your pocket and sell out in an hour.

It's Terrific! Don't Miss It! \$3.50 PER 100, \$30.00 PER 1000. Sample Dozen 50c  
JACK BLADES, P. O. BOX 944, ALTOONA 5, PA.

## #6228K 4-PC. IMPORTED MINIATURE PORCELAIN ANIMAL SETS



Beautiful Colors on Black Porcelain Bases.  
Imported the First Time Since 1939.

Animals from 1 to 2" high. WORKS OF ART  
in every detail. Bases 2 1/2"x2 1/2". BEAUTI-  
FUL COLORS OF ANIMAL GROUPS CON-  
TRASTING SPLENDIDLY FROM BLACK  
BASES.

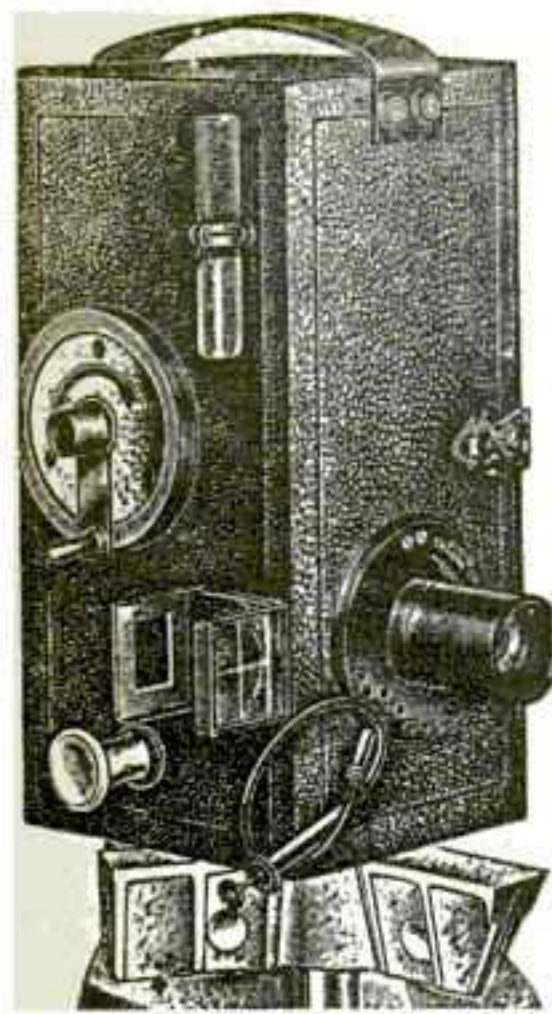
4 DIFFERENT  
GROUPS

Chickens • Ducks  
Cats • Scotties

**\$7.50** Per Doz. Sets  
(4 pcs. per set)

Packed equally assorted among all 4 designs

**LEO KAUL** IMPORTING AGENCY, Inc. 333-335K South Market Street  
Chicago 6, Illinois



At Last...  
**GREATEST QUICK-PHOTO  
 INVENTION IN HISTORY**  
**PDQ CHAMPION  
 PHOTOMASTER**

Takes and Finishes  
 30 to 40 Photos an Hour

- Beautiful, everlasting photos—black and white or sepia, size 2½x3½ in.
- Guaranteed not to fade.
- No dark room needed.
- Photos are taken DIRECT on "SUPER SPEED" direct positive paper.
- Loads enough paper for 50 shots in half a minute—in broad daylight.



Be a PDQ Photographer. Operate the Champion Photomaster. Easy instructions tell how. This portable photo studio weighs only 6 lbs. Size 4½ x 5 x 10 inches.

A complete Portable Photo Studio. Easy to operate—Very simple instructions. Complete developing process takes only 2 minutes.

**YOU EARN OVER  
 700% PROFIT**

Pictures cost you only 2c. Sells for 15c to 25c. Folks just grab for 'em. They are amazed to see their own photos "come to life" in broad daylight. Photomaster "shoots" any subject—individuals or groups—buildings and scenes. For concessionaires, pitchmen or "muggers"—this remarkable camera is definitely "TOPS."

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16MM. SOUND ATTRACTIONS—WE ARE closing out a number of big features and short subjects to make room in our library for new product; write for free list. Minot Films, Millbridge, Me.

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35MM. SOUND FILM WESTERNS, \$15; "Custer's Last Stand" serial, \$125. R. H. Reisinger, 2909 Whitney, Baltimore 15, Md.

35MM. SOUND WESTERNS, FEATURES, Comedies; rent, sale, exchange; lists \$4; wanted quantity 16mm.-35mm sound prints. Oakley Film Exchange, Nelsonville, O.

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(Continued on page 120)

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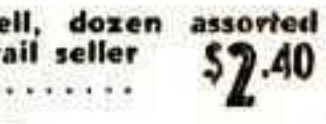
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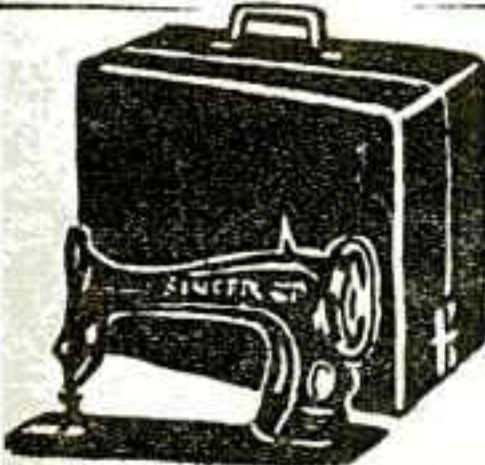
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DANGER ON THE STREETS—HAZARDS OF automotive traffic told in a jaking way; jokes on cards 30 cents per dozen; no samples. Al D Eneles, 503 Dennis St., Houston 6, Tex.

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RESTAURANTS, CLUBS, ETC.—AMAZING imported secret recipes, serve English fish and chips and wonder pups; amazing repeaters; make 18 large delicious pieces fish from one pound fish fillets; tremendous profits; send \$3, worth \$100, and receive by return mail both valuable recipes; money-back guarantee. Mail to L. Spencer, Box 37, Eskridge, Kan.

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope. Green or Khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48; made in any length at above rate per running foot; 25% deposit; satisfaction guaranteed Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich Phone: Cadillac 5691 jy16

100 NEW DOUBLE EDGE RAZOR BLADES—Free gift, \$1; samples 10¢ Weiss, 3518 32d St Union City, N. J.

\$100 WORTH ATLAS GOLD LETTERS, 50 feet electric cable, Neptune 3-H.P. Outboard, 1936 2-door Chev. Werner, 632 W. Forest, Detroit 1, Mich.

(Continued on page 122)

**HOT NOVELTY ITEMS**

- | Low Prices                   | Volume Sales |
|------------------------------|--------------|
| Blonde in Tub                | Sweet "16"   |
| Pee Wee Viewer               | Mystic Mummy |
| Cutie Key Chain              | Peek-a-Boo   |
| Shmoo Key Chain              | Busy Biddy   |
| Double Suction Cup Trick     |              |
| Aviator Type Sun Glasses     |              |
| Midjet Knife Key Chain       |              |
| Auto Flag Suction Cup Holder |              |
- Write for prices and circular of 300 Novelty, Toy and Household Items. Prompt delivery on all orders.  
**Gordon Mfg. Co. Dept. NB**  
110 E. 23 St N. Y. 10, N. Y.

**PARK ROW NOVELTY PULLS THE PRICE DOWN**



**PLASTIC PARASOLS**

- 18" spread
- Red, Blue, Green w/White Flower Decorations
- Deep Fringe Edge
- Wood Handles • Ball Knob
- METAL SPRING ACTION
- Domestic

ONLY **\$32**

GR.

in gross lots  
Packed 3 and 6 dozen to carton

FIRST COME, FIRST SERVED!  
ORDER NOW!

Send 25% With Order—Bal. C.O.D.

**JOE SCHIAVO, Prop. PARK ROW NOVELTY CO.**

139 PARK ROW NEW YORK 7, N. Y.

**ART MODEL PHOTO KNIFE**

Two Blades Highly Polished Carbon Steel. Unbreakable Plastic Handle with Beautiful Art Photo



1584BB **\$3.95** Per Doz.

10 Doz. or More **\$3.50** Per Doz.

**ROHDE-SPENCER CO.**  
223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

**1949 Plastic Inflatables**

Nationally Advertised

Colorful Fiesta Plaid Sight-Sellers. Guaranteed First Quality 12-Gauge Virgin Firestone Velon, Flat, Safe, Tuck-in Valve. Unconditional Guarantee.

- |  |          |
|--|----------|
|  | Per Doz. |
| 18" Beach Ball .....   | \$ 9.00  |
| 12" Jr. Beach Ball .....   | 7.00     |
| Swim Belt (Sectioned, Strapped) .....                                | 9.00     |
| Swim Ring (Plaid Patterns, 21" Diam.)                                | 10.00    |
| Dolls—Tyrolean, Scotch, Clown .....                                  | 9.00     |
| Magnetic Fish Pond Game (6 Fish, inflated; 2 magnetic Fishing Poles) | 9.00     |
- Sample of any item, 75¢. All Items Individually Packed. Color Circular Available. 1/3 Deposit, Balance C. O. D.

**BETTER PLASTICS CO.**  
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**PLASTER**

Attention, Concessions

Large Assortment—New Numbers  
Highly Tinted

Large, 25¢; Medium, 10¢ and 12¢, F. O. B. Indianapolis. No shipping. Delivery arrangements can be made for large orders.

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**WE MANUFACTURE SHRINE CIRCUS FEZ**

Novelty Fezces for All Occasions. Perfectly Blocked—Looks like real Fez. Also PENNANTS for All Occasions.

**THE G. B. FELD COMPANY**  
2137 E. 90th St. Chicago 17, Ill. Phone: ESsex 5-4884



**HURRY! HURRY!**

**a new CROWD STOPPER**

LIFE MAGAZINE RAN A FEATURE ON IT! CAN'T MISS!

Genuine • Trademarked

**EUREKA**

*Cordless*

**ELECTRIC IRON**

NATIONALLY ADVERTISED **\$19.95**

**\$3.50** EACH

IN LOTS OF 24

Excise Tax Included

Terms: 10% cash with order... balance C.O.D.

STANDARD MANUFACTURERS' ONE YEAR WARRANTY

LIMITED QUANTITY! Offer will be withdrawn when surplus is sold

DEPT. 50  
EUREKA WILLIAMS CORP.  
BLOOMINGTON, ILLINOIS

**ORDER TODAY!**

FAST-MOVING MASS-APPEAL **LAMPS** GLASS, BRASS AND POTTERY!

Here is a new line that's selling BIG!

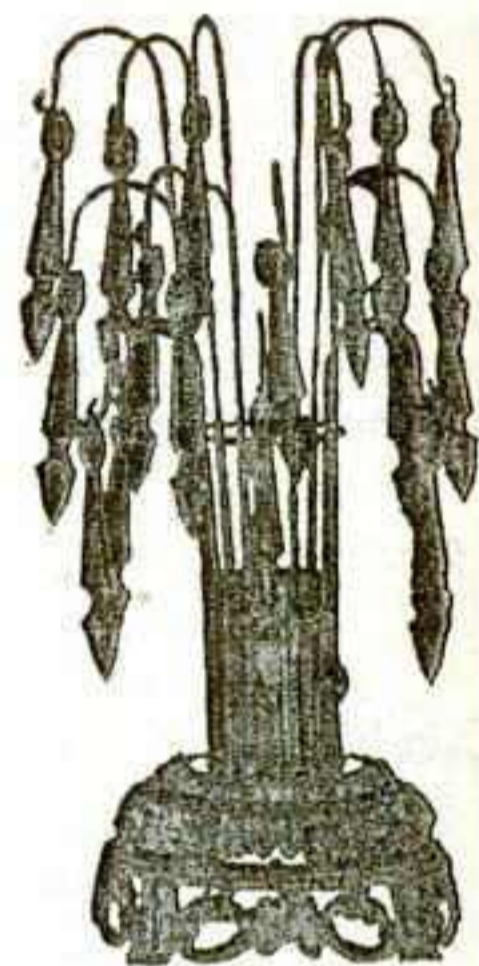


Large Assortment of Close-Out Specials

Be sure to see our NEW, outstanding, sensational, colorful line of lamps of brass, glass, glazed pottery. Fascinating shades, elegant styling, REAL POPULAR APPEAL! This line, made by the largest manufacturers of lamps and shades, is now available to the CARNIVAL TRADE at the lowest prices offered. This is your opportunity to buy REAL MERCHANDISE at prices that are absolutely RIGHT!

Wide variety and large price range of Hurricane Lamps, Boudoir Lamps, Children's Lamps and an Assortment of Novelties!

**See Our Terrific Line Before You Buy Lamps!**



- Remarkable Values!
- Prompt Shipment!

Call at Our Showroom or Write to...

**ROART CO.**

61 West 23rd Street  
New York 10, New York  
• Sales Representatives Wanted

**Souvenirs, Novelties, Rodeo and Carnival Goods**

Spiders, spring legs, large size	Dozen \$ 1.00	Gross \$ 9.00	Key Chains:	Dozen \$ 1.60	Gross \$18.00
Skeletons, spring legs, large size	.90	9.00	Shmoo Puzzle carded 1 dozen		
Monkeys, spring legs, lg., w/drum	1.25	12.00	Billy Bones, skull, carded		
Turtles, clay, head and tail move	.75	7.20	2 doz. @ .....	1.05	12.00
Alligator, walking, plastic	1.00	10.80	Boot, gold or silver, carded		9.60
Reed Balloon Sticks, top grade, 24"	.65	6.00	2 doz. @ .....	.90	
Oak Balloons, No. 4, round	.50	4.50	Tie or Scarf Slides:		
Oak Balloons, No. 10, mottled, round	1.25	12.00	Nickel Steer or Saddle	2.00	23.50
Oak Balloons, No. 12, round	.75	7.20	Plastic Hat, assorted colors	1.25	14.75
Squawkers	.85	8.00	Leather, with jewels, nailheads	1.40	14.40
Razzer Pop-Up Pipe	.85	8.00	Roy Rogers Bolero Vest	7.20	
Flying Birds, imported, packed, 3 doz. @ .....	.75	7.20	Roy Rogers Bandanas	2.40	
Shaker Horns, Noisemakers	.40	3.60	Regular Bandanas	1.75	20.00
Crepe Party Hats, decorated	.35	3.15	Roy Rogers Neckchiefs	5.00	
Tambourines	1.80	16.20	Roy Rogers Ties	3.50	
Batons, finzel head w/bell	1.50	13.50	Western Pure Silk Scarfs, 27"	10.50	120.00
Swagger Cane, ball top, large	.85	7.65	Cowboy Ties, asst. colors	3.50	40.00
Lash Whip	1.35	12.15	Straw Cowboy Hats, asst. colors	5.25	60.00
Parade Walking Canes	4.20	37.80	Straw Cowgirl Hats, asst. colors	7.20	84.00
Bronzed Western Metal Horses:			Hand Painted Ties, asst. Western	8.40	96.00
#13, 2 1/2" High... Sample \$ .25	2.50	20.00	Sheriff Plastic Clicker Guns	.80	9.60
#15, 4 1/2" High	.50	4.50	Cowboy Spurs, indiv. carded	2.30	26.75
#97, 5 1/4" High	1.00	9.00	Pottery Hat Ashtrays, 3 1/2 in.	.60	6.00
#92, 7 1/4" High	2.00	18.00	Pottery Hat Ashtrays, 5 in.	1.10	12.00
#910, 8 1/4" High	2.50	22.50	Squirt Rings	1.50	14.75
#900, 10 1/4" High	3.00	27.00	Luminous Paint	.90	9.75
#102, 12" High	5.00	45.00	Auto Bomb, smokes, whistles	1.20	12.00
Horse Lamp, 10" High	3.50	36.00	Trick Book Matches, packed		
Miniature Glass Animals, asst.	.75	7.20	4 doz. @ .....	.35	3.60
Dancing Couple, wind-up toy	3.85	38.50	Trick Regular Matches, carded	.40	4.20
Feather Doll, 7 inch	1.80	17.00	1 doz. @ .....		
Squeaky Mouse, 2 1/2 inch, pkd. 2 doz. @ .....	.50	5.40	Smokers Fun Shop, 1 card, \$1.75; Case 20	\$29.95	
Squeaky Mouse, 4 inch	.85	7.65	Bamboozle, 1 card \$1.75; Case 20	29.95	
Rubber Dagger, imported	.70	6.30	Slum Asst. Selection, 1 Gr. 95¢; 10 Gr. ...	9.00	
All Leather Zip Billboards, asst.			Slum, plastic, per lb. approx. 25¢ pieces..	1.40	
Westerns, 1 doz. on card	9.35	108.00	Resurrection Plants, \$2.00 per 100;		
Quick, Dependable Service.			per 1000 .....	20.00	
Note: Trick Matches, Auto Bombs, etc., shipped express only.			Cactus Plants, blooming varieties, 100 for	7.00	

1401 BROADWAY **M. NOWOTNY** SAN ANTONIO 2, TEXAS

**Nickel Silver Saddle Rings**

*THEY'RE NEW THEY'RE HOT THEY SELL!*

Fast Sales and Big Profits from These Western Rings . . . Priced to MOVE!

**MEN'S SADDLE RING.** Eye-catching, massive, with plenty of deep, clear detail. Oxidized for richness, then polished for glistening highlights. No. NS-80, in sizes 7 to 13 . . . Dozen **\$8.00**

**Women's & Children's Saddle Ring.** Same as men's ring except smaller and more delicate in detail. No. NS-60, in sizes 4 to 10 . . . Dozen **\$7.00**

**Western Hat Ring.** Sterling silver, smooth and lustrous . . . a real Western sombrero in miniature that everybody wants to have. No. H-20, in sizes 4 to 10. . . Dozen **\$7.00**

**TERMS**  
2% 10 days, 30 days net to well-rated firms. All others 25% deposit, balance c.o.d.

**W. G. SIMPSON CO., 2351 E. Van Buren, Phoenix, Ariz.**

**NOVELTY SOUVENIRS**

Pink Conch Shell Lites With Base \$11.00 Dz.  
Pink Conch Shell Lites With Hand Painted Scenes 15.00 Dz.  
Ind. Serving Trays, Hand Painted Scenes 12.00 Dz.

Shell Trays With Own Local Scenes \$ 2.75 Dz.  
Aprons and Tablecloth Made of Cactus Fibre With Your Own State Design . . . \$9.00 and 11.00 Dz.

**MANY OTHER SOUVENIR ITEMS**

**SILVER'S**  
MANUFACTURERS AND JOBBERS

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**MIDGET BIBLE** *Lucky Illustrated Bible*  
**—World's Smallest**

BIG PROFIT FROM A LITTLE ITEM!

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1x1 1/4 inches), yet clearly printed and every word legible! Black gold-printed cover. Wonderful, BIG PROFIT novelty. Dealer's Prices: 9¢ dozen, \$4.70 per 100. F. O. B. Detroit; add postage. C. O. D. or cash with order. Send for complete list of nearly 100 cheap, popular paper-covered books. Special low prices for jobbers and quantity users.

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**NEW LOW PRICES! WESTERN HORSES**

Highly polished and lacquered, each with gold plated bridle reins. Made in following sizes:

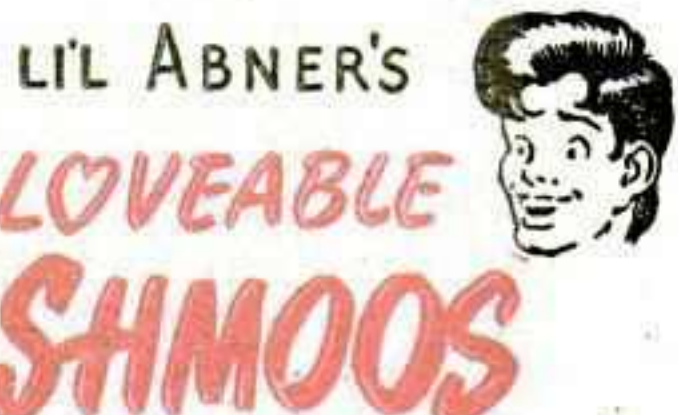
No.	Size	Doz.	2 Doz.	Gross
#15	4 1/2 x 6	\$ 6.00	\$10.80	\$ 60.00
#97	5 3/4 x 7 1/2	9.00	17.00	96.00
#96	6 3/4 x 8	12.00	22.00	136.00
#910	8 1/4 x 12	24.00	46.00	270.00
#900	10 1/4 x 13	30.00	57.00	

SAMPLE SETS—One of Each Horse—\$10.00.  
25% deposit w/order, balance C. O. D. Credit to rated accounts. Minimum order, \$10.00.

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316 NO. 4TH STREET, BURLINGTON, IOWA

**NEW! NEW! NEW!**

**THEY'RE SHMOOPENDOUS!**



per dozen **\$3.60**  
per gross **\$42.00**

**WITH MYSTIC SHMOOTOMIC POWER**

They walk! They whirl! They wool! Two Shmoootomic powered plastic Shmoos in a colorful slide box. Shmoos come in blue, red, pink and white plastic. Do all sorts of fascinating tricks. Hottest novelty in years! \*616 LOVEABLE SHMOOS.

Packed 2 Dozen to an Attractive Display Carton.

**#617-C MYSTIC SHMOO CHAIN AND TAG**

Colorful magnetic plastic Shmoos with decorated mailing tag attached. Mailing tag has clever rhyme all about the Shmoos and its "Shmoootomic" power.

per dozen **\$1.80** per gross **\$21.00**



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**#617 SHMOO KEYCHAIN**

Its Shmoootomic power picks up pins, needles and hangs onto metal. When moved close to each other they walk, whirl, twirl and wool. Sells on sight!

per dozen **\$1.80**  
per gross **\$21.00**

**SPECIAL! ELECTRIC FLASHER DISPLAY-75c EXTRA**

Order at once from your jobber or direct!  
All prices F. O. B. Chicago.

**WHEN ORDERING INCLUDE POSTAGE (AVERAGE 25c PER DOZEN)**

**H. FISHLOVE & CO.**

714 N. Franklin Street Chicago 10, Illinois  
"Since 1914 Manufacturers of Novelties That Amuse"

**PARTNERS WANTED**

**BUSINESS PARTNER—WHITE, WHO CAN INVEST \$3,500** in a tent theater playing one day stands; new show seating 700; someone who can give references and will stay with this business; playing southern states only; planning a hill-billy show for 1950; also want a young man or woman, white, under 35, for advance advertising and tickets. Box C-381, Billboard, Cincinnati, O.

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**LETTERS REMAILED, FORWARDED FROM MIAMI**—For information, write: Box 604, Coral Gables 34, Fla. jy16

**THE ORIGINAL STUFF—ADULT CARTOON** Books, illustrated; old timers had 'em but they're rare now; super assortment, \$2, free enclosures with order; no C.O.D.; state a/c. V. E. Alberts, 6369B De Longpre, Hollywood 28, Calif.

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**ARTISTIC 8x10 ENLARGEMENTS, BEAUTIFULLY** hand tinted in oils \$1 postpaid; enclosure narrative. Photofint, 5233 Cleveland, Kansas City 4, Mo.

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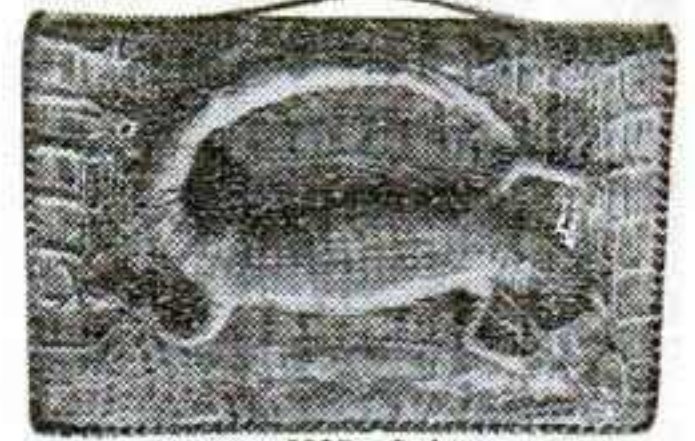
**5,000 6x9 QUALITY CIRCULARS, \$14.75; 1,000**, \$5.75. Gibbs' Press (1), 500 W. 141, New York 31.

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(Continued on page 124)

**ARE YOU STOCKED UP FOR THE FAIRS? HAVE YOU A NATURAL ITEM?**

**LADIES' CUBAN ALLIGATOR BAGS ARE A NATURAL — Wholesale Only**



=103B-9x6

\$15.00 ea. in lots of 1 doz. Decorated With Whole Stuffed Alligator #100 Teen Age Envelope, 6"x4", \$60.00 doz. Retail value, \$12.00 ea.

#101 Envelope, 8"x6", \$9.75 ea. Retail at \$23.50.

#105 Oblong, Shoulder Strap, Plain, \$16.00 ea. Retail at \$38.40.

#106H 10"x8", Shoulder Strap, Full Skin Head, Paws front and back, \$18.00 ea. Retail at \$43.20.

All Bags Natural Honey Color. 106H also in .ed. All grade-A leather lined, hand laced edgings. Prices listed are for lots of one doz. or more. For samples add 20% tax. 25% With Orders, Balance C.O.D. No Exceptions. (No Catalogues)

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Hundreds of Illustrated Items for Carnivals, Parks, Bingos, Streetmen, etc. . .  
**FREE COPY**  
Write, Wire or Phone for this LIVE-WIRE Merchandiser Today!

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**Kravitz & Rothbard**  
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**SPEEDY SELLER! JET RACER**

Exclusive Catapult Motor • No Winding  
Variety of two-tone plastic color combinations.  
3 dozen lots 1 dozen lots  
**\$3.00 per doz. \$3.60 per doz.**  
Illustrated Catalog on Request  
**ELMAR PRODUCTS CO.**  
15 W. 24 St. New York 10, N. Y.

**1949 Plastic Inflatables**  
Nationally Advertised

Colorful Fiesta Plaid Sight-Sellers. Guaranteed First Quality, 12-Gauge Virgin Firestone Velon, Flat, Safe, Tuck-in Valve, Unconditional Guarantee. Per Doz.

- 18" Beach Ball \$9.00
- 12" Jr. Beach Ball 7.00
- Swim Belt (Sectioned, Strapped) 9.00
- Swim Ring (Plaid Pattern, 21" Diam.) 10.00
- Dolls—Tyrolean, Scotch, Clown 9.00
- Magnetic Fish Pond Game (6 Fish, inflated; 2 magnetic Fishing Poles) 9.00

Sample of any item, 75¢. All items individually packed. Color Circular Available. ½ Deposit, Balance C. O. D.  
**BETTER PRODUCTS CO.**  
154 Nassau St. New York 7, N. Y.

**Big Money in Wirework**

You can learn how to make fast selling Wire Novelties; Names, Bracelets, Earrings, Swords, etc. Copyrighted instruction booklet with over 200 diagrams for only \$1.50. Send check or money order to  
**LEE BRANDYWYNE**  
P. O. Box 87 Dept. B Brooklyn 14, N. Y.

**FOR LATEST NOVELTIES: WE HAVE 'EM:**



**RUBBER LIZARDS**, they look and act real, for young and old \$ 4.00 Doz.; \$45.00 Gross

**CHINA NOVELTY SALT & PEPPER SHAKERS**, Asst. 3.00 Doz.

"SWEET 16", 16 Views Guaranteed 6.50 Doz.; 64.80 Gross

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**ESQUIRE ASH TRAYS (Heads & Tails), Silver & Bronze Finish** 6.50 Doz.

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**POT BELLIED ASH TRAY STOVES** 10.80 Doz.

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**BUCK-A-ROO BELT BUCKLE** 4.50 Doz.

"PIN-UP GIRL" 11 Color—4 Embossed Picture Rotary Lamp 2.75 Ea.;

10" BRONZE HORSE STATIONERY SADDLE 2.50 Ea.;

10½" BRONZE HORSE REMOVABLE SADDLE 3.25 Ea.;

"TURKISH-HAREM" DANCE 2.50 Doz.; 27.00 Gross

25% CASH WITH ORDER. BALANCE C.O.D.  
SEND \$10.00 SET OF ABOVE SAMPLES OR \$5.00 LESS LAMP AND HORSES.

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**SLUM BALLOONS**  
Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

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**BIG VALUES**  
**MEN'S Gold Plated Massive Solitaire**  
 \$3.25 doz.  
 \$36.00 per gr. No. 02



**NO. 191-C MEN'S DOUBLE HEAD IMITATION CAMEO**  
 With Gold Flash Sides  
 \$3.50 per doz. — \$39.00 per gr.



**NO. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides**  
 \$3.25 per doz.  
 \$36.00 per gr.



**NO. 153 MEN'S GOLD-FILLED SOLITAIRE**  
 \$9.75 per doz.



**NO. 7048 MEN'S DOUBLE WHITESTONE RING**  
 A real eye-catcher that produces big sales.  
 In Sterling Silver \$12.00 per doz.  
 Gold-Filled \$15.00 per doz.  
 Minimum order, one dozen. Over 500 styles \$1 and up per doz.  
 Send 25% with order, balance C.O.D.  
**FREE CATALOG**  
**STERLING JEWELERS**  
 44 E. LONG ST. COLUMBUS 15, OHIO



**"Metal Hull" SHIP LAMP**  
 With Brass Rigging  
 Cuttler & Co. features for the first time anywhere this ALL CHROME SHIP LAMP. Light shines upon the chrome sails from the ship's hatches. The port-holes light up, bathing the chrome hull with sparkling highlights.  
 12" High, 11 1/2" Long.  
 A Quality Product.



**\$3.00 Ea. in Doz. Lots**  
**Samples \$3.50 each**  
 25% Deposit, Bal. C. O. D.  
 Telephone: OREGON 3-6330

**CUTTLE & COMPANY, INC.**  
 928 Broadway...New York 10, N. Y.

**Hottest Item in Years!!**  
**MODEL PICTURE BLADES**

Glossy, full-color Hollywood Lovelies on wrappers and packages of Fine Razor Blades

Sharp, clear pictures in four-color photography—just the way you want them! Scoop your competition with this magnetic number!

Mounted on Cards or Boxed in Display Cartons


**ROJAC EXTRA-SPECIALS**  
 All Plush Toys Sold at Lowest Prices in History!

LARGE ALL PLUSH BEARS, best quality — none better made. \$30 Doz. ....	2.50 ea.	9-INCH ALL PLUSH RABBITS. \$4.80 Doz. ....	.40 ea.
JUMBO SITTING ALL PLUSH DOGS. \$30 Doz. ....	2.50 ea.	16-INCH DOLL. \$6 Doz. ....	.50 ea.
EXTRA LARGE, BEAUTIFUL MA-JORETTES. \$36 Doz. ....	3.00 ea.	SILK NOVELTY DOLL, 1 to a box, cellophane covered. \$7.20 Doz. ....	.60 ea.
LARGE GIBSON GIRL DOLLS with New Look, all silk with hat. \$39 Doz. ....	3.25 ea.	EXTRA LARGE ALL FUR DOG. \$27 Doz. ....	2.25 ea.
MEDIUM SIZE ALL PLUSH DOGS. \$6 Doz. ....	.50 ea.	MEDIUM ALL FUR DOG. \$12 Doz. ....	1.00 ea.
		EXTRA LARGE BAMBI. Asstd. colors. \$39 Doz. ....	3.25 ea.

Attention: Slum Users—write for list! Slum, 50c up per gross.  
 Large Toys packed 1 dozen to a carton. Small Toys—6 dozen to a carton.  
 Minimum order—1 dozen of an item.  
 25% deposit on all orders, balance C. O. D.  
 Samples gladly sent—Add 25¢ each to price of single item.  
 Prices subject to change without notice  
 AL BURT—Sales Manager

**ROJAC NOVELTY CO.** 33 Union Square  
 New York 3, N. Y.

**MODEL**  
 DOUBLE EDGE  
**RAZOR BLADES**



MODEL BLADE CO. • NEW YORK, N. Y.

**NOVELTY CONCESSIONAIRES**  
 Insist on Quality

- ▶ TIPP WHIPS
- ▶ TIPP BATONS
- ▶ TIPP SWAGGERS

... Get them from your favorite jobber. If he does not have "TIPP" please send us his name and we'll send you full information.

**THE TIPP NOVELTY CO., Tipp City, Ohio**  
 Our Fiftieth Year—There Is No Substitute for Tipp Quality

Carded: 24 Assorted Picture Blades to Card. Everywhere that men meet, our display cards will sell on sight!

**\$7.50** per set of 10 cards



Display Carton: Contains 20 packages of 5's. (Seven assorted pictures to each package of five blades).

**\$2.40** per carton of 100 blades

All Model Blades are manufactured of Surgical Blue Steel to give greater shaving comfort and satisfaction! Retail at 25c per package of 5's, or 10c per picture blade.

Discounts available to wholesalers!

50% Deposit with order, balance C. O. D. We prepay shipments. See your nearest distributor or write to:

**MODEL BLADE CO.**  
 527 West 34th St.  
 New York 1, N. Y.

**Price \$2.98**  
 Jobbers — in gross lots, \$1.98.  
 Send money order or postal note.



**WAUWATOSS NOVELTY CO.**  
 P. O. Box 275 Wauwatosa 13, Wis.


**STORE and FAIR WORKERS, send for CATALOGUE**

Rings and Engraving Jewelry


**PENDANT and EARRING SETS**  
 Cellophaned and Gift Boxed.  
 Either style can be had with Plain or Dangle Earrings and Set

With Cameos • Opals  
 Aquas • Zircons • Rubys  
 Roses • Topazes • Sapphires  
 Emeralds • Amethysts

1 Doz. Ass't, Postpaid, \$10.75  
**HARRY MAHREN RING CO.**  
 303 8th Ave., N. Y. 16, N. Y.



No. 44—\$10.50 Doz.



No. 45—\$10.50 Doz.

**SELL FAST SELLING NOVELTIES**  
 And 5x6 1/2 inch stock signs

To Cigar Stores, Pool Halls, Taverns, Bars and many other places.

SPECIAL—Send \$2 for big assortment of salable novelties and signs prepaid. (\$10 approx. retail value.)



**AL HAWKINS AND COMPANY**  
 Box 1285-B Sioux City 7, Iowa

**BIG PROFITS FOR YOU!**  
**WHAT CAN YOU LOSE?**  
 FOUR SENSATIONAL GROUPS OF  
**ASSORTED JEWELRY**  
 ACTUAL VALUES FROM \$1 TO \$16.50

- BINGO OPERATORS • PITCHMEN • CONCESSIONERS
- JEWELRY WORKERS • STORES

You Can's Miss With This Amazing Deal!  
 Every Item Brand New on Cards.

GROUP 1  
**25¢ EACH**  
 100 ITEMS, \$25

GROUP 2  
**6¢ EACH**  
 100 ITEMS, \$6

GROUP 3  
**11¢ EACH**  
 100 ITEMS, \$11

GROUP 4  
**3¢ EACH**  
 100 ITEMS, \$3

SIGNET RINGS      \$ \$ \$  
 NECKLACES      \$ \$ \$  
 BRACELETS      \$ \$ \$  
 FOUNTAIN PENS      \$ \$ \$  
 PINS      \$ \$ \$  
 NOVELTY KEY CHAINS      \$ \$ \$  
 EARRINGS      \$ \$ \$  
 IDENTIFICATION BRACELETS      \$ \$ \$

**A Swell Grab Bag Deal**  
 25% With Order, Balance C. O. D.  
**SHER-LEE**  
 4707 SHERIDAN RD. CHICAGO 40, ILLINOIS

**SALESMEN WANTED**

**A-1 MEN OVER 40—MAKE A FORTUNE:** NO investment; sell sales-promotional advertising to grocery stores and other retail businesses; you collect \$22.50, you retain \$15; call-back commission, \$5; extra bonuses, \$25 to \$100 monthly; over-rides 50¢ to \$2 per account per man; guaranteed yearly annuity of \$5 on every active account you open; requirements, car, one sale weekly; bondable, we pay bond. Coast to Coast International Associates, 160 Chestnut St., Rochester 7, N. Y. (Mention Billboard) Jy30

**ADVERTISING BOOK MATCHES — WORLD'S** largest direct selling manufacturer of Advertising Book Matches offers opportunity for profitable year round selling; liberal spot cash commissions; every business a prospect; no experience needed to start; men or women; full, part time; factory service; low prices for high quality; repeats; sales kit furnished. Match Corp. of America, 3433 West 48th Place, Dept. B-27, Chicago.

**FULL OR PART TIME—BEST ADVERTISING** Specialties: best co-operation; give references first letter. Box C-376, Billboard, Cincinnati, O.

**MAKE \$1.50 SALE, KEEP HALF DEMAND ITEM** —Money-back guarantee; four samples \$3. Bugblotters, 4906 Canal, Houston, Tex.

**MEN, WOMEN — 1949 PRACTICAL INVENTION** pays \$3 on \$6.50 sale; if it's money you need, write: Modern Safe Company, Beloit, Wis. Jy16

**REAL HOT DOOR TO DOOR ITEM SELLING** at \$2.95. Write Amespeco, Amherst, O. Every housewife wants one.

**SALESMEN WANTED — FOR ALL TERRITORIES:** all new line of Salesboard Merchandise Promotions; either side line or full time; commission and bonus; give full particulars and territory desired in first letter; write: Box C-380, Billboard, Cincinnati, O.

**SALESMEN, AGENTS — \$27-\$54 DAILY:** A unique proposition, new and different; we give you exclusive territory; new type of trade stimulator for retail merchants; no investment; write or wire, Box 1724, S.S.S. Springfield, Mo.

**SELL NEW AUTOMATIC FLOOR WAXER** — Trigger on handle; hands never touch floors or wax; retails \$2.95; profit 125%. Write Smith, Inc., Greenfield 11, Mass.

**SCENERY AND BANNERS**

**CANVAS—ALL WIDTHS; WINGDOPE,** Canvas Cement, tents for Scouts, campers, sportsmen, children's play tents, 25% discount; sails, sailcloth; catalogue BB. Alan-Clarke Co., 96 Chambers, New York City.

**EARLE CALDWELL STUDIOS—SHOW BANNERS,** scenic; artistic, colorful, best quality, priced right. 121 1/2 S. Broadway, Los Angeles 12, Calif.

**FANCY SIDE SHOW BANNERS, COLORFUL** Pictorial Painting at new low prices. Write The Studio, 47 North 4th St., Newark, O.

**NIEMAN CARNIVAL-CIRCUS BANNERS, THE** best, not the cheapest; no disappointments. Nieman Studios, 1236 Halsted St., Chicago, CA-6-2544. Jy9

**8x10 SIDE SHOW BANNERS PAINTED TO** order, \$30. Don Lutten, 534 Harris, Kansas City, Mo. Jy9

**TATTOOING SUPPLIES**

**EVERYTHING YOU NEED FOR TATTOOING—** Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mitt Zels, 728 Lesley, Rockford, Ill. se3

**FOUR BEST TATTOOING MACHINES—COM-** plete, ten dollars. Charlie Wagner, Chatham Sq., New York.

**GUARANTEED PELICAN BLACK, ANY QUAN-** tity; finest quality Needles, 12 sharps, \$5 a thousand; tempered sterling silver for contacts. Joe Darpel, Hotel Victoria, Norfolk, Va. au20

**TATTOOING MACHINES, DESIGNS, COLORS.** Needles, Outfits; free catalog; fast service. Owen Jensen, 120 W 83d St., Los Angeles 3. iw16

**TATTOO SUPPLIES FOR SALE—PRICE LIST** free. G. S. Matthews, Rt. 7, Box 616, Little Rock, Ark.

(Continued on page 126)

**Attention—Attention JEWELRY WORKERS**

**O.K., all you guys and gals who wouldn't** give out with an old sawbuck for samples, read 'em and weep.

**The re-orders are coming in now from** the ones who did order samples; one party sold his samples for \$48.00.

**The Mexican Necklaces and Bracelets** to match ornamented with the colorful sets are something to behold.

**Your fair season is coming up fast, get on** the ball, don't get scooped by your competition. Don't be misled by anyone, this is the act. Send \$10.00 for 8 samples and quantity prices.

**E. LOWREY**

1607 Wadsworth Ave., Apt. 3  
 Lakewood, Colo.

P.S.: This address will be permanent for the season.

**FOR IMMEDIATE DELIVERY**

HIGHLY POLISHED • ELECTRO PLATED

• IDENTIFICATION BRACELETS •

from \$14.40 Gross and Up

• PINS • GUARD PINS • FOBETTES •

from \$9.00 Gross and Up

WRITE FOR CATALOG NOW

(STATE BUSINESS)

25% Deposit With Order, Balance C. O. D.

SEND \$5.00 FOR SAMPLE ASSORTMENT

'Frisco Pete' 604 W. LAKE ST. CHICAGO 6, ILL.

**BUY WHOLESALE FOR MORE PROFIT**

**NEW LOWILL WATCHES**  
**DIRECT FROM THE SOLE DISTRIBUTOR.**  
**ELIMINATE MIDDLE MAN'S PROFIT!**

Priced for easy selling. Quality and style compares with the best in nationally advertised brands. Beautifully boxed with retail price tag and guarantee. B601 — Handsome 10K RGP Case, Steel Back, Dome Crystal, Genuine Leather Band. Rhinestone Dial sparkles like diamonds.

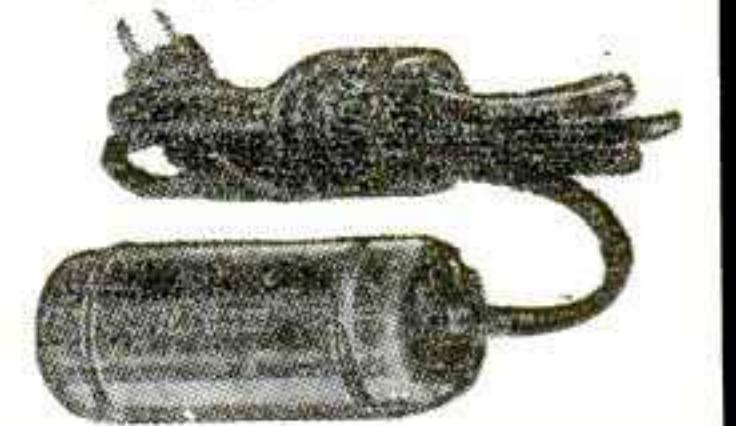
- 7 JEWEL ... \$12.95
- 17 JEWEL ... 15.50
- B27—Gorgeous 10K RGP Case, Steel Back, Rhinestone Dial.
- 7 JEWEL ... \$12.75
- 17 JEWEL ... 15.50

Send 25% with order, bal. C.O.D.  
**FREE: Our NEW CATALOG**  
 Just Off the Press.  
 Write Today!

**LOUIS PERLOFF**  
 WHOLESALE JEWELERS  
 DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

**AGENTS**

**Here is a money making opportunity** selling Flasheat Electric Immersion Water Heaters.



**These \$4.95 Heaters weigh about 1 lb.** Heat water fast for shaving, washing dishes, clothes, hot water bottles, bathing and many other ways. Everybody can use one. Liberal Commission. Sample outfit \$3.00. Write now.

**BENDIK SALES CO.**  
 20725 Harper Detroit 24, Mich.

**Attention, All Crew Hat Operators**  
 HERE IT IS!  
**THE "NEW LOOK" CREW HAT**  
 RAYON SATIN TWO TONE CREW HAT  
 WRITE FOR SAMPLE IMMEDIATELY  
 IMMEDIATE DELIVERY GUARANTEED



\$69.00 GROSS

Small Jap Monkeys	8.40 Gr.	24 Dart Balloons (5 gr. minimum)	.70 Gr.
Medium Jap Monkeys	16.50 Gr.	LACED EDGED COWBOY HATS	40.00 Gr.
Large Coolie Hats	33.00 Gr.	KIDDIES' BENNIE HATS	24.00 Gr.
Small Coolie Hats	22.50 Gr.	JAP PENNANT CANES	1.50 C
Small China Fur Dogs	15.00 Gr.	MAPLE WALKING CANES	31.50 Gr
Large China Fur Dogs	43.50 Gr.	14 Cat Mottle Balloons	7.00 Gr
JAP OPERA GLASSES	45.00 Gr.	9 Cat Mottle Balloons	5.00 Gr.
Jap Dangling Spiders	9.00 Gr.	9 Animal Print Balloons	4.50 Gr.
Jap Dangling Duck	9.00 Gr.	9 Circular Stripes	7.00 Gr.
Jap Dangling Skeleton	8.40 Gr.	9 Agate Balloon	4.50 Gr.
JAP WORD WITH STRAP	30.00 Gr.	4 Dart Balloons	.85 Gr.
China Paper Snakes	5.50 Gr.	REED STICKS	.60 Gr.
Clicker Gun & Holster	21.00 Gr.	70L G.A. & R.R. Gold Horse	20.00 C
TROMBONES	21.00 Gr.	70L G.A. & R.R. WHITE HORSE	10.00 C
15" Jap Paper Parasol	9.00 Gr.	5" Plain Cello Doll	9.00 Gr.
18" Jap Paper Parasol	13.50 Gr.	6" Plain Cello Doll	12.50 Gr.
20" Jap Paper Parasol	15.00 Gr.	7" Plain Cello Doll	13.50 Gr.
27" Jap Paper Parasol	45.00 Gr.	4" Feather Doll	8.50 Gr.
33" Jap Paper Parasol	60.00 Gr.	7" Feather Doll	19.80 Gr.
		12" FEATHER DOLL, TINSELED	4.50 Dz.

**MECHANICAL TOYS**

CRAWLING BABY	\$ 5.50 Dz.	Mechanical Mice	24.00 Gr.
COWBOY ON HORSE	81.00 Gr.	Swagger Canes	4.50 Gr.
ITCHY DOGS	42.00 Gr.	BIRD CAGES	40.00 Gr.
Boy & Dog	75.00 Gr.	5" Cuddle Doll	18.00 Gr.
Dancing Couple	45.00 Gr.	9" Cuddle Doll	63.00 Gr.
Cat & Ball	42.00 Gr.	10" Cuddle Doll	78.00 Gr.

WE CARRY A FULL LINE OF SLUM MERCHANDISE. SEND \$1.00 FOR COMPLETE SAMPLES.  
 WRITE FOR ILLUSTRATED CATALOG.  
 WE TAKE ORDERS FOR SPECIAL BUTTONS AND PENNANTS.  
 25% DEPOSIT WITH ALL ORDERS.

**Notice—Engravers & Demonstrators**

NOW OCCUPYING OUR NEW BUILDING WITH LARGER MANUFACTURING SPACE

NEW CATALOG WITH PRICES REDUCED NOW READY. STATE YOUR BUSINESS



Large Assortment Expansion Bracelets, Gold Plated, \$4.25 Dozen.

Identification Bracelets, 10c up

Large Assortment Grab Bag Jewelry for Engraving, 5c Ea.

**Dexter Engraving Jewelry Company**  
 191 SOUTH STREET PROVIDENCE 3, R. I.

**SENSATIONAL VALUES!**

**WATCHES ★ DIAMONDS ★ JEWELRY**

new and re-conditioned ladies' and gents' **NATIONALLY KNOWN, GUARANTEED** wrist and pocket watches.  
 Prices from **\$4.95**

Elgin  
Waltham  
Hamilton  
Bulova  
Gruen  
Swiss

Send for our **FREE WHOLESALE CATALOGUE** Immediately

**ARPEL JEWELERS**  
 316 Washington Square Bldg., Dept. B  
 7th and Chestnut Sts., Philadelphia 6, Pa.

**Sell Ultra-Blue Stock Signs**

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.  
**COST 6c—Sells 35c**

- 15 Samples Ultra-Blue Store Signs, 7x11, \$1.00.
- 15 Samples Ultra-Blue Religious Signs, 7x11, \$1.00.
- 15 Samples Ultra-Blue Comedy Signs, 7x11, \$1.00.

Samples Mailed Postpaid.  
 100 Ultra-Blue Store Stock Signs, 7x11, \$6.00.  
 No C. O. D.'s.  
 L. LOWY, 8 W. Broadway, N.Y.7, N.Y., Dept. 486

### "CHAMP" THE PERFORMING POOCH

Styled and Priced for  
Big Sales!

**HE RUNS  
HE BARKS  
HE BEGS**

**A Natural for Demonstrators—  
Concessioners—Souvenir Stores—  
Toy Stores!**

Packed in colorful package. ACTION! All 4 legs, head and tail move. Built-in sound track produces barking sound. Realistic doggy body in colorful, flexible cellulose acetate plastic. Pull the trigger and watch him jump and bark to new sales records. \$7.50 Doz.—75¢ Sample  
Write for Quantity Prices.

**CHOO CHOO—THE ENGINE  
WITH PERSONALITY**  
Colorful clever action filled toy that runs forward, backs up and blows its whistle. Operates on same principal as "Champ."  
\$7.50 Doz.  
Sample 75¢

**TELEVISION KEY CHAIN**  
5 Views. Daring poses of Hollywood lovelies.  
\$1.75 Doz.

**#705 CHAMPAGNE COCK-  
TAIL GLASSES**  
Sensational new novelty glasses with HOLLYWOOD MODELS in stem. Boxed for gift, premium and souvenir use. 6 different models and poses in box. 6 glasses to set.  
\$3.50 Set  
\$3.00 Set in 3 Doz. Lots

**BOUNCING NOVELTY BIRD**  
High tension spring keeps bird in motion, suction cup attaches bird firmly to any flat object.  
\$1.75 Doz.  
\$18.00 Gr.

**REAL TOILET WATER  
NOVELTY**  
Miniature toilet bowl with colorful plastic seat, filled with fine quality toilet water.  
\$3.60 Doz.  
\$3.25 Doz. in Gross

**VENUS SALT & PEPPER SHAKERS**  
\$4.25 Doz.; \$3.75 in Gross Lots  
In attractive mailing box. Perfect for souvenir, concessionaires, premium users.  
25% with order—balance C. O. D.

**STAR MERCHANDISE CO.**  
26 So. Wells St., Dept. 2, Chicago, Illinois

**10% to 50% OFF**  
ON ALL CATALOG MERCHANDISE TO  
SELL PROFITABLY ON TODAY'S MARKET

### MEN'S WRIST WATCHES

● ELGIN  
● BENRUS  
● GRUEN  
● BULOVA

Rhinestone Dials, \$2.00 Additional.  
10 Kt. Yellow R.G.P. cases, modern new designs. Reconditioned and rebuilt—guaranteed like new.

### Ladies' Rhinestone Case Watch, 7-Jewel, \$9.95

### 17-Jewel, \$12.95

Looks like real diamonds. High grade Swiss movements guaranteed like new. Rhinestone dials and silk cord band. Gold filled Mesh, Link or Expansion Band \$1.75 add.

**RING CLOSEOUT! Val. to \$27.50! ASS'T DOZ. \$12.95**  
Look like real diamonds. Beautiful settings increase sales and profits. All 14 kt. R.G.P. heavy mountings.

**JOSEPH BROS.** 59 E. Madison Dept. B-9 Chicago 3, Ill. 25% with order—balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

## HOLIDAY SPECIALS!

FOR CARNIVALS, CIRCUSES & PARKS

### IMPORTED FUR MONKEYS

SMALL FUR MONKEYS . . . . \$ 8.00 Gr.  
MEDIUM FUR MONKEYS . . . 15.00 Gr.  
JUMBO FUR MONKEYS . . . . 42.00 Gr.  
LOCKO FUR TRICK MONKEY 24.00 Gr.

### IMPORTED FEATHER DOLLS

4" Feather Doll . . . . . \$ 8.50 Gr.  
7" Feather Doll . . . . . 19.50 Gr.  
8" Feather Doll with Hat & Cane . . . . . 42.00 Gr.  
All Feather Dolls Tinseled

Imported Dangling Skeletons \$ 8.50 Gr.  
Imported Dangling Spiders . . 8.50 Gr.  
Imported Dangling Ducks . . . 8.50 Gr.

### IMPORTED PAPER PARASOLS

15" Imported Paper Parasol . \$ 9.00 Gr.  
24" Imported Paper Parasol . 21.00 Gr.  
27" Imported Paper Parasol . 42.00 Gr.  
36" Imported Deluxe Parasol . 66.00 Gr.

### IMPORTED & DOMESTIC CANES

Swagger Canes with Tassels . \$ 8.50 Gr.  
Animal Head Canes . . . . . 15.00 Gr.  
RWB Tinsel Batons . . . . . 14.40 Gr.  
Imported Chesterfield Canes . 30.00 Gr.  
Imported Maple Canes . . . . 24.00 Gr.  
U.S.A. Maple Parade Cane . . 48.00 Gr.  
Imported Pennant Canes . . . 18.00 M  
Knob Pennant Canes . . . . . 2.25 100  
30.00 M  
3.50 100

### MECHANICAL TOYS

Boy on Scooter . . . . . \$ 3.60 Dz.  
Boy on Horse . . . . . 3.60 Dz.  
Boy on Bicycle . . . . . 3.60 Dz.  
Donkey and Cart . . . . . 7.20 Dz.  
Strolling Ducks . . . . . 4.80 Dz.  
Crawling Turtle . . . . . 3.60 Dz.  
Dog and Shoe . . . . . 4.00 Dz.  
Large Crawling Baby . . . . 6.50 Dz.  
Pick-Chick . . . . . 21.60 Gr.

Novelty China Salt & Pepper Shakers, asst. Doz. Pairs . \$ 2.00

Asst. Slum, 75¢, \$1.50, \$2.00, \$3.00 Gr.

### CAP GUNS

Hero, Single Shot . . . . . \$ 3.00 Dz.  
25 Jr. Automatic Repeater . . 4.00 Dz.  
Bang Automatic Repeater . . . 6.00 Dz.  
Roll Caps (5 Dz. to Box.)  
Per Box . . . . . 1.25

### IMPORTED & DOMESTIC M'DSE

Imported Hawaiian Leis, small . \$ 2.25 Gr.  
Imported Hawaiian Leis, med. . 3.50 Gr.  
U. S. A. Jumbo . . . . . 6.50 Gr.  
Imported Water Pistols . . . . 9.00 Gr.  
Imported Paper Fans . . . . . 1.25 Gr.  
Imported Paper Snakes . . . . 4.50 Gr.  
Imported Stuffed Animals . . . 24.00 Gr.  
13" Dec. Beach Balls . . . . . 5.50 Dz.  
Sliding Trombones . . . . . 21.60 Gr.  
U. S. Sailor Hats . . . . . 21.60 Gr.  
Imported Min. Straw Hats . . . 8.50 Gr.  
#315 Lee-Tex Balloons . . . . . 1.00 Gr.  
#418 Lee-Tex Balloons . . . . . 1.25 Gr.  
Imported Sailor Doll . . . . . 2.25 Dz.  
Imported Cigar Trick . . . . . 8.50 Gr.

### FLAT STORE MERCHANDISE

Pen & Pencil Set, 2 pc. boxed \$ 4.80 Dz.  
3-Pc. Pen & Pencil Set, boxed . 8.00 Dz.  
3-Pc. Carving Sets, boxed . . 15.00 Dz.  
4-Pc. Men's Pickwick Shaving Set . . . . . 4.00 Dz.  
4-Pc. Ladies' Perfume Set . . . 4.00 Dz.  
Brush and Comb Set (Plastic Case) . . . . . 7.80 Dz.  
Hunting Knives with Sheaths . 10.50 Dz.  
8-Pc. Nut & Pick Sets . . . . . 4.80 Dz.  
Sun Goggle in Plastic Case . . . 9.60 Dz.  
26-Pc. Silverware Set (Silver Plated) . . . . . 4.00 Set  
24-Pc. Stainless Steel Set . . . 3.60 Set  
Leatherette Chest for Above . . . . 75 Ea.  
Can-Tex Candid Cameras . . . 7.80 Dz.  
Ladies' Plastic Sway Purse (Flashy) . . . . . 6.00 Dz.  
Men's Leather Pass Cases . . . . 7.80 Dz.

**ALL PRICES F. O. B. DETROIT**

### PRICE RIOT

PREMIUMS • GIFTS • NOVELTIES

Bride & Groom, Novelty Sen- sation . . . . . \$ 7.20/Dz.  
Telescope Key Chains . . . . . 8.00/Gr.  
5-in-1 Television Sets . . . . . 1.75/Dz.  
Trombones . . . . . 20.00/Gr.  
"Butch" K. C. Flashlights . . . 4.00/Dz.  
Schmoo Puzzle Chains . . . . . 1.35/Dz.  
25¢ Flying Whistle Birds . . . 10.50/Gr.  
Air Corps Sun Glasses, Plastic Case, Limited Quantity . . . 8.75/Dz.  
Art Model K.C. Knives . . . . . 3.00/Dz.  
Pressure Cookers, 4 Qt. . . . . 5.40/Ea.  
Crazy Cleo . . . . . 2.50/Dz.  
Chromium Berkeley Lighters . . 6.00/Dz.  
Imported Binoculars . . . . . 3.60/Dz.  
3-Pc. Pen Sets . . . . . 8.00/Dz.  
Bird Cage Clocks . . . . . 8.75/Ea.  
Magnetic Dogs . . . . . 1.20/Dz.  
Razor Blades, 5 in Pack . . . . 3.00/1000  
Camera Lighter, Ea. in Box— Hotl . . . . . 3.00/Ea.

**MECHANICAL TOYS—PRICED RIGHT!**

"Ride 'Em Cowboy," With Lariat . . . . . \$4.50/Dz.  
Crawling Baby . . . . . 5.50/Dz.  
Crawling Turtles . . . . . 3.00/Dz.  
Scratchy Dogs . . . . . 3.00/Dz.  
Large Wiggly Alligators . . . . . 4.00/Dz.  
"Justa Schmoe" Crazy Auto . . . 5.40/Dz.  
Cash With Order or 25% Deposit.  
All Merchandise F. O. B. Phila.

**O. FAUST CO.**  
223 N. 8th St. Dept. B-7 Phila. 6, Pa.

### PAYS OFF—SENSATIONAL ANIMAL MINIATURES

True-To-Life Colors in Metal Craft

### 3 INCH THOROUGHbred HORSE

Fastest selling horse novelty this season. Choice of Sorrel, Bay, White, Black or Palomino.

Gross Doz.  
**\$38.88 \$4.25**

### 10 INCH PRIZE HORSE HEAD PLAQUE

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17-JEWEL TREASURES AT RARE SAVINGS! This rich and very accurate 3 DIAMOND DIAL Watch can be had for the unbelievable low price of \$21.95. Men's Watch No. BD-1, Ladies' Watch No. BD-6. Stretch Band to Match, \$2.75. 17 Jewel, 10K Yellow RGP Case, Steel Back, Dome Crystal, 3 Diamonds and Genuine Leather Band gives it the true touch of a \$100 seller. Handsomely boxed with \$55 Retail Price Tag. GUARANTEED! 25% With Order, Bal. C.O.D. CATALOG ON REQUEST

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**Boys' & Girls' COWBOY HATS**  
5 ATTRACTIVE COLORS

Pressed felt. Colored binding on edge of brim. Multi-colored rayon cord around hat and under chin (with wooden slide). Immediate Shipment.  
25% with order, bal. C.O.D.

**\$42.00 GR.**

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PORTABLE P.A. & PHONO SYSTEM



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- Factory guaranteed.

COMPLETE UNIT **\$49.75**

Price is F. O. B. New York. Send in your order today. 25% deposit, balance C. O. D. Attention—Distributors: Some choice territories still available. Write!

Factory Representative:

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The ONLY nylon hose in the whole world actually guaranteed against runs, snags or excessive wear. REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse. Kendex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period—a period up to three whole months! Not sold in stores. Extra shear 15 denier, sheer 30 denier and service 60 denier latest colors. Lengths 28 to 35 inches. Both seamed and seamless. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Complete money-making sales outfit FREE and prepaid. No obligation. Nothing to pay now or later. Simply rush your name and address on a postcard and you'll be making money next week.

KENDEX COMPANY, BABYLON 77, N. Y.

**BEST BUYS IN IDENT'S**

Aluminum	White or Gold Plate
<b>\$18.00</b> Gross	<b>\$24.60</b> Gross
<b>\$1.65</b> Dozen	<b>\$2.25</b> Dozen

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Genuine Hand-Made Rolled Gold 6 Sparklers Dozen **\$7.20**

Refills for 12 Styles **\$2.98**

Interchangeable—can be worn as screw-on or for pierced ears. 1/20th gold wire for pierced ears free with every pair. Money refunded. No catalog.

SAMPLE, \$1.00 Deposit \$1.00 for C.O.D. Order. AGENTS WANTED **S. DIAMOND**

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Forms Close Thursday for the Following Week's Issue

**ALL TYPES ACTS FOR FLORIDA AND LATIN America**—Send photos, price. Atomic Theatrical Agency, 2041 Harrison, Hollywood, Fla. jy16

**CAN USE TEN LIVE WIRE PITCHMEN AND Peddlers** on battery stimulator here in Kansas City until fairs start. Geo. Bartow, Puritan Hotel, Kansas City, Mo. jy16

**COMMERCIAL DANCE ORCHESTRA** Musicians working finest ballrooms, one nighters and location. VSA, 848 Insurance Bldg., Omaha, Nebraska jy19

**GIRLS WANTED—ATTRACTIVE GIRLS FREE** to travel with carnival posing show; experience unnecessary; state age, height, weight. Mr. Bill Woodall Lawrence Greater Shows, Elgin, Ill.

**MECHANIC, PHONOGRAPHS, SLOTS, ONE** and five balls; route southwestern State; give age, reference, experience, salary expected; if you drink don't answer. Box C-375, Billboard, Cincinnati, O. jul6

**NOVELTY ACTS, CHARACTER, EXOTIC** dancers, night club managers write. Betty Willard Entertainment Service, Lyric Theatre Building, Cincinnati 2, O.

**PIANIST, OTHER MUSICIANS WRITE; EN-**tertainers and vocalists preferred. Box 593, Sioux Falls, S. D. Phone 8-1295.

**PITCHMAN—EXPERIENCED AND CAPABLE,** for medicine show; must furnish good background; excellent working conditions; practically year around proposition; ultra modern equipment. H. M. Raub, 3129 Neosho Rd., Youngstown, O. jy9

**VIOLINIST TO ACCOMPANY HAMMOND OR-**gan. Aragon Tavern, 610 Sycamore St., Waterloo, Ia. ju23

**WANTED—HAMMOND ORGANIST; RINK EX-**perienced, male or female; union or non-union, married or single for one of the finest rinks in U. S.; union wages. Melody Roller Rink, 450 Connelville St., Uniontown, Pa. ju30

**WANTED—VERSATILE VAUDEVILLE SIN-**gles or team for medicine show; state age, salary; no booze. Medicine Show, Lawton, Okla., General Delivery, 11th and Lee.

**WANTED TAKE-OFF GUITAR MAN TO PLAY** modern and Western swing; also hot fiddle for Western swing and hoedowns. Glenn Hudson, 522 West 11th, Grand Island, Neb. Tel. 4192W.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

**AGENTS AND MANAGERS**

**MANAGER FOR GUEST HOME, COURT OR** cottages in Florida; will also lease; A-1 reference. M. Shank, 401 Trenton Ave., Wilkinsburg, Pa. ju16

**SINCERELY WANTED BY WOMAN WITH 4** children, work where horses are trained for racing or will supervise maintenance or seasonal workers at highway restaurant, country club or beach hotel; would like landscaping included; prefer keeping small daughter with us to separation and high wages; details exchanged in first letters; if interested, please write: Box C-377, c/o Billboard, Cincinnati, O.

**THEATRICAL BUSINESS REPRESENTATION** in Chicago, Ill. Write Clayton Mampa, 818 Dakin St., Chicago 13, Ill.

**BANDS AND ORCHESTRAS**

**KNIGHTS OF MELODY ORCHESTRA—VERSA-**tile four man union musical combo, available for regular bookings and for parties, banquets, weddings and other special occasions. Bert Bossler, 716 Chestnut St., Reading, Pa. Dial: Reading 3-2545

**ROY SANDERS SOCIETEERS—9 TO 11 MEN,** union, commercial style band desires reliable agent. 1017 N. 9th St., Reading, Pa.

**MISCELLANEOUS**

**TATTOO ARTIST—WITH BEAUTIFUL FLASH,** and lots of it and the very best of equipment, desires location in good army or navy city. Tattoo Artist, Box 151, Gainesville, Tex.

**THE GREAT HEALER—PROF. ESPIES, 202** Lyell Ave., Rochester, N. Y.

**VERNON HOFF—FEMALE IMPERSONATOR!** "The Duke of Chicago," Singer, Dancer, M.C. Vernon Hoff, Suite 1021, 64 West Randolph, Chicago, Ill.

**MUSICIANS**

**A-1 GUITARIST—READ, FAKE, GOOD TAKE-**off, sing, can M.C.; hard worker, congenial; small combo preferred. Don "Mike" Wilson, Hotel Rogers, Beaver Dam, Wis.

**ATTENTION, WESTERN BANDS—AVAILABLE** July 1st: Clarinet, Sax, Bass, Vocal; harmony, comedy, radio-stage experience; prefer Western radio band; union, sober, single, transportation, wardrobe. Wire. write: Chuck Hapner, Laketon, Ind. jy9

**BASS MAN—COMMERCIAL COMBOS, BANDS,** well experienced; age 29; appearance, sober, dependable; own transportation. Monk Moninger, Jefferson Ave., Defiance, O.

**BASS MAN—READ OR FAKE, GOOD BEAT,** perfect pitch; member Local 10, Chicago; 656, Miami; double guitar; plenty experience. Johnny Philips, 1702 Flagler, Miami, Fla. Phone 2-9377.

**DRUMMER, DOUBLING MARIMBA—UNION,** desires location in hotel or night club, prefer combos. Musician, 102 Rauber St., Rochester, N. Y.

**DRUMMER—SEMI-NAME EXPERIENCE; PRE-**fer location; sober, reliable, cut or no notice. Jerry Udelhofen, 843 Wall St., Mankato, Minn.

**EXPERIENCED TRUMPET MAN—AVAILABLE** immediately; large band preferred but will take combo; age 23, single, sober, will travel; state all in first letter or wire. Bob Schuene-man, 506 Lorraine, Waukegan, Ill. Majestic 386.

**HAMMOND ORGANIST WITH ORGAN—NOW** more than ever you need live music that's reasonable, profitable; Photo. P. O. Box 208, Chicago, Ill.

**HAMMOND ORGANIST—FEMALE, ATTRACT-**ive blonde; age 35, beautiful wardrobe, unlimited repertoire; available with or without organ. Serene Cole, 7100 South Shore Drive, Apt. 402, Chicago 49, Ill. Saginaw 1-2790.

**LEAD TRUMPET—VOCALS, ARRANGE; SO-**ber, reliable, commercial experience, prefer location; available immediately. Musician, 49 Penna. St., Buffalo, N. Y. MA 7988. jy9

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**SPECIAL—FOR FAIR WORKERS**

We will furnish boxes, instructions and crochet looms knock-down. You to assemble and box. 35¢ each in lots of 100 or over. We can supply only a limited number of demonstrators. First come, first served.

**FLASH LIMITED**

Blankets	.....\$18.00	Baby Mittens	.....\$ 2.00
Baby Booties	..... 3.00	Bathroom Seatcovers	.. 8.00
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REBOZOS (SHAWLS), LARGE CHARRO SOMBREROS, BAMBOO & WILLOW BASKETS, GENUINE ALLIGATOR AND CALF LEATHER HAND TOOLED LADIES' HAND BAGS, EMBROIDERED JACKETS, FEATHER BIRD CARDS, ARTISTIC POTTERY, NOVELTIES, CURIOS, ETC. REQUEST PRICE LIST NO. 20.

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**Direct From Manufacturer**

**CREW and SPORT HATS**

Guaranteed shipment within 5 days after receipt of order. All hats listed below available in following colors or combination of colors: White, Tan, Brown, Royal Blue, Red, Maize, Kelly Green, Navy Blue and Maroon.



**CREW HATS**  
Fine quality Twill, taped seams, solid or 2-tone. Minimum order 6 dozen of a color **\$4.95 Dz.**

**DELUXE CREW HATS**  
Fine quality Gabardine, taped seams, solid or 2-tone. Button on top. Minimum order, 6 doz. of a color. **\$5.95 doz.**

Emblem of city, club, resort, etc., flock-printed on hat. 60¢ DOZEN. Minimum order, 6 dozen of a color.



**Admiral Mitscher SPORT CAP**

For beach, fishing, golf, etc. Extra large stitched visor. Fine quality twill. Minimum order, 3 dozen of a color. **\$4.75 Doz.**

**BASEBALL AND SOFTBALL SPORT CAP**  
Large visor, taped seams, 6 metal eyelets, button on top. Fine quality twill. Minimum order, 3 dozen of a color. **\$4.40 Doz.**

**SPECIAL BEACH AND SPORT CAP**  
6 section baseball shaped crown, large visor. Fine quality twill. Minimum order, 6 dozen of a color. **\$3.65 Doz.** Terms: 1/3 deposit, cash or money order. Balance C. O. D.

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**BUTTONS OF EVERY STATE**



Size 2 1/4" in Diameter, 22 with State Flowers in colors and 28 Miscellaneous Emblems. 48 States, Alaska and D. C., set \$7.50. Sample on request.

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DEPT. B ST. PAUL 2, MINN.  
Same size buttons of our Presidents from Washington to Truman, \$6.00 per set.

**PERFUM-ATIC POCKET PERFUME ATOMIZER**



Made of Aluminum Beautiful Anodized colors. Gold, Blue, Red.

Sample **\$2.50**  
**\$27 Doz.**

Refills fast at \$3.95  
Duchess Exquisite Dolls. Boxed .. \$16.00 Doz.  
Glove Rings. Boxed .. 10.00 Doz.  
Plastic Sets—4 Cups, 4 Saucers. .. 7.80 Doz.  
Circus Sam Tray .. 7.20 Doz.  
25% Dep., Bal. C. O. D. Cash orders prepaid.

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**RETAIL STORES COSTUME JEWELRY**

Rhinestones & Antique Reproductions

If You Have the Spot We have the Goods. **\$2** retailer **59¢** to sell for

**2 DOZ. ASSORTMENT—\$4.50 DOZ.**  
Send Order Now! Refundable!

**SIRO JEWELS** 251 West 34 St. New York 1, N. Y.



**WHOLESALE ONLY**

Fine quality. Popular flavors. Five stick packs. —factory fresh—regular and bubble

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Trick Stores, Newsstands, Arcades, Park Stands, etc. Sell our Novelty Card Sets, Novelties, etc. Fast sellers. Big profits. Samples and list, 10¢. 25 sets for \$1.00, or 100 sets for \$3.75. All postpaid. Don't delay. Send now. **NATIONAL SPECIALTY SALES CO.**  
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BIG, FAST PROFIT-WINNING SALES With Sizzling Sellers — Direct From Manufacturer the NEW "SPLENDOR WALLET"



FAST \$1.00 TO \$1.49 SELLERS YOUR LOW COST \$7.00 per doz. \$6.50 per doz. in 3 doz. lots \$6.25 per doz. in 6 doz. lots \$6.00 per doz. in gross lots Sample \$1.00

Latest in ladies wallet. Non-tarnish gold frame, 8 pass cases, identification compartment, bill compartment, large change pocket. Gold button tab closure. Colors—Brown, Red, Green, Black; Alligator or Morocco Grain.

HAND PAINTED ZIPPER WALLETS

FAST-SELLING 98¢ Wallets YOUR NEW LOW COST \$6.00 per doz. \$5.75 per doz. in 6 doz. lots. \$5.40 per doz. in gross lots. Sample 65¢.

Newest and latest multi-colored full cover designs—12 in all! All-around zipper, 4 cellophane windows, large snap change purse. Big gift demand. SELL STORES AND DIRECT. OVER 100% PROFIT—YOURS! Send 25¢ deposit, balance C. O. D. Write for FREE ILLUSTRATED CATALOG complete family line.

SOUVENIR SPECIAL: Your choice of any city, state, fairground, beach, carnival gold imprinted FREE OF CHARGE with orders of one gross or more.

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PIANO — COMMERCIAL; EXPERIENCED, read, fake, vocals, arrange; shows; male, sober, locations; no character. Musician. Guest House, 1044 West Beach, Biloxi. Miss. Biloxi 5295.

PIANO IMMEDIATELY — FOR COMBO OR small unit; vocals, play well, novelty, commercial; union, sober, congenial. Box C-379 Billboard, Cincinnati, O.

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TENOR-CLARINET—EXPERIENCED; AGE 32; neat appearance; small combo only; Florida or vicinity. Phone 4-8088 Musician. 1324 Hubbard, Jacksonville. Fla.

TRUMPET—READ FAKE, ARRANGE; DO novelties, play shows; prefer society or small show band. Wire. write Bill Pierson. Granby, Mo. ju16

TRUMPET—SEMI-NAME EXPERIENCE; Prefer jazz chair in good congenial band, location or travel; degree; help arrange; sober, conscientious; consider all; can bring fine trombone man; state all. Jim Peddycord Indiana Ave. Chester, W. Va. 4746-J.

VIOLIN—WESTERN SWING, FINE STYLE background, any key, also some rhythm piano. guitar; single, read, union; phone or write Smokey, Melody Shop. Miles City. Mont.

4 PIECE UNIT—"THE NEW SOUND"; PIANO, bongo, bass fiddle, guitar; union Herby Cohen. 2765 Mathews Ave., Bronx. New York

PARKS AND FAIRS

AT LIBERTY—YOUNG LADY, SINGLE TRAPEZE, ladder, platform, rolling globe E R Gray, 671 Sweetser Ave., Evansville, Ind ju23

ATTENTION SECRETARIES AGENTS—JULY 4th open; also some open time: 4 acts, HI Trapeze, Revolving Ladder, Table Rock, Contortion, hilarious Clown Acts, spectacular lighting Schad Movie Troupe 705 W Oak Enid Okla ju39

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BALLOON ASCENSIONS, PARACHUTE JUMPING; modern equipment for fairs, parks, celebrations; always reliable. Claude L. Shafer 1041 S. Dennison, Indianapolis 21, Ind ju30

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PALMIST AND TEA LEAF READER—TRAVEL anywhere, 30 years old, look Gypsy like, very beautiful; can do half and half. Rose Davis, Avella, Pa. Phone 6953.

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Sensational profit-novelty at a price! WONDER TIE-CLIP DOES NOT PIERCE THE TIE 39¢ Looks like a \$2 item yet you can sell—and make money—at the amazing retail of only... Pictured: Scimitar design also available in Arrow and Sabre models. Guaranteed 18K gold plate—looks like the most expensive type of this popular, fast-selling new tie clip. Looks like the blade is going right through the tie, yet it never cuts shirt or tie. Order now for fast summer selling. Also available individually boxed for 60¢ per dozen additional. 25% deposit on all C. O. D. orders. THE BRUCE CO. Dept. BB-9, 63 E. Adams Street, Chicago 3, Ill.

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# CHINABOY

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by **EAGLE**

**NEW**

CHINABOY BALLOONS by Eagle will prove to be the best selling item out this summer.

Designed for fast selling the Chinaboy novelty balloon has a brilliant red cap on a white or yellow background. Inflates to over 7 inches in diameter. His contrasting printed face makes every kiddie his friend.

Giant workers are available to draw crowds—then the Chinaboy balloons do the rest. For quick sell outs that will bring you good profits contact your jobber and ask for Eagle Chinaboy Balloons. Do it now while deliveries are immediate.

**EAGLE RUBBER CO., INC. · Ashland, Ohio**

## LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name **EACH WEEK**. Mail is listed according to the office of *The Billboard* where it is held Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

#### Parcel Post

- |                           |      |                       |     |
|---------------------------|------|-----------------------|-----|
| Cunningham, Mrs. Clifford | 8c   | Miller, R. G.         | 6c  |
| Flynn, Mike               | 108c | San Fratello, Mrs. A. | 15c |
| Jamson, Edw. (License)    | 8c   | Stephens, B. A.       | 15c |
| Madore, Mrs.              | 5c   | Williams, Ray         | 35c |

- Admire, J. C.  
Aker, Wally  
Albrecht, Geo. R. (Tattoo Artist)  
Allen, C. E.  
Allen, H. S.  
Allen, Mrs. Jaunito  
Allen, Kenneth  
Allen, Rex L.  
Allen, Tommy  
Altimore, Raymond (Electrician)  
Ambler, James G.  
Anderson, Edw. J.  
Anderson, Juanita E.  
Anderson, Leslie B.  
Anderson, Margaret & Roy  
Annin, Jim  
Anthony, Milo  
Archer, L. D.  
Arlinger, Velma  
Arnold, Happy  
Arnold, James Wm.  
Arthur, Mrs.  
Eleanor  
Augsburg, August W.  
Auskins, Clarence (Art.)  
Austin, Jack  
Averil, Billy

- Bailey, Buddy  
Bailey, Willard  
Baker, Alpha  
Baker, Harry E.  
Baker, Mrs. Mae  
Bales, R. M.  
Barrett, Gene  
Barrett, Wm. Turner  
Barth, Jackie  
Bartlett, Mrs. Harry  
Baughner, Elmer S.  
Baysinger, A. S.  
Beck, Robt.  
Beck, Bob & Lu  
Belw, R. R.  
Bell, Louis A.  
Beller, Delmar  
Benjamin, W.  
Berko, Harry & Associates  
Reiza, John  
Birdsall, Geo.  
Bishop, Dell  
Blackley, Mr. D.  
Blasco, Manuel  
Bluestein, Morris  
Bode, Henry W.  
Bogart, Earl J.  
Bohn, Louis  
United Show  
Boland, Raymond  
Bolt, Lloyd James  
Booth, Lee James  
Bouchard, Mrs. Julia  
Bouchard, Mrs. Madelen  
Bouchard, Romeo J.  
Bowers, Fred V.  
Bowers, Jimmy  
Boyd, Margaret  
Bradley, R. J.  
Brady, Hardy M.  
Brady, Mrs. Lorraine  
Brandt, Leonard J.  
Bray, Wm.  
Break, Frank J.  
Broadway, Asia  
Brook, Sharon K.  
Brooks, John  
Broome, E. H.  
Brown, Mrs. Doc  
Brown, Francis  
Brown, Jessie  
Brown, Stewart A.  
Brown, Wendall  
Bruce, J. R.  
Brumley, Whitey  
Buffett, Dud.  
Burchfield, Peggie  
Burdick, Edmund  
Burke, Anthony  
Burlison, Madam  
Burns, Joe  
Buxbaum, Felix Edw.

- Caldwell, Geo.  
Calkins, Fred  
Campbell, Mrs. E. A.  
Caper, Don (Juggler)  
Carlson, Margaret  
Carlinson, Mrs. J. M.  
Carmin, Derrell D.  
Carpenter, Doc  
Carr, Wm.  
Carrizales, Stoney G.  
Casep, Mrs. H. L.  
Casky, Don  
Cassett, Kathleen  
Catanzeite, Rocky  
Cates, Mrs. Nita  
Catron, Jimmie  
Chalmers, Richard H.  
Chambers, I. E.  
Chanda, The Magician  
Chapman, Lawrence Wm.  
Chastain, Mrs. Wm.  
Cheatham, Donald  
Cherokee, Buster  
Childers, R. Sam  
Christo, Mary  
Clasill, Wm. W.  
Cline, Mrs. Edmond  
Coan, Wm. T.  
Cody & Cody  
Coffman, Iona  
Cola, Wiley

- Coleman, Tom  
Coleman, Noah D.  
Collender, Jack  
Cooper, Donald  
Corbett, John M.  
Couch, Joe  
Couch, Miss Jimmie  
Cournayer, Mrs. Hector  
Craig, Alvin  
Cramer, C. E.  
Crane, Sidney S.  
Crawford, Faith  
Crawford, Mrs. James  
Crocker, Miss Lee  
Cropper, Tommy  
Crosby, Mrs. Billie  
Cross, Paul  
Crouch, Delbert  
Cunningham, Mrs. Mazie Lee  
Curtis, Marvin  
Curtis, Mrs. Marvin  
Cushing, Frank  
Cushway, Warren  
Cutter, Jack  
Cutter, John  
Cutter, Mrs. John  
Daily, Alvie  
Daniels, Wilson (Popeye)  
Davenport, Clifton  
Davis, Larry C.  
Davis, Major Stanley  
Davis, Miller C.  
Davis, Milli C.  
DeFalco, Tony  
DeMatteo, Gerald  
DePrizio, V. Anita  
Dean, Tex  
Dearo, Mrs. Bert  
Delawter, Leroy  
Demaio, Marie C.  
Demetro, John  
Demetro, Rose  
Dennis, A. J. Buddy  
Deshon, Doral  
Dicus, John  
Donaldson, Frank (Bordex Radio Show)  
Downs, Geo.  
Drake, Edwin Earl  
Duckett, Mrs. Bill  
Duckett, Clementine  
Dugan, J. H.  
Dull, Harry  
Duly, P.  
Duncan, Wm. Richard  
Easter, John Henry  
Eddy, Lee V.  
Edson, Gifford W.  
Edwards, Blackie  
Ellingsworth, Bob  
Ely, Mrs. C. J.  
Engerer, Capt. Ernest  
English, Walter  
Erwin, E. H. (Johnny)  
Ezell, Mrs. Lee  
Evans, E. M.  
Evans, Harold  
Evans, Mrs. Thos.  
Exler, Joe & Violet  
Fain, Skeet  
Farmer, J. D.  
Farr, Donald  
Faulkner, Ed  
Fautn, Ervin  
Favorite, Geo. H. V.  
Fennell, Mrs. A. V.  
Feron, Jimmie  
Fields, Mrs. Virginia  
Fisher, Chile  
Flanagan, Frank E.  
Focht, Earl  
Foley, John J.  
Folks, Carl, Celebrations  
Foster, Robt. J.  
Fox, Betty & Benny (Aerial Artists)  
Frenzell, M. E.  
Frej, Wm. H. (French)  
Friend, J. D. (Don)  
Frisco, The  
Fulons, Louis C.  
Fulton, Phillips  
Furgerson, Carl (Bingo)  
Gabe, Frances  
Gallagher, Jimmie  
Gallagher, Luke  
Gallo, Geo. J.  
Gaye, Gloria  
Geb, Joe  
George, Frank  
Geraghty, Wm.  
Gerber, Joe (Red)  
Gibson, Edleigh  
Girtou, Edith  
Glines, Morris  
Glynn, Peter  
Glynn, Henry  
Gordon, Harry L.  
Gordon, Keith Edw.  
Gough, Wm.  
Gratiot, Merle J.  
Graham, Kenneth  
Grase, Geo. W.  
Green, Col. Bill E.  
Green, Chas. D.  
Green, Donald (Frenzars Show)  
Green, Johnny  
Greeno, Eddie  
Griffin, Ned W.  
Griffith, David  
Griggs, W. P.  
Gross, Chas.  
Guinn, Johnny (Hoosier)

- Gunn, Mrs. L.  
Hackett, Mrs. E. J.  
Hale, Robt.  
Haley, Andrew L.  
Hall, Mrs. Mae  
Hall, Marion  
Hall, Russell  
Halstead, Ray  
Hammon, Mrs. Frances  
Hammond, D. R.  
Hammond, John (Hell Drivers)  
Hanson, Lois T.  
Hanson, Walter  
Hannville, Jr., Wm. F.  
Harding, Lloyd W.  
Harkey, Mrs. B.  
Harlee, Pat  
Harris, James E.  
Harris, Naomi Fay  
Harris, Ray  
Harrison, Edw.  
Harrison, Frank (Harrison Shows)  
Hanson, Geo.  
Hart, Arthur  
Hart, Mrs. Ernest  
Hatchett, Bill  
Haworth, Mrs. Joe  
Hayes, Bill  
Hayes, Bobby (Aerialist)  
Hayes, Curley  
Helborn, Charles J.  
Hernance, Mrs. Chas.  
Hines, C. E.  
Hinton, James  
Hirschman, John J.  
Hobbs, J. S.  
Hoffman, John N.  
Holt, Bill & Mrs.  
Holton, Hobert Jordon  
Honeycut, Red  
Horne, Mrs. Bonnie  
Howard, John E.  
Hubbard, Paul  
Hudson, Mrs. Ann  
Huffie, Tom  
Huisington, Chester  
Hunt, Bob & Betty  
Hunter, Bill  
Hunter, Roy (Fingers)  
Hurst, Jack  
Hurt, Joe  
Hutchins, J. T.  
Hutchinson, Jack (Selles Bros. Circus)  
Inman, M. C.  
Inman, M. E. & Mrs.  
Irving, Martin  
Irwin, Frank E.  
Irwin, Capt. J. G. Larry  
Jackson, Dallas M.  
Jackson, Russell  
Jacobs, Robt. H.  
Jayura, Corstandi  
Jeffrey, Wm. H.  
Jenner, Earl  
Johnson, Mrs. E. A.  
Johnson, Frank  
Johnson, Mike  
Johnson, Maxine S. Regina  
Johnston, Michael  
Johnson, Robt.  
Johnson, Jack  
Jones, A. B.  
Jones, Garland P.  
Jones, Mrs. Leona  
Jones, Ralph (Uncle Dudley)  
Joyce, Scottie  
Justus, Donald Aaron  
Kahalehili, Paulo  
Kamp, Bob  
Karn, C. S.  
Karnow, Benny  
Karpil, John E.  
Keller, Frank & Chas.  
Kelley, Andy  
Kelley, Joseph  
Kelly, Betty O.  
Kelly, Bill (Cool Breeze)  
Kempf, Mrs. Dorothy  
Kendall, W. J. Kuy  
Keppley, Dixie  
Kernes, Jim  
Kibel, Harry  
Kidd, Maxine  
Kipp, Stuart  
Kirby, Elaine  
Kirk, Dorothea K.  
Kinetop, Chester A.  
Kluge, Dexter  
Kner, C. L.  
Kohler, N. A. (Googs)  
Korhn, Raymond J.  
Lacelle, Lawrence  
Lampton, Jack & Nan  
Langen, Emile  
Langford, Mrs. Louise  
Lanning, Mrs. Donna  
Lark, Mrs. Walter  
Lay, Bill  
La Fontaine, Paul Paris  
LaRue, Frenchy Ed.  
LaRue, Jack  
LeVitt, Molley  
Lewis, Chas. Ed. and Son  
Lewis, Ed.  
Lewis, Sam  
Lezetc, Nick  
Libby, Norman  
Litchfield, Frank  
Long, Mrs. Betty Ward  
Lopez, Linda  
Lorenz, Max  
Lumpkins, Fred  
Lydon, Donald E.  
Lynch, Homer O.  
McClanahan, Mrs. W. H.  
McDonald, Roy  
McDonald, Mrs. R. L.  
McFarland, Jack  
McFarling, Mrs. Harriet  
McGill, Leo E.  
McGlone, Ken  
McIntash, Sr. W  
McKinney, A. G.  
McNeil, J. S. Jr.  
McNicholas, Hugh  
McPherson, James  
McQuire, Harold  
Mace, Herbert  
Mack, Robt. L.  
Magic, John  
Malone, Craig B.  
Mandigo, H. Jay  
Maples, Paul  
Maricle, Arkey  
Marsh, Jesse R. & Etta  
Marshall, Mrs. Peggy  
Martin, Jack  
Martiney, Honaley R.  
Mason, Wm.  
Mathis, Lacy J.  
Mathews, Ruth  
Matticks, Donald  
Mattson, Mrs. Hattie  
Mayer, Robt.  
Mendes, Grover  
Meadows, Mrs. D. D.  
Meadows, Dudley D.  
Menge, R. N.  
Merkle, Fred J.  
Meyers, Clifford  
Meyers, Tallie (Marke)  
Middleton, Betty  
Middleton, O'Dell  
Miles, Bob  
Miller, Mrs. Ben  
Miller, Earl W.  
Miller, Edith  
Miller, Eli  
Miller, Emmitt  
Miller, F. W.  
Miller, Col. Zack  
Mills, Dunne Adair  
Misurac, John  
Mitchell, Lee  
Molede, Harry  
Moore, C. E.  
Morgan, Argie  
Mort, Maloney  
Mottley, Ernest  
Myers, Wm. H.  
Nash, Lawrence  
Naughton, Chas.  
Nelson, Harry E.  
Nelson, L. M.  
Nelson, Mrs. J. E.  
Newton, Harold  
Nicholson, Geo. Tex  
Norman, Mrs. Nellie  
Norman, Pete  
Nowakowski, Walter  
O'Day, Pat  
O'Day, Timothy  
O'Dell, Patrea B.  
Odum, G. M.  
O'Neil, Tommie  
Orphan, Mrs. Alice  
Osborne, Robt. L.  
Osborne, W. E.  
Osborne, Jack  
Page, Gene  
Parrish, Katie & Dale  
Parshall, Harry  
Paster, Dutch & Florence  
Pek, Walter S.  
Pelkey, Mrs. Burt  
Pelkey, Berneth  
Pelley, Burnham  
Peruni, Paul  
Peters, Frank E.  
Peters, Mrs. Robt.  
Peterson, Ernest A. & Hazel  
Peterson, Ham  
Phoenix, Capt. Speedy  
Pinkney, Donald  
Piercy, Mrs. Geo.  
Pluss, Dean G.  
Poltiza, John  
Popkin, Hyman A.  
Porter, Ed. (Blackie)  
Posey, B. D.  
Post, Mrs. Wes  
Potter, H. Hinkle  
Powell, S. Wesley  
Presler, Chas.  
Quirion, R. J.  
Raub, Betty  
Ray, Marie  
Reid, Fee Wee  
Reilly, Chas.  
Renee, Cleo  
Reynolds, Norman  
Rheby, Ted  
Ridson, Clinton  
Ringlin, Geo.  
Rinoli, Alex  
Roach, Stanley  
Robbins, Clarence  
Rodisill, Chas.  
Rogers, Penney  
Rogers, W. L.  
Rogzinski, Eddie  
Rohder, Herman  
Roman, M.  
Rosania, Nellie  
Rosen, Billy  
Rosenburg, Donald  
Rosenfeld, Sol  
Rowe, D. V.  
Russell, Jack  
Ruter, Roy F.  
Ruter, Mrs. Willie Lee  
Rutherford, David W.  
Rutter, Bud  
Sabo, Hazel L.  
Saddlemeyer, Jerry  
Sanes, Edith  
Savage, Peggy  
Scanlon, Frank P.  
Schell, Walter  
Schloer, Wm.  
Schnepple, E. W. (Whopy)  
Schraber, Mr. G.  
Schultz, Lucky Leo  
Schumker, Claude  
Scott, C. W.  
Scratch & Patch  
Dance Team  
Scott, Mrs. Frances  
Sealy, Clyde  
Seay, Wm.  
Segal, Benjamin  
(See Letter List on page 130)

## ATTENTION, DEMONSTRATORS! PITCHMEN!

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**CAKE DECORATOR and PASTRY BAG SET**  
Set consists of 3 Plastic Lined Bags, 4 Metal Tips (Star, Rose, Leaf and Writing Tip) Recipes included.



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Consult your jobber. If he does not carry this line, write to us directly and we will put you in touch with a jobber that can handle your requirements and give you prompt delivery.

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**FAST SALES—HUGE PROFITS**  
*Lowest Prices in the Country*  
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 Precision Built—Guaranteed. 6 Exciting Full  
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 Different Poses in Each Counter Display Box.  
**HOLD ON TO YOUR HATS! HERE'S THE PRICE**  
 Retail 39¢. 2 Doz. (Min.), \$5.75.  
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 Write—Wire—Phone.

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**IMMEDIATE DELIVERY**  
 LORD'S PRAYER thru TELESCOPE with  
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 Prayer in Beautiful Color. Attractive  
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 Flip the Pages—See Action—Hollywood  
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 Same, With Style "B" Push Button  
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 Brand new, gorgeous, sparkling, latest style case with ultra smart rhinestone indicator dial. Precision rebuilt high quality movement.  
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3 Folders, lacer, instructions and wool card. **FREE**  
 Our Rug Braiding Manual Free With Each Set!

7-piece sets of 3 folders for light material and 3 folders for heavy material, lacer and instructions ..... 16¢  
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 Our large size rug braiding manual, formerly 18¢, NOW ..... 9¢  
 Beautiful 3x5 Braided Rugs for flash ..... \$18

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 Send \$1.00 for sample small, medium and large sets and book.  
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 WAtkins 4-1409

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**ORIGINAL-NEW-NOVEL PEACH PIT KEY CHAIN**  
 Highly Lacquered  
 Price, \$5.90 per gross. Sample card (24), \$1.00 postpaid, returnable.  
 Attention, Distributors and Jobbers.  
 10% with order—bal. C.O.D.  
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- Electric light inside wagon
- Movable parts; hand set brake
- Natural wood construction
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- Complete with all equipment: pick, shovel, water keg, axe, feed-box, tool chest, etc.
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Also #2703 Pioneer Ox Cart @ \$3.30 each

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STOCK NO. 2702  
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MADE & SOLD EXCLUSIVELY BY **SIDNEY-WILLIAMS CO.**  
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- **WHITE TAIL FUR MONKEYS** with Spring and Bell
- **FOX TAILS**
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Stock on hand for immediately delivery. See your jobber or send for descriptive literature.

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**6 BEAUTIFULLY POSED YOUNG MODELS ON EACH INTERCHANGEABLE REEL**

A new, powerful lens magnifies picture larger than any single picture viewer on the market.

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Dealers: Display Box of 24 ..... **\$7.20** prepaid  
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Brand New Action Folder!  
**"FARMER'S DAUGHTER" & "TURKISH HAREM"**  
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Minimum Order 2 Doz. Prepaid.

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9 1/2" Rubber Lizard That Squirms.  
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Adequate Discounts to Jobbers & Dist.  
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**SIX-PIX TELESCOPIC VIEWER**



**6 BEAUTIFUL MODELS on each INTERCHANGEABLE REEL**

- Telescoping Viewer
- Powerful Lens
- Full color pictures, sharp and clear

**\$48.00** Gross  
Sample Doz. \$4.50  
No free samples.

Extra Reels, \$24.00 Gr.  
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1150 BROADWAY NEW YORK 1, N. Y.

**SENSATIONAL VALUES!!**

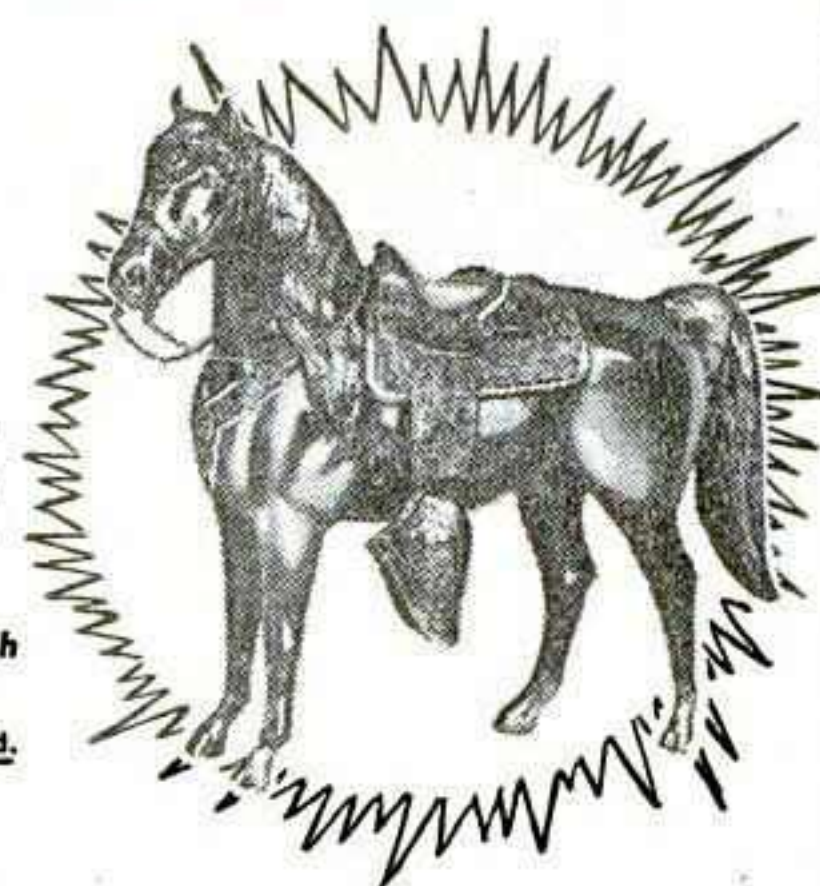
**COMPARE THESE PRICES ON WESTERN HORSES**

Bronze Plated or Gold Plated

SIZE	PRICE	SIZE	PRICE
2 1/2"	\$2.10 doz.	5 1/2"	\$ 7.00 doz.
3 1/2"	3.40 doz.	6 1/2"	10.50 doz.
4 1/2"	4.20 doz.	8 1/2"	17.50 doz.
	10 1/4"		\$24.00 doz.

Authentic reproductions complete with metal link reins  
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**ALL USABLE ITEMS TOYS — GIFTS NOVELTIES, ETC., ETC. FOR CHILDREN, ADULTS**  
Some items retail up to 25c ea.

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**LUCKY NOVELTY PRIZE BOXES**

Assorted Novelties of All Kinds

5¢ Items	..... \$ 4.50 Gr.
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25¢ Items	..... 12.50 Gr.
50¢ Items	..... 24.00 Gr.
\$1.00 Items	..... 40.00 Gr.

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**CLOSEOUTS THAT SELL EVERYWHERE MEN'S NOVELTY BOOKS**

Hilarious adventures. Hearty belly laughs and chuckles. Fun for all! Over 50 pages each, illustrated. Size about 5 1/4 x 7 1/2. Two-color cover. Excellent paper. Published to sell for 25c or more. Closeout price, \$6.00 per 100. Free catalog with six different, \$1.00 prepaid. OCCULT. 20th Century FORTUNE TELLER. By Madame de Barys. 168 pages. Cloth bound. Includes: SECRETS OF 20 MAGIC CIRCLES. PHOPHETIC TABLES. Secures accurate answers to 140 questions. Retail price, \$1.00. Closeout price, \$17.50 per 100. Free catalog with sample copy, \$1.00 postpaid. **SELL THE KIDDIES! COMICS! COMICS! COMICS!** Well-known names—self covered comic magazines. 32 and 48 pages each. Regular ten cent sellers. NEW assorted, \$2.00 per 100. \$17.50 per 1,000. No C.O.D.'s.

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Many attractive styles including LUSCIOUS HOLLYWOOD MODELS in beautiful, 6-color reproduction (Size 2 1/2"x2 1/2" (larger sizes available))

**\$37.50** Gr. Sets (2 Pictures to boxed set)  
**\$17.50** Gr. (Individually Enveloped)

**\$10.00** Gr. 3 1/2" Rd. Pin-Up Miniature with enameled metal frame

Special prices to quantity buyers. Sample assortment of 5 styles, \$5.00 postpaid.

We also manufacture a full line of ladies' dresser sets. Write for circular.

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**S Plastic Aeroplanes . \$2.50 gr. S**  
**L Army Goggles . . . 1.44 gr. L**

**U WRITE FOR CATALOGUE U**  
**M Karl Guggenheim, Inc. M**  
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**CREW HAT OPERATORS**  
Top Quality Twill Hats  
**\$52.50 PER GROSS**

Two-Tone Combination Top, \$62.50 Per Gross.  
Guaranteed First Quality.  
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7x18 Pennants, 20 ft. Tape	..... \$1.60
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Check with order, or 25% dep., bal. C.O.D.  
**WALES PENNANTS**  
Cold Spring, New York

# Pipes for Pitchmen

By Bill Baker

JAMES MAGINN . . . who has been playing fairs for the past few years with novelty hats, is mapping plans to work a number of outdoor celebrations and special events before heading for his annual tour of fairs which gets under way in New York late in August.

Lucille Gable, Dynamite Gable and Bunny Gable.

LET'S HAVE . . . some pipes here from Art Nelson, George Haney, Charlie and Roxanne Casher, Speedie Ross, Madaline and (See Pipes on page 134)

## PROFESSIONAL ELECTRIC PENCIL

Great money maker for you wherever crowds appear. Favorite of Pitchmen, 5 & 10's, Libraries, Insurance Agents, etc. Engraves gold, silver or colors on cards, leather, wood, plastics, silk, books, etc. Originated in 1931—avoid clumsy imitations. Guaranteed for one year—sold on five days' approval. With six rolls superior gold foil, 1"x400", \$7.25 postpaid—money order with order. Extra rolls foil, 6 rolls, \$2.50; 12 rolls, \$4.80. Order now and be ready!  
The wonderful Burgess Vibro-Tool, with 20 regular needles for engraving ALL metals, glass, plastics, wood, etc.—postpaid for only \$4.50—money order.



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**MOUSE WORKERS, PITCHMEN**

**ATTENTION!**

**The Mysterious Wonder Mouse**



**EMIL SEIBOLD**

97-36 63rd Drive. Rego Park, L. I., New York

Made of Plastic

Made of Plastic

They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray or white color. Packed in attractive 3-colored boxes. Prompt shipment.

\$6.00

25% with order, balance C. O. D. Per Gross

## MEDICINE MEN

31 YEARS OF CONTINUOUS SERVICE

THIRTY-ONE YEARS is a long time to devote to a SPECIALIZED BUSINESS. That is the uninterrupted period of service of CEL-TON-SA

As an old and reliable MEDICINE COMPANY we are still maintaining the same high quality and uniformity and service to the exacting needs of the MEDICINE SHOW MEN, both large and small.

WE SPECIALIZE IN PRIVATE FORMULA WORK—GOODS PUT UP UNDER YOUR OWN NAME AND ADDRESS IF DESIRED. NO EXTRA COST TO YOU. PRODUCTS LIABILITY INSURANCE CARRIED—MADE BY A REGISTERED MANUFACTURING PHARMACIST. One-day service assured since we have installed new machinery and have larger floor space for packing and manufacturing. WRITE FOR PRICES TODAY.

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# OAK-HYTEX BALLOONS

GET THE MONEY!

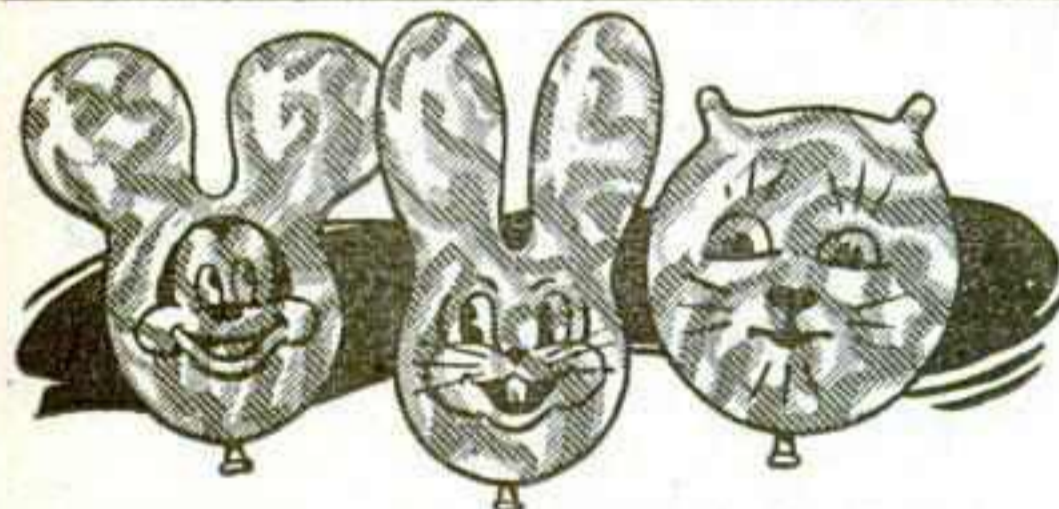
**WORKERS AVAILABLE**  
For all these Fast Sellers!

## MULTI-COLOR BALLOONS

- No. 10 Mickey Mouse Head \$10<sup>25</sup> GRO.
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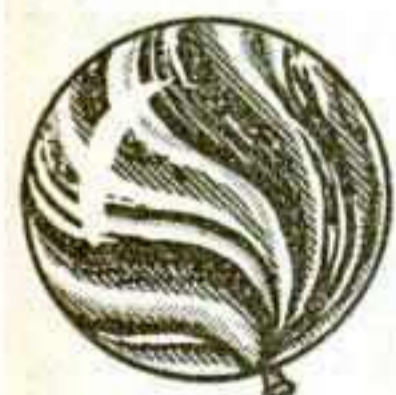
## No. NM-10 MULTI-COLOR Ass't.

Nobbies • Spirals • Slim Jims and Serpentine . . . . . 8<sup>50</sup> PER. GRO.



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- No. 9 Round . . . 4<sup>75</sup> GRO.
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Recognized **JOBBERs & WHOLESALERS** can buy these top notch items at extreme jobbing prices. We sell to **JOBBERs ONLY**. Send your order on your letterhead or purchase order blank.

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**PENCIL:** Beautiful gold finish; absolutely guaranteed; \$1.00 retail; 1 dozen to box, with cards ..... **\$5.40** Doz.

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 Pocket, bobby, rat-tail, men's and dress comb; each set individually wrapped; 2 dozen sets to box, 5 gross to carton ..... **\$7.20** Gr. Sets



**NO. 999—PEEK A BOOS:**  
 New subjects weekly; we are the only original source; 4 dozen to display box ..... **\$8.00** Gr.

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 5 Picture Television Sets; this is the original; size 1 3/8x7 8/16"; no chain; 20 power magnifier that really brings up the photos; 2 dozen assorted subjects to display box; 5 gross to carton ..... **\$16.50** Gr.



**NO. HD 15—HULA DANCER KEY CHAIN:** This is it; rubber inset in 1 1/2" nickel-plated frame; rub the back and she dances; chain attached; very novel; 2 dozen to card ..... **\$7.00** Gr. 6 dozen to box, bulk ... **\$6.60** Gr.

**NO. 250—VISTA SCOPE:**  
 Genuine third dimension pictures on technicolor films; three photos on each slide; attractive viewer and powerful lens; 4 different assortments to 2 dozen box; \$1.00 retail item; 1 gross to carton.... **\$5.50** Doz.

**NO. 025—VISTA SCOPE SLIDES:**  
 12 assorted slides to package; 3 pictures to slide; 50¢ retail item.. **\$2.50** Doz.

**NO. 1540—MABEL IN BATH TUB:** Sensational item; priced to job for 50¢; 3 dozen to box ..... **\$31.50** Gr.

**NO. 1212 — RUBBER WATER GUNS:** 5-inch length; tremendous value; delivery late July; 1 dozen to box; 10 gross to case; **CASE LOTS ONLY** ..... **\$6.75** Gr.

**NO. 361—CRAWLING BABY:**  
 The original sensational item; 1 dozen to box; 30 dozen to case; **CASE LOTS ONLY** ..... **\$5.40** Doz.

**NO. 110—RUBBER SQUEAKING MOUSE:** 3 1/2"; 10¢ retail item; 1 dozen to box; 15 gross to case; **CASE LOTS ONLY**. **\$6.75** Gr.

**NO. 135 — PLASTIC DOLLS:**  
 5"; movable arms and legs; tan or brown; sensational value; 2 dozen to box ..... **\$7.00** Gr.

WILL SEND SAMPLES OF ORIGINAL PACKING ONLY

We do not sell individuals or retailers. No orders shipped C.O.D. Terms: 1% 10 days, net 30 to well rated firms. Others send check with order less discount. F.O.B. N. Y.



**CROWN TOY MFG. CORP.**

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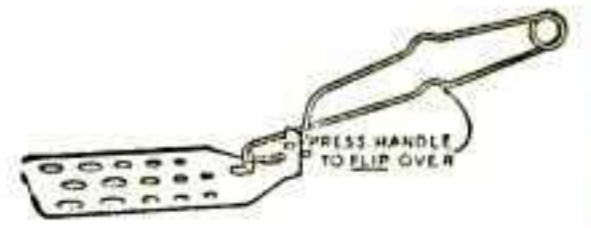
18 WEST 23RD STREET

NEW YORK 10, N. Y.

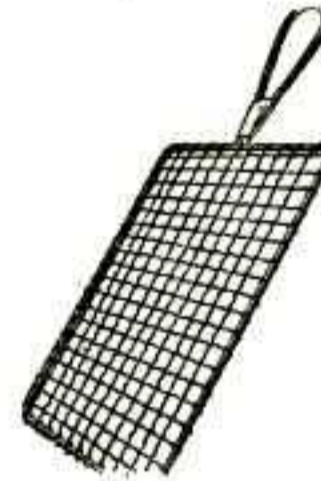
## DEMONSTRATORS WITH THESE POPULAR SELLERS



GARNISHING SETS



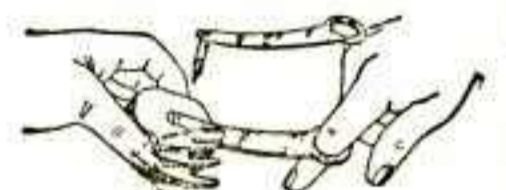
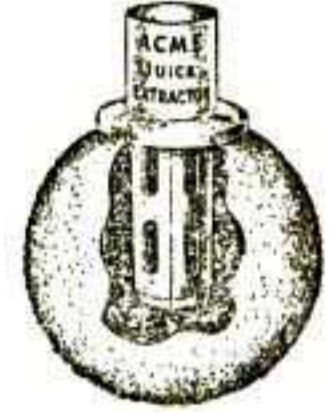
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SAFETY GRATERS



ROTARY MINCERS



SPIRAL SLICERS

MERCHANDISE RIGHT . . . .  
 . . . . PRICES RIGHT  
 Deliveries Prompt and Dependable

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WHILE THEY LAST!

### NEW CUTIE VIEWER

... with 6 large beautiful Real-Life Art poses. No two alike in a box . . . All different.

WAS \$50.00 PER GROSS

NOW SLASHED TO \$28.80 Per Gross

5 Gross Lots . . . \$27.50 Per Gross

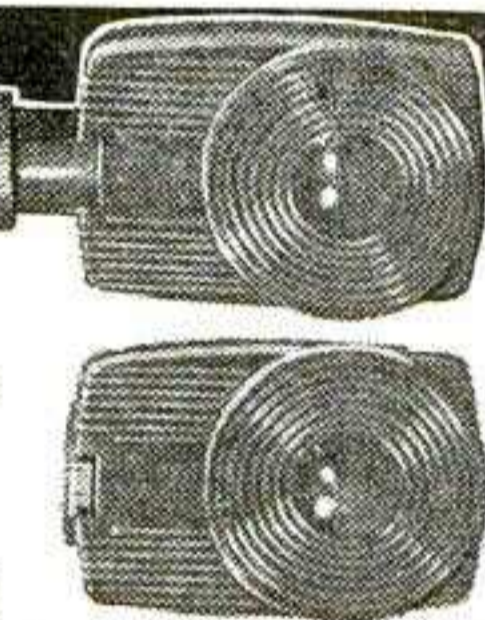
FIRST COME . . . FIRST SERVED!

SELLS ON SIGHT to bars, restaurants, drug and novelty stores, gift shops and hundreds of other spots.

Cash Must Accompany All Orders at This Price.

DON'T DELAY! ORDER TODAY!

**NATIONAL NOVELTIES CO.**



Retails for 39c

DEALERS PRICE

\$6.00 box of 24

\$34.80 per Gr.

If not available in your district order direct.

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## HULA GIRL BLINKER

LOW COST: HIGH AMUSEMENT VALUE

- ★ Two RED LIGHTS BLINK ON AND OFF—creating very interesting effect
- ★ Wood construction—hand painted
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- ★ Reed basket for pretzels, fruit, etc.
- ★ Stands about 19" high
- ★ Complete with electric cord and 2 bulbs
- ★ Shipping wt., 5 lbs.

Sample Shipped Prepaid at \$12.75; Less Than 3, \$11.40 ea.; 3 or more, \$10.80 ea. CASH WITH ORDER less 2%. Terms to rated or credit approved accounts

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STOCK NO. 2708  
 Write for our Catalog of Unusual Novelties & Premium Items.

## GENUINE DIAMOND DIAL WATCH

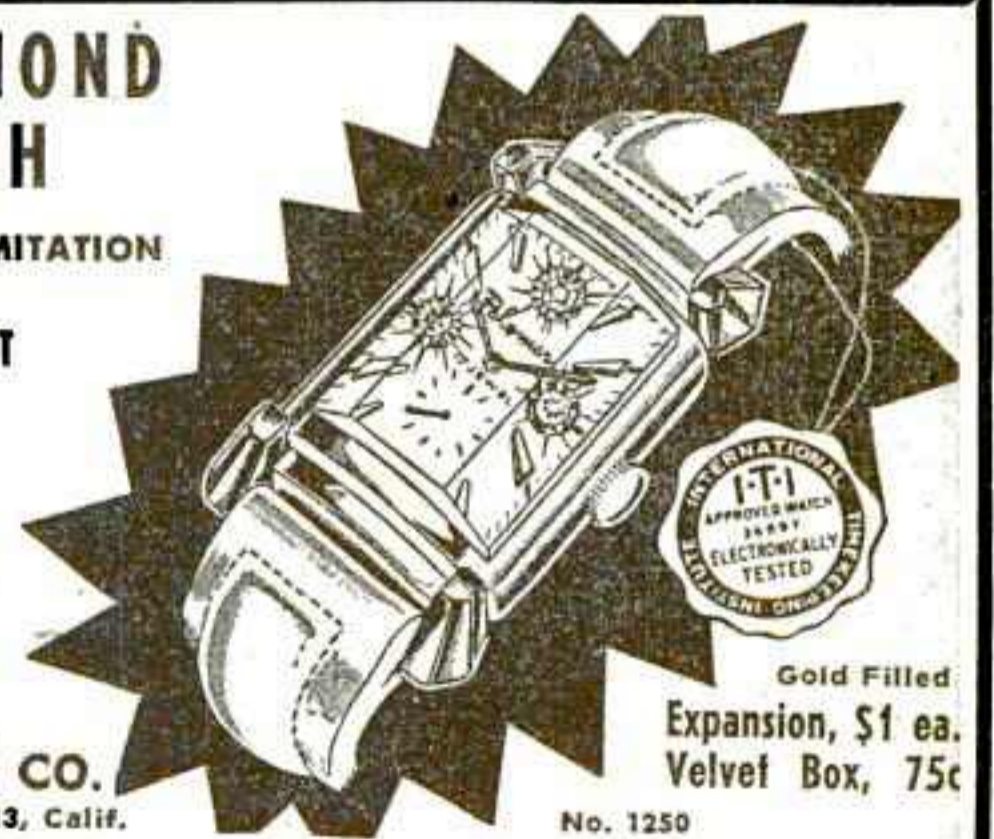
THE REAL THING—NOT AN IMITATION

17 JEWEL NEW MOVEMENT

GENUINE \$**19<sup>20</sup>** EA.  
 PADDED STRAP

PRINTED GUARANTEE  
 25% Deposit, Balance C. O. D.

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 315 W. 6th Street Los Angeles 13, Calif.



Gold Filled Expansion, \$1 ea.  
 Velvet Box, 75c

No. 1250

## Genuine Sea Shells & Mirror Frames

Frame illustrated is mirror-finsel decorated—measures 7"x7"—retails 49¢ each. Your price, \$2.40 dozen. Heavy concentration of other popular numbers allows 33 1/3% reduction. **SAMPLE FREE.** Line includes many sizes and shapes (from \$7.20 per gross up), with full assortment of fast-selling big-profit religious and scenery pictures. Any picture can be inserted in frame. Genuine sea-shell line especially popular for discriminating trade in beach and resort areas. Write or telegraph:

**BELLA PRODUCTS CO.**  
 Manufacturers Since 1935

41 UNION SQUARE

NEW YORK 3, N. Y.

## TABLE MODEL RADIOS

Four tube a.c./d.c. superheterodyne in ebony polystyrene cabinet, Alnico speaker, circular dial. Has powerful performance. A fine set for premium buyers, carnival operators and punchboard operators. Standard name brand, this is a sensational buy and a bargain for only \$9.95, each individually boxed. Stock up now. Deposit required, balance C. O. D.

**DEALERS SERVICE**

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**E. P. GLASS**

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**FLUORITE**  
 Non-Electric Fluorescent Plastic Signs  
 FLUORITE is "The Sign of the Times!" Fluorite glows like brilliant neon! Reflects and magnifies colors of the spectrum from day or artificial light! Fluorite proves to any potential customer in a 30 second demonstration that it is truly an amazing advertising medium which attracts attention and sells merchandise! Fluorite is a "MUST" for every type of business. Every sign is made to order—saleable to every kind and size of business from the General Electric Co. to a hot dog stand. Our Salesmen are hitting the JACK-POT with average weekly earnings of \$187.32 per man!

**GET IN ON THE GROUND FLOOR OF THIS "QUICK DOLLAR"!** We pay the highest commission in the sign game. Be the first in your territory, and get an exclusive with the privilege of employing sub-agents.

PHONE! WIRE! or WRITE! FOR BEST SALES PROPOSITION IN YEARS... BETTER YET, SEND SECURITY DEPOSIT OF \$10 FOR SALESMAN'S SAMPLES AND OUTFIT AND GET \*STARTED AT ONCE! SECURITY DEPOSIT GUARANTEED REFUNDABLE ON RETURN OF SAMPLES.

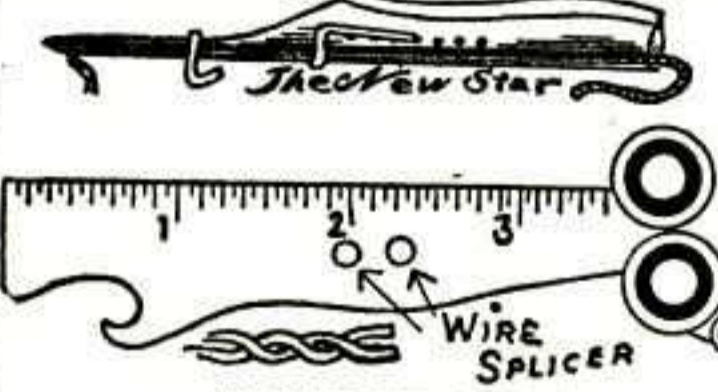
**FLUORITE SIGN CO.**  
 631 D Street, N. W. Phone:  
 Washington 4, D. C. Sterling 1479  
 NOTICE TO OUR DEALERS!  
 Inquiries from your territory will be referred to you!

**WIRE ARTISTS ATTENTION**  
 Buy your GOLD FILLED and ROLLED GOLD PLATE requirements DIRECT from THE MANUFACTURER. Our fifty years of experience in serving the jewelry industry ASSURES you of QUALITY, SERVICE and ECONOMY.

The following are our present prices for 25 ounce lots of #22 gauge square wire:  
 1/20 12 Kt. Gold Filled . . . . . \$1.54 Per Oz.  
 1/60 12 Kt. Rolled Gold Plate .93 Per Oz.  
 1/100 12 Kt. Rolled Gold Plate .80 Per Oz.

Postage and C. O. D. charges extra. Prices for other quantities, qualities and sizes cheerfully furnished upon request.

**THE IMPROVED SEAMLESS WIRE COMPANY**  
 775 Eddy Street, Providence 5, Rhode Island



**WRITE FOR PRICES SAMPLES, 25c EACH**  
**E. P. FITZPATRICK CO.**  
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**ARMY SURPLUS**  
 Folding Chairs • Other Styles  
 Immediate Delivery, 4 Doz. Min.  
**ADIRONDACK CHAIR CO.**  
 MU 3-1385  
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 near 26th Street—Dept. 5.

**SALESMEN WANTED**  
 For All Territories, all new line of **SALESBOARD MERCHANDISE PROMOTIONS**  
 Either side-line or full-time. Commission and bonus. Give full particulars and territory desired in first letter. Write **BOX D-203, c/o Billboard, Cincinnati, Ohio.**

**PIPES**  
 (Continued from page 132)  
 Mary Ragan, Prof. Jack Scharding, Chief Mex, Al Rice, Doc Billy Beam, Doc Paul Hunt and Chet Nervine.

Nothing that is half done is really worthwhile. Take a biscuit for example.

**IN A DECISION . . .**  
 rendered last week, New Jersey Gov. Alfred Driscoll vetoed a bill permitting municipalities to ban hawking, peddling and vending on public boardwalks and beaches. The present law authorizes municipalities to "make, amend, repeal and enforce ordinances to license and regulate common criers, hawkers and peddlers."

The pitchman has never asked anything more than an even break.



**CREW HAT OPERATORS**  
 If it's profits you're after—Well, come in! Easy spending days are gone. You've got to give the public its money's worth. That's where Sta-Well Hats can help. Buy the best crew hat in the market. It's known from coast to coast for its quality and workmanship.

With band \$63 per gross  
 Without band \$60 per gross  
 25% Deposit Required With All Orders

**STA-WELL HAT CO.**  
 50 W. 3rd Street N.Y.C.

AGENTS and CONCESSIONAIRES WANTED

**"THE SENSATION OF 1949"**

**\$100 PER WK. ASSURED**  
**CONVINCE YOURSELF AT OUR RISK**

Send \$1.50 for 4 Beautiful Neckties worth from \$6 to \$10 and Complete Sales Plan. Nothing like it on the market. Beats all competition for quality, price, and appearance. Satisfaction guaranteed or money refunded. SEND FOR TIES TODAY OR WRITE FOR PARTICULARS.

**NU DEAL TIE CO.**  
 Dept. T-53  
 339 W. Schiller St. Chicago 10, Ill.

**PITCHMEN !!!**

**BEND THEM! TWIST THEM! HIT THEM!**



**Amber Colored Combs Beautifully Designed**

A complete line (5 attractively designed numbers) for demonstrating purposes. Deliveries made same day order received. Also available, to help you with your demonstrating, are Breakable Combs at 75 cents per gross. Buy direct from a manufacturer who understands your needs. Samples and prices sent upon request.

**TAMOR PLASTICS CORP. LEOMINSTER MASSACHUSETTS**

Look ahead to the fairs. Certainly the best of season is yet to come.

**CHIEF GRAY FOX . . .**  
 med exponent of note, advises from Bulpitt, Ill., that his med show has been hitting some pretty rough weather but things have straightened out and business is getting better. The Chief is presenting a six-person show featuring his daughter, Gaynell. He says that Frankfort, Ill., can be worked if one sees the mayor and obtains his okay. The reader at Towanda, Ill., is \$5 per week, according to the Chief, and Mokena, Ill., can be worked. He'd like to see pipes in the column from Jimmy Anderson.

If you would reap a harvest put your pitch layout in the best possible condition.

Specialization will make pitchmen more prosperous.

**PITCHFOLK . . .**  
 working the Hamid-Morton Circus stand in Hartford, Conn., included Sam Golden, Morris Feldman, Harry Kibel, Slim Patterson, Fanny Brice and Elsie Robinson.

A spot highly touted by one pitchman may mean just another larry to another tripe and keister worker.

**DIRECT FROM MFR. HALF ASH TRAY**



Hand cast of trophy metal and finished with high lighted bronze plating.  
 \$6.50 Per Doz. — \$72 Per Gr.  
 25% dep. with order, balance C. O. D., F. O. B. Los Angeles.  
 Write for our New Catalog of Beautiful Novelty and Premium Items.  
**ABBOT SCHY CREATIONS**  
 1403 S. Fairfax Ave.  
 Los Angeles 35, Calif.

**STEADY, SURE, REPEAT PROFITS**  
**HOT SELLER—GOING OVER BIG**  
**TRIM-RITE HAIR TRIMMER**

CASH ORDERS SHIPPED PREPAID



25% WITH ORDERS UNLESS RATED

Beautiful and colorful plastic combs and trims hair at same time. Assembled ready to use. Circulars and advertising aids.

1 Gross, \$15.50. 5 Gross, \$15.00 Per Gross.  
 1 dozen mounted on attractive display cards:  
 1 Gross, \$16.50. 5 Gross, \$16.00 Per Gross.  
 QUANTITY PRICES AVAILABLE.

**TRIM-RITE CO. New Kensington, Pa.**

**NAT K. MORRIS**

Offers to demonstrators of gadgets newly improved  
 Platform METRIC SLICER, every blade a worker, simple and easy to adjust.

- Most beautiful Pancake Flipper ever produced, made of mirror finish nickel steel.
- MIRROR FINISH STEEL FINISH Spiral Slicer—all workers.
- New Plastic spouted juice extractor.
- Stream Line Garnishing Knife.
- High Speed Grapefruit Corer.
- Nickle Plated Kitchen Tongs.

All individually boxed.  
 NEW and SPECIAL PRICES to QUANTITY USERS. Write, phone or wire  
**N. K. MORRIS MFG. COMPANY**  
 Asbury Park, N. J.  
 My sensation of sensations, the new KWIKI-PI maker is now being distributed by  
**JAYSID MFG. & DISTRIBUTING COMPANY**  
 New York, N. Y.

**A MILLION SALES with CIRCLINE**

Fluorescent Fixtures  
 The greatest lighting fixture yet made.  
 Here's Your Big Opportunity for Big Money Making.  
**LOWEST PRICES**  
 Direct From Manufacturer  
 Write for Catalogue

**ABRAMS LIGHTING**  
 MANUFACTURERS' FLUORESCENT FIXTURES  
 113 No. 7th St., Philadelphia 6, Pa.  
 Phone: WAInut 2-1947-1948

**JOB LOTS—CLOSE OUTS**

MAKE BIG PROFIT—NEW FAST SELLERS  
 Plaster Statuary, large . . . . . \$3.60 per doz.  
 Fruit Plaques . . . . . 2.75 per doz.  
 Plates with Fruit . . . . . 2.75 per doz.  
 Dutch Boy and Girl Plaques . . . 2.25 per doz.  
 Purse Mirror with Calendar . . . 3.50 per 100  
 Key Cases, leather . . . . . 3.00 per 100  
 Indian Beads in flashy Env. . . . 4.00 per 100  
 Calendar Pictures, 16x20 . . . . . 1.50 per doz.  
 Negro Pictures, 16x20 . . . . . 1.50 per doz.  
 Convex Pictures, 5" . . . . . 1.50 per doz.

**5000 LAMPS**  
 BELOW MANUFACTURER'S PRICE  
 Vanity Lamps . . . . . 75c, 90c and \$1.25 each  
 Table Lamps . . . . . \$1.50, \$2.00 and \$2.50 each  
 All lamps complete with flashy, attractive Parchment Shades. We also have Figurine, Chinese, Marbleized, Juvenile and Hurricane Lamps. Send for a trial order at once.  
 1/3 deposit, bal. C. O. D.  
**Smith's Jobbing House**  
 1388 Milwaukee Ave. Chicago 22, Ill.

**TRICKS AND JOKES AT WHOLESALE**

ATTENTION! PITCHMEN AND NOVELTY STORES!  
 Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50. Retail Value. Please Mention Line of Business.  
**D. ROBBINS & CO.**  
 152-C W. 42nd St., N. Y. C. 18

**PITCHMEN**  
 To pitch modern 25-cent item which dispenses liquids from bottles. You buy direct from factory. Especially good summer item for white shoes. Formerly demonstrated in chain stores with great sales success. High profit margin for you. Contact Dept. PC, PAULUS, INCORPORATED, Helen & Robb Sts., McKees Rock, Pa.

A SELLOUT THE FIRST TIME!  
NOW! ANOTHER SHIPMENT!



**PHOTO-LITER** Pocket or Table  
Cigarette Lighter  
The Perfect Item for Salesboards  
• Concessioners • Souvenir Stores •  
Premium Users.

A dependable, attractive cigarette lighter  
that looks and operates like an expensive  
camera. Tripod and shutter plunger can be  
detached for pocket use. This is the novelty  
sensational of the year, order early to insure  
quick delivery.

\$30.00 Dozen — Sample, \$4.25

Sample can be applied to doz. purchase price.



**NEW! 3 PC. TABLE LIGHTER**

• Cigarette Lighter

• Tray and Cigarette Goblet

Luxurious looking SILVER PLATED An-  
timony set that looks and works like sets  
selling in your local stores for \$15.00.  
Order a sample and be convinced. Sample  
price can be applied against dozen purchase  
price.

\$43.00 Dozen—\$4.00 Each for Samples  
25% with order—balance C. O. D.

**BERG SALES CO.**

119 So. Wells St. Chicago 6, Ill. 309 Hennepin  
Minneapolis, Minn.

# Cutie

COCKTAIL and WINE GLASSES

Delight your guests, have fun with friends

with the new Novelty  
**Cocktail Glass**  
Individually Boxed

... 4 DOZEN TO A CASE

Makes Every Drink a Pleasure!

GORGEOUS MODELS \$5.40  
ARTISTICALLY POSED SAMPLE DOZEN  
STRIKING COLORS PREPAID  
(CASH WITH ORDER)

Plus all the fun!

Here is a Crystal Clear  
Cocktail Glass That is ...

Heat resistant—polystyrene—will stand steril-  
ization in boiling water, can be washed without  
fear of breakage. Shatterproof, practically  
unbreakable. Ideal for home, bar or patio use.

See  
THE MAGNIFIED  
PICTURE IN THE  
BOTTOM OF THE GLASS.  
HOLD TO THE LIGHT  
AND  
**LOOK**



JOBBER — WRITE FOR QUOTATIONS

## FALCO NOVELTY & IMPORT CO.

2906 LOS FELIZ BLVD.

LOS ANGELES 26, CALIF.

## MORRIS MANDELL

announces  
that the

### BIG 6 WHEEL

AND OTHER CARNIVAL WHEELS  
are ready  
for delivery

**SEND FOR CIRCULAR!**  
MORRIS MANDELL, INC.

26 East 13th St. (Dept. B)  
New York 3, N. Y.  
Phone ORegon 3-5912

### SPECIAL

#4 Dart Balloons { 10 Gr. .... 70c gr.  
                          25 Gr. .... 65c gr.  
24" Reed Balloon Sticks ..... 65c gr.

25% Deposit with order, bal. C. O. D.  
WRITE FOR CATALOG

### BELL SALES CO.

1107 S. Halsted St. Chicago, Ill.  
Phone HAYmarket 1-2013

### Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen  
All newly styled with Gold Finish Caps.  
Price List on request. Sample, \$1.00.

**ARGO PEN-PENCIL CO.**  
220 Broadway New York 7, N. Y.

### CLOSE OUT SALE

BALL POINT PENS  
CONVENTIONAL PENS  
Send for Price List.

**STARR PEN COMPANY**  
54 W. Illinois Street, Chicago 10, Illinois

### Demonstrators

Expansion bracelets  
in yellow or white  
G.P. FINISH. 5  
fast moving num-  
bers, including fili-  
gree. Looks like  
G.F. Sells on sight.



### Engravers

First time at  
this low price,  
\$4.00 doz. Send  
\$2.00 for 5 dif-  
ferent, circular  
and prices.  
Satisfaction or  
money back.

**RAY-BAR CO.**  
862 BROAD ST.  
PROVIDENCE, R. I.

**New 1949 Catalog is READY!**  
Send for Your FREE Copy Today!  
Our new 1949 catalog illustrates the latest and most  
complete line of Novelty and Premium Merchandise,  
including Blankets, Electrical Appliances, Glassware,  
Aluminumware, Clocks, Lamps, Plaster Stuffed  
Toys, Dolls, Whips, Canes, Monkeys, Novelty Hats,  
Celluloid Dolls. Slum and hundreds of other popular  
items suitable for every type of concession.

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST.  
MINNEAPOLIS 1, MINN.



### QUICK SALES WITH DICE SHAKERS

Everyone wants it—lots of fun to play. 4 inches high—assorted colors—  
doz. to box. Rubber suction cup, plastic top, heavy spring. Fast retailer  
at 50¢ to 75¢ each. Order NOW. Sample doz. prepaid, \$3.00. Six doz.,  
\$16.50. 12 doz., \$29.50. We prepay transportation. No C.O.D. shipments.  
Fast Service—Quality Merchandise.

### ALLEN NOVELTY CO.

P.O. BOX 865

GREENSBORO, N. C.

### CLOSING OUT

#### Aluminum Colanders — Limited Supply



This all-aluminum colander is cleverly designed for  
use in and out of the pot. Its wide rim acts as a  
handle when being used as combination cooker inside  
the saucepot.  
Overall diameter, 8<sup>1</sup>/<sub>2</sub>"—3<sup>1</sup>/<sub>4</sub>" depth—capacity 2 quarts.  
Price in dozen quantities ..... \$ 2.50 Dz.  
Price in gross quantities ..... 27.60 Gr.  
Write for prices on larger quantities.

All merchandise shipped C.O.D., F.O.B. our plant.  
Samples shipped prepaid at 45¢ each.

#### INDUSTRIAL PRECISION PRODUCTS CO.

219 N. Carpenter St. Chicago 7, Ill.

## SUMMER SPECIALS

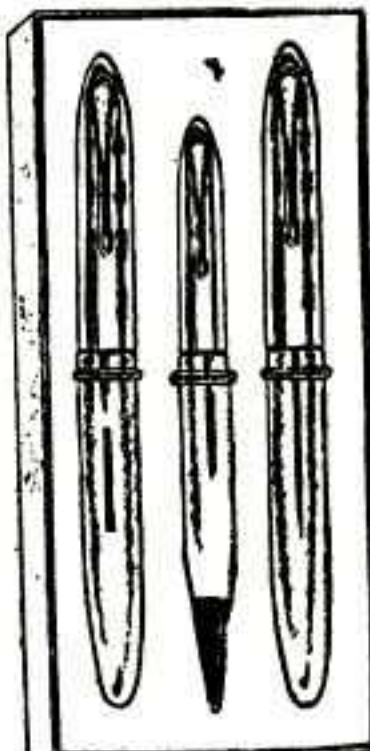
Fur Monkeys, 6 <sup>1</sup> / <sub>2</sub> "	Gr. \$ 6.75
Hi Hat Fur Monkeys, 10"	14.00
Jumbo Hi Hat Monkeys	22.50
4" Feather Dolls	8.50
7" Feather Dolls	17.50
6" Hi Hat & Cane Feather Dolls	14.40
7" Hi Hat & Cane Feather Dolls	20.00
8" Feather Doll w/Cane	23.50
9" Feather Dolls	28.50
5" Gold Head Celluloid Dolls	8.50
5" Kewpie Dolls	8.50
Western Hats, laced brim, adjust- able chin cord	40.00
Cowboy Hats w/Star	33.00
Spanish Hats	27.00
Western Hats, striped brim	37.50
Large Checkered Coolie Hats	32.00
Import Paper Parasols, 15" spread	9.00
Import Paper Parasols, 24" spread	20.00
Import Paper Parasols, 28" spread	29.00
Import Paper Parasols, 31" spread	39.00
Plastic Parasols, new price	32.00
RWB Bell Batons	13.00
Lancaster Batons	13.50
Long Lash Whips, 30"	12.00
Lash Whips, 27"	10.50
Bamboo Walking Canes, crook handle	12.00
Swords w/Sheaths, cellophane wrapped	35.00
Paper Snakes on Stick	5.00
Spiders on Spring	8.50
Mickey or Skeleton on Spring	6.50
Rubber Dagger w/Sheath	17.50
Plastic Gun w/Holster	20.00
Plastic Bird Cages, Dz.	3.50
Import Metal Water Pistols, Gr.	12.00
Celluloid Squeaky Dog & Cat, Gr.	18.00
Hawaiian Leis, Gr.	2.00
Loud Squawker Balloons with long wood mouthpiece, Gr.	7.00
#9 Round Balloon, asst. colors	2.00
#15 Kat Balloon, new look	7.50
#9 New Look Balloon	4.50
Crawling Babies, Dz.	6.00
Dancing Couple, Dz.	3.50

25% Deposit with orders  
Balance C. O. D.

## SCHATTUR NOVELTY CO.

142 Park Row New York City 7, N. Y.

## NEW!! ALL METAL ALL GOLD, BIG FLASH



3 PIECE SET  
Hooded Pen,  
Pencil, Ball Pen.  
#332—

**75¢ Per Set**

Sample, \$1.00

#### Other Pen Sets

3 Pcs. Gold Cap,  
Plastic Barrel.  
#331—  
65¢ Set

2 Pcs. Gold Cap,  
Plastic Barrel.  
#334—  
45¢ Set

Terms: 25% deposit with order, balance  
C.O.D., N. Y.

Satisfaction guaranteed or money refund.  
Order now!

**JOBBER!** Write today for special jobbers'  
price list. One of the most complete novelty  
pen lines. Full discounts. Highest quality.

### TEMPO PEN MFG. CO.

940 Broadway N. Y. 10, N. Y.

## WESTERN HORSES

SPECIAL 10<sup>1</sup>/<sub>4</sub>—\$24.00 DOZ.

CASH WITH ORDER

Other sizes at greatly reduced prices. All  
beautiful 2-tone Bronze Finish High-  
lighted Horses. No rejects or seconds.  
Money back if not 100 per cent satisfied.  
We started these horses and will finish  
them up. Nobody will beat our prices.  
No post cards answered. Note to our  
patrons: Write! You will save plenty.

### C. GAMEISER

250 West 88th St. N. Y. C. 24

## TIES

Manufacturer offers big  
variety of new patterns.

#### SELL STORES AND DIRECT

\$6.50 Doz. 3 Doz., \$18. Fast \$1 Seller.  
You make \$6.00 per dozen. Special  
prices in gross lot orders. We also sell  
Slide-On Ties. Other items — Free  
Catalog.

**EMPIRE CRAVATS** 648 Broadway  
New York 12, N. Y.

### TERRIFIC BUYS

- GEORGEOUS STRIPPERS. 12 actual glossy model photos, size 4"x5", au natural poses to a set. Sell on sight. 100 sets, \$35.00. Dozen sets. **\$4.50**
- TELESCOPE KEY CHAINS. Studies of Hollywood's finest models. Dozen 95c. Gross **9.00**
- TELEVISION. 5 photo viewer. Gross \$17.50. Dozen **1.70**
- CHARMS ON KEY CHAINS. Various styles. Gross **2.40**
- RAZOR BLADES. First quality. 5 to a box. 1000 blades **3.95**
- NEEDLES. In big flash needle packages containing 20 stuck needles. 100 Packages **3.50**
- SHARP NEEDLES. In papers of 25 assorted. Were not available for nearly 10 years. Several million now in stock. **1.50**
- 1000 Needles **7.80**
- NEEDLE BOOKS. Big flash with needle threader. Gross **7.80**
- TRICKY ALUMINUM BANKS. Enameled. Close-out, special. Gross \$72.00. Each 65c. Dozen **6.60**

*Nobody anywhere undersells us. 1001 items stocked. Send orders with ads from others, or state goods wanted, with deposit or payment. You will be our customer for life. Visit us.*

**MILLS SALES CO.**  
Cut-Rate WHOLESALERS Since 1916  
901 BROADWAY, New York 3, N. Y.

### SWISS WATCHES WHOLESALE

- 2 Push Button BASIS Stopwatches. \$ 3.85 ea.
  - Same in Goldplated Case 4.75 ea.
  - Men's Sweep Sec. Radium Dial 2.90 ea.
  - "Fold Away" 7 Jewel Swp. Sec. Rad. 5.45 ea.
  - Pocket Alarm 7 Jewel, Radium 5.50 ea.
  - Ladies' Jeweled, Sweep Sec. Rad. 3.45 ea.
  - Chronograph 17 Jewel, Rad. Steelback 14.50 ea.
  - Calander 17 Jewel Waterproof, RGP, Steel 21.50 ea.
  - Men's 17 Jewel in Rhinestone Case 12.25 ea.
  - Same in Goldplated Steelback Case 10.25 ea.
  - 14K SOLID GOLD Watches, 17 Jeweled; 6x8 for Ladies 12.25 ea.
  - Same but in 6 Rubies Case 14.25 ea.
  - 8 1/2 for Men—Extra Heavy 16.50 ea.
  - Many others—Special prices for quantity.
- Above prices include leather straps. Minimum order one (1) dozen. 10% with order, bal. C. O. D. All Guaranteed*
- TRANSWORLD**  
565 Fifth Avenue New York 17, N. Y.

### WILD LIFE MINIATURES IN PLASTIC

Hand painted in beautiful life-like colors, with safety lock pin. Worn by Sports Lovers, men and women. Each pin individually carded. The latest rage in Wild Life miniatures. Five subjects more to come

- Mallard Duck • Sunfish
- Blue Marlin • Pheasant
- Rainbow-Trout

Per Doz \$2.75 Per Gr. Asstd. \$30.  
25% Deposit on All Orders.  
Balance C. O. D. Orders Shipped Same Day Received.

**RILEY NOVELTY CO.**  
7909 Rhodes Avenue Chicago 19, Illinois

### ATTENTION, WHOLESALE GROCERY AND WAGON JOBBERS

Burkhead 18x18 cut—1/4 cut hemmed stitched handkerchief, cloth count 64-60, 24 to a beautiful display card, @ \$1.70 per card. Styrene clip pocket combs, first quality, 4 colors to a card or black if preferred. @ \$2.65 per gross.

All orders shipped the same day received. Terms: Net 10 days to rated firms; all other checks or money order with the order. Minimum order 10 cards of handkerchiefs and minimum order for combs five grosses. All merchandise F. O. B. Winston-Salem, N. C. All C. O. D. orders require 25 per cent deposit with order. Please allow for parcel post and any money over parcel post charges will be refunded.

**INDUSTRIES FOR THE BLIND**  
1010-12 N. Liberty St., Winston-Salem 4, N. C.

### PITCHMEN & SALESMEN BATTERY PEP

**Is Today's Best Pitch!**

Increases battery life, prevents freezing, prevents plates from sulfonizing. Sell every automobile owner, garage, service station, store, used car dealer; makes batteries last a lifetime.

WRITE FOR INFORMATION ON THIS TREMENDOUS PROFIT ITEM.

Your Cost 80¢ Packet - You Sell It for \$2 Full refund on all unsold merchandise.

**DONN CHEMICAL CO.**  
Dept. B-6, 624 So. Michigan, Chicago 5, Ill.

**WHERE DID I LEAVE MY SPECTACLES!**

Now you always know where they are if you own our new "SPEC-HOLDER". Also for Sun Glasses. Practical, new for home and work. With Cord or silky Ribbon, \$1.00 ea., \$6.00 doz. With Goldplate Chain, \$2.00 ea., \$15.00 doz. Cash with order or C.O.D.

I. MEYER  
219 E. 23 St. New York 10

**ATTENTION, ENGRAVERS**

15 Styles of Identification Bracelets From \$18.00 to \$60.00 Gross. Bright finish. Sell on sight. Men's Cameo Rings. Whitestone Rings. Rings for Grab Bags from \$8.00 to \$12.00 gross. Hot numbers. Send \$2.00 or \$5.00 for samples. Money refunded if not satisfied.

**MILWAUKEE NOVELTY COMPANY**  
1012 N. Third St. Milwaukee 3, Wis.



# 1949 FAIR DATES

(Continued from page 82)

- Harrow—Colchester, South, Agrl. Soc. Sept. 22-24. Langton Capstick.
- Holstein—Egremont Agrl. Soc. Sept. 27-28. Ewart Alles, Holstein.
- Huntsville—N. Muskoka Agrl. Soc. Sept. 21-22. John Laycock.
- Hymers—Whitefish Valley Agrl. Soc. Sept. 3-5. Mrs. Opal Gudmundson.
- Ingersoll—Ingersoll Agrl. Soc. Aug. 29-31. Alex Amos.
- Kempe—Keppek & Sarawak Agrl. Soc. Sept. 20-21. Eimor Beckett.
- Kenora—Kenora Agrl. Soc. Aug. 25-26. Gerald F. Bourke.
- Kincardine—Kincardine Agrl. Soc. Sept. 15-16. D. A. Sutherland.
- Kindmount—Galway Agrl. Soc. Sept. 2-3. Miss Ivy A. Gilmour.
- Kirkton—Kirkton Agrl. Soc. Sept. 29-30. Hugh Berry, Woodham.
- Lanark—Lanark Village Agrl. Soc. Sept. 6-7. Archie Bell.
- Lansdowne—Lansdowne Agrl. Soc. Aug. 25-27. L. W. Moxley.
- Leamington—Great District Fair. Sept. 26-Oct. 1. J. S. Walker.
- Lindsay—Lindsay Central Exhn Sept 20-24. B. L. McLean.
- Lion's Head—Eastnor Agrl. Soc. Sept. 13-14. Harvey Bray.
- Listowel—Listowel Agrl. Soc. Sept. 26-27. W. J. Roberts.
- London—Western Fair. Sept. 12-17 W D Jackson
- Lucknow—Lucknow Agrl. Soc. Sept. 27-28. Joseph Agnew.
- McKellar—McKellar Agrl. Soc. Sept. 13-14. Leonard Moffat.
- Madoc—Madoc Agrl. Soc. Oct. 4-5. Robert A. Woods.
- Magnetawan—Magnetawan Agrl. Soc. Sept. 13-14. H. W. Roskopf.
- Manitowaning—Manitowaning Agrl. Soc. Sept 22-23. James Hembruff.
- Markdale—Markdale Agrl. Soc. Oct. 3-4. Russell Freeman.
- Markham—Markham Agrl. Soc. Sept. 29-Oct. 1. R. H. Crosby.
- Marmorra—Marmorra Agrl. Soc. Sept. 19-20. J. F. Baker.
- Massey—Massey Agrl. Soc. Sept. 20-21. B. Hoyle.
- Meaford—Meaford & St. Vincent Agrl. Soc. Oct. 5-6. Walter H. Chapple.
- Merlin—Raleigh & Tilbury Agrl. Soc. Sept 13-15. Lewis W. King.
- Metcalfe—Metcalfe Agrl. Soc. Sept. 16-17. J. E. Craig.
- Midland—Tny & Tay Agrl. Soc. Sept. 15-17. R. G. Nesbitt.
- Mildmay—Carrick Agrl. Soc. Sept. 19-20. P D Liesemer.
- Milton—Halton Agrl. Soc. Sept 23-24. E. M. Readhead.
- Milverton—Morningside Agrl. Soc. Sept. 6-7. George Gerbhelder.
- Mitchell—Fullerton Agrl. Soc. Sept. 27-28. A. J. Hickey.
- Mount Forest—Mount Forest Agrl. Soc. Sept 19-21. H. A. Ross.
- Murillo—Oltver Agrl. Soc. Sept. 13-14. George Elchuk.
- Napanee—Lennox Co. Agrl. Soc. Aug. 30-Sept 1. L. H. McCaul.
- Newstadt—Normanby Agrl. Soc. Sept 16-17. Ed Demerling.
- New Hamburg—Wilmot Agrl. Soc. Sept. 16-17. Mrs. A. R. G. Smith.
- Newington—Stormont Fair. Sept. 13-14. Les Young.
- New Liskeard—New Liskeard Agrl. Soc. Sept. 15-17. G. C. Krick.
- Norwich—N. Norwich Agrl. Soc. Sept. 22-24. David Croft.
- Norwood—E. Peterborough Agrl. Soc. Oct. 8 and 10. Gordon Parker.
- Oakwood—Oakwood Agrl. Soc. Sept. 19-20. J. B. Weldon.
- Odessa—Odessa Agrl. Soc. Sept. 13-14. A. M. Fraser. R. R. 3, Kingston.
- Ohsweken—Ohsweken Agrl. Soc. Sept. 21-23. Joseph C. Hill.
- Orangeville—Dufferin Agrl. Soc. Sept. 20-21. Joseph E. Cooney.
- Orillia—E. Simcoe Agrl. Soc. Sept. 8-10. Irwin McMahon, Hawkestone.
- Oro—Oro Agrl. Soc. Sept. 13-14. I. T. McMahon, Hawkestone.
- Orono—Durham Central Agrl. Soc. Sept. 9-10. J. C. Camey.
- Oshawa—S. Ontario Agrl. Soc. Sept. 14-17. E. W. Webber, Columbus.
- Ottawa—Central Can Exhn Aug 22-27 H H McElroy
- Owen Sound—Owen Sound Agrl. Soc. Sept 29-Oct 1 Charles F. Cuaning
- Paisley—Paisley Agrl. Soc. Sept. 12-13. William T. Hopper.
- Palmerston—Palmerston Agrl. Soc. Oct. 3-4. W. T. Brown.
- Paris—Paris Agrl. Soc. Sept. 30-Oct 1. E. H. Buck.
- Perth—South Lanark Agrl. Soc. Sept. 1-3. M. J. Donohoe.
- Peterborough—Peterborough Agrl. Soc. Aug 23-27. G. A. Gillespie.
- Petrolia—Petrolia Agrl. Soc. Sept. 8-10. W. A. Wilson
- Pictou—Pictou Agrl. Soc. Sept. 28-30. William Dunning.
- Porquus Junction—Porquus Junction Agrl. Soc. Sept. 12-13. Mrs. Pearl Bailey.
- Port Elgin—N. Bruce Agrl. Soc. Sept. 7-8. John D. MacKay.
- Port Hope—Port Hope Agrl. Soc. Sept 30-Oct 1. W. T. Marvin.
- Port Perry—Port Perry Agrl. Soc. Sept 3-5. R. D. Woon.
- Powassan—Powassan Agrl. Soc. Sept. 13-14. W. G. Oldfield.
- Providence Bay—Providence Bay Agrl. Soc. Sept. 20-21. Mrs. Andrew Dryden.
- Rainy River—Atwood Agrl. Soc. Sept. 1-3. J. Maltby.
- Renfrew—Renfrew Agrl. Soc. Sept. 13-16. John F. Burwell.
- Riceville—Riceville Agrl. Soc. Sept. 15-16. B. Fawcett.
- Richmond—Carleton Co. Agrl. Soc. Sept. 21-24. M. E. Mullen.

- Ridgetown—Ridgetown Dist. Agrl. Soc. Aug 23-25 R W Green.
- Ripley—Huron Township Agrl. Soc. Sept. 22-23. Albert Wylds.
- Rocklyn—Rocklyn Agrl. Soc. Oct. 5-6. Edward Lanktree.
- Rodney—Rodney Agrl. Soc. Sept. 26-27. J. A. MacLean.
- Roseneath—Roseneath Agrl. Soc. Oct. 13-14. C. W. Varcoe.
- Rosseau—Rosseau Agrl. Soc. Sept. 13-14. Mrs. George E. Foster.
- Saint Marys—S. Perth Agrl. Soc. Oct. 5-6. G. W. Kelly.
- Schomberg—Schomberg Agrl. Soc. Sept. 23-24. George L. Walker.
- Seaforth—Seaforth Agrl. Soc. Sept. 22-23. Mrs. Roy Lawson.
- Shannonville—Shannonville Agrl. Soc. Sept. 9-10. K. R. Vivian.
- Shelburne—Dufferin Central Agrl. Soc. Sept. 13-14. T. E. Watson.
- Simcoe—Norfolk Co Agrl. Soc. Oct. 4-8. Harold I. Pond
- South Mountain—Mountain Agrl. Soc. Sept. 8-9. David Berry.
- South River—Machar Agrl. Soc. Sept. 15-16. Norman F. Brown.
- Spencerville—Spencerville Agrl. Soc. Sept. 20-21. G. M. Snyder.
- Sprucedale—McMurrich Agrl. Soc. Sept. 15-16. William Pearce.
- Stirling—Stirling Agrl. Soc. Sept. 16-17. R. E. Fox.
- Stratford—Stratford Agrl. Soc. Sept. 19-21. F. H. Bell.
- Strathroy—Strathroy Agrl. Soc. Sept. 22-24. J. B. Longmire.
- Sunderland—Brock Agrl. Soc. Sept. 13-14. Miss M. B. St. John.
- Sundridge—Strong Agrl. Soc. Sept. 8-9. Mrs. R. G. Harper.
- Sutton—Sutton Fair. Aug. 4-6. L. S. Tomlinson.
- Tara—Tara Agrl. Soc. Sept. 28-29. J. Alex Duff.
- Tavistock—Tavistock Agrl. Soc. Sept. 9-10. R. Rudy.
- Teeswater—Teeswater Agrl. Soc. Oct. 4-5. Melvin Rome.
- Thedford—Bosanquet Agrl. Soc. Sept. 28-29. Robert M. Love.
- Thessalon—Thessalon Agrl. Soc. Sept. 27-28. Raymond Smith.
- Tilsonburg—Tilsonburg & Dereham Fair Sept 20-22. Jack M. Climie.
- Toronto—Canadian Natl Exhn Aug. 26-Sept 10. Elwood A. Hughes.
- Trout Creek—Trout Creek Agrl. Soc. Sept. 20-21. C. H. Elliott.
- Tweed—Tweed Agrl. Soc. Sept. 13-14. John O. Sager.
- Vankleek Hill—Vankleek Hill Agrl. Soc. Sept 15-17. B. B. Richardson.
- Wallacetown—W. Elgin Agrl. Soc. Sept. 29-30. S. Turville.
- Warkworth—Percy Township Agrl. Soc. Oct. 6-7. Arthur Wartman.
- Waterdown—Waterdown Agrl. Soc. Sept. 27-28. G. S. McRae.
- Welland—Welland Co. Agrl. Soc. Sept. 13-17. G. K. Brown.
- Wellesley—Wellesley Agrl. Soc. Sept. 13-14. E. H. Denstead.
- Warton—Warton Agrl. Soc. Sept. 15-16. G. R. Rathwell.
- Williamstown—St. Lawrence Valley Agrl. Soc. Sept. 12-14. M. A. McLennan, Lancaster.
- Woodbridge—Woodbridge Agrl. Soc. Oct. 8 and 10. Stan R. McNeil.
- Woodstock—Woodstock Agrl. Soc. Sept. 20-22. J. E. Nephew
- Wooler—Wooler Agrl. Soc. Sept. 6-7. Carman Richards.
- Wyoming—Plympton & Wyoming Agrl. Soc. Sept. 29-30. Donald E. Latam.

### PRINCE EDWARD ISLAND

Charlottetown—Prince Edward Island Provincial Exhn Aug. 15-19. G. H. Buntain.

### QUEBEC

- Amqui—Matapedia Agrl. Soc. Aug. 29-31. J. E. Belzile.
  - Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 25-27. M. B. Corey.
  - Avlmer—Gatineau Co Agrl. Soc., Div. A. Sept 8-10. R. K. Edey.
  - Bedford—Missisquoi Agrl. Soc. Sept. 1-3. Paul Omer Roy.
  - Brome—Brome Co Agrl. Soc. Sept 5-7. George A. McClay Knowlton, Que.
  - Chapeau—Chapeau Agrl. Soc. Sept 19-21. Irvine P. Cahill.
  - Cookshire—Compton Co. Agrl. Soc., No. 1. Aug 22-24. W. S. J. Hodgman. Birhton, Que.
  - Drummondville—Drummond Agrl. Soc. Aug. 5-7. J. H. Charpentier, L'Avenir, Que.
- (See 1949 FAIR DATES on page 138)

26 inch WHIRLING BATON

It's New! It's sensational!

EVERY KID CAN BE AN EXPERT BATON TWIRLER

Just A Twist Of The Wrist And It **SPINNS!**

Red-White & Blue: \$15.00  
Silver Tinsel Head: \$15.00  
Gold Cord w. Tassels: \$15.00 Gross

1/3 DEPOSIT • BALANCE COD.

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**ORIENTAL DESIGN RUGS** \$25.00 Each

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- 9x24" @ \$110.00 M

Novelty Assortment \$5.00 (Shipments in three weeks)

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- 1 Bundle 128 1 1/2 Crackers \$3.00
- 1 Bundle 1600 1 1/2 Crackers 63.75 M
- 1 Bundle 1000 1 1/2 Crackers 4.00
- 1 Bundle 9600 1" Lady Crackers 5.00

100% Profit—Cash With Order.

**BUCK BROTHERS**  
Columbia, Tenn.

**Pitchmen! Demonstrators!**

SELL TO EVERY SPORTSMAN

**HUMDINGER FISHHOOK REMOVER**

THIS IS THE SEASON!!

Fits Any Tackle Box—Protects the Line and Removes the Hook From the Fish's Throat.

Priced at **\$12.17** Dozen **\$1.69** Each

F. O. B. Utica, Mich. — 1/3 Down, Balance C. O. D.

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Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds



# As Usual, Casey Goes To Bat For You!

**BILL CARSKY SAYS:** Thanks, fellows, for going to bat for US with the biggest June business in history. Casey-Candy is pure, that's sure. It's made fresh daily with the choicest ingredients and packed in boxes with plenty of flash that clicks with the crowds. No matter what you need there's a choice Casey-Candy for every type of show—swell values at the RIGHT prices for your purpose.

## Variety of 38 Different Type Packages

For carnivals, circuses, rodeos, grand stands, tent and medicine shows, movie theaters and road show attractions.

Send for full details and descriptions regarding merchandise units in all price ranges. Specify type of show you operate.

## Here's Tasty Candy with Flash that's Dandy!

### Novelty Gift Packages

High quality candy in bally JUMBO SIZE packages. Each box contains plenty of delicious chocolate fudge, individually wrapped, and guaranteed not to spoil under any condition. At one end is a choice gift, which has been specially selected. A real novelty merchandise package you can be proud to sell.

Higher priced packages contain better gifts, more and choicer candy. ONE GUARANTEED ITEM TO CASE. Write for details and prices!

Starts **\$5.50 Per Case** at **\$5.50 Per Case** of 110 Packages

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Beautiful ass't. colored cellophane wrapped box containing 20 pieces delicious NUT CARAMELS, \$8.00 per 100—100 to pack.

1-lb. Cellophane-wrapped peanut brittle, \$1.50 per doz.—24 to pack.

1-lb. Cellophane-wrapped movie star box, \$2.00 per doz.—24 to pack.

A 25% DEPOSIT ASSURES YOUR ORDER BEING FILLED AND SHIPPED SAME DAY, BALANCE C. O. D.

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**14 KT. R.G.P. RINGS**

FR-12 \$12 doz.  
3670 \$15 doz.  
FR-5 \$15 doz.  
AR-76 \$15 doz.

**SUPERIOR JEWELRY CO.**  
740 Sansom St., Phila. 6, Pa.

Gorgeous massive rings with detailed beauty that makes them sell on sight every time! While quantities last! FR-12; 3670 and AR-76 have ruby or white center stone with two white side stones. FR-5 has white center stone with 6 ruby side stones.

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Sun Glasses ..... \$ .30	Crickets ..... \$ .98	Tube Whistles ..... \$ .98
Comic Masks ..... .35	Spring Clothes Pins .. .89	Finger Traps ..... 1.35
Wedding Rings ..... .65	Warblers ..... .85	Lead Pencils ..... 1.95
Plastic Thimbles ..... .75	Pocket Combs ..... .98	Bangle Bracelets ..... 2.25
Plastic Crosses ..... .75		Blow-Outs ..... 2.75

### NOVELTIES

12 In. Paper Parasols. Doz. \$2.00 ..... \$22.50	18 In. Paper Parasols. Doz. \$8.40 ..... \$96.00	Paper Snakes ..... \$ 5.95
15 In. Paper Parasols. Doz. \$4.00 ..... 45.00	6 In. Fur Monks. Doz. 80¢ ..... 9.00	Min. Straw Hats. Doz. 80¢ ..... 9.00
17 In. Paper Parasols. Doz. \$6.50 ..... 75.00	Fur Monks. Doz. \$1.65 ..... 18.60	Stapled Fly Birds ... 7.95

### GLASSWARE

Miniature Mugs ..... \$3.25	S & P Shakers ..... \$4.50	Decorated Pitchers .. \$3.75
Ash Trays ..... 3.75	Nappies ..... 4.50	Colored Vases ..... 2.00
Juice Glasses ..... 2.95	Ruby Tumblers ..... 9.00	Pink Trays ..... 1.90
Whiskey Glasses ..... 2.95	Decorated Tumblers . 8.00	Ruby Pitchers ..... 3.75
12 Oz. Tumbler ..... 3.75		

### CONCESSION SUPPLIES

Daisy Cork Guns. Ea. \$5.50	Hoop-La Rings, 4 in. to 7 in. Doz. .... \$ .70	Weighted Darts. Doz. \$1.20
Cork Gun Corks. 1000 2.75	Worth Base Ball. Doz. 2.25	Dart Balloons. Gr. ... .90
Aluminum Bottles. Ea. 1.10	Latex Base Ball. Doz. 2.40	Knife & Cane Rack Rings. 100 ..... 4.50
Wood Bottles. Ea. ... .65		

25% deposit with C. O. D. orders. Add transportation charges to prices. Free Apron with \$25.00 order.

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**POT OF GOLD**  
**NEW BEACON LEOPARD**  
**DESIGN BLANKET**

54x72 Packed 30 to Case  
**Ea. \$2.90**  
Less Than Case Lots, \$3.00 Each.

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**NOW READY—WRITE**

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**JAYSON GOLDEN JUBILEE PEN SETS!!**  
**14K GOLD FINISH THREE PIECE WRITING SET**

- Instant writing Ball Point Pen
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- Beautifully gift boxed with gold \$10.00 price label
- Fully guaranteed for long service

**\$9.60** Per Dozen Sets **\$108.00** Per Gross Sets

25% Deposit With All Orders. Send \$1.25 for Sample.

**JAY HOLTZ COMPANY**  
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**CARNIVAL & CONCESSIONER'S ITEMS**

- Imported Flying Birds ..... \$ 9.00 Gr.
- Imported 6" Fur Monkeys ... 7.20 Gr.
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- Imported 7" Feather Doll, white ..... 21.00 Gr.
- Imported 7" Feather Doll, Negro ..... 21.00 Gr.
- Imported Bamboo Canes, medium size, with metal ferrule... 12.00 Gr.
- 25% With Order, Balance C. O. D.

**OSCAR LEISTNER, INC.**

Importers and Manufacturers  
323 W. Randolph St. Chicago 6, Ill.

**1949 FAIR DATES**

(Continued from page 136)

- Gentilly—Nicolet Co. Agrl. Soc., Div. B. Aug. 16-17. Roger Houle.
- Granby—Granby Hort. Soc. Sept 8-11 Lorán G. Ball.
- Huntingdon—Huntingdon Agrl. Soc., Div. A. Sept. 7-9. John Small.
- Inverness—Mégantic Agrl. Soc., Div. A. Aug. 31-Sept. 1. C. W. McVetty.
- Isle-Verte—Rivière-du-Loup Agrl. Soc. Aug. 23-25. J. M. Marquis.
- Laprairie—Laprairie Agrl. Soc. Aug. 23-24 Raoul Lussier, St. Philippe, Que.
- Lotbinière—Lotbinière Agrl. Soc. Aug. 16-17. Joseph Bedard, Ste. Croix, Que.

**530 KIDS READY**

(Continued from page 112)

junior, juvenile A, juvenile B and juvenile C. Hundreds of skaters may participate in the big meet each year who would not otherwise leave their home rink due to expert senior competition, because of this broad approach. Martin points out that "this is a real morale builder and does wonders for the youngster who is an up and coming champion. It has also proven a stimulus in prompting better marks at school, since a low-grade pupil is usually barred from special practice, trips and even from some exhibitions and shows. Therefore, it is a favorable opposition to juvenile delinquency—at home.

Entries from 33 States and two Canadian provinces, a total of 530, will compete. Skaters from eight other States have been completely eliminated in the regional championships this spring. These skaters will fill 1,134 qualified places to compete in the American Championships. They are the product of the seven RSROA regional championships—only the first, second and third place winners having qualified to compete at Washington. Before they competed and won a place in a regional championship, these qualifying skaters won another place in local, State or provincial meets.

Over 9,000 medal awards and certificates of championship have been presented in the RSROA meets thus far—with 162 more American Championship medals still to come. Qualification places in regional championships numbered 7,938 this year. There were 31,752 such places in the RSROA State and provincial championships plus the approximately 250 more places which were available thru eliminations held in lieu of three State meets.

Actual entries in State meets and higher this year averaged out to 12,700 competitors who took part in State and provincial RSROA meets, some entering several events. Because an unknown number of individual skaters enter the competition at the primary level in individual city and rink meets, the total number of competitors was estimated at far in excess of the 31,752 places available in the State and regional competitions.

act, and the Alfredo Company, clowns.

An after-concert, in the open-air, is presented by the Joe Stey Family, high-wire thrill act, which works too high to appear under the big top.

- Maniwaki—Gatineau Co. Agrl. Soc., Div. B. Sept. 12-14. Mme. Palma Joanis.
- Marbleton—Wolfe Agrl. Soc., No. 1. Aug. 15-17. Raymond Thibodeau.
- Montmagny—Montmagny Agrl. Soc. Aug. 18-21. Paul Carignan.
- Papineauville—Papineau Agrl. Soc. Sept. 8-10 J. N. Frappier, Plaisance, Que.
- Quebec City—Quebec Expo Sept 2-11 Emery Boucher.
- Quyong—Pontiac Agrl. Soc., Div. C. Sept. 15-17. Gervase O'Reilly.
- Richmond—Richmond Co Agrl. Soc. Aug 18-20 Antoinette Linahen.
- Rimouski—Rimouski Agrl. Soc. Aug. 23-27 G. Hupe.
- Roberval—Roberval Fair Aug 24-28 Paul A Paquin.
- Saint Alexandre—Iberville Agrl. Soc. Sept. 9-10. Jean Brault.
- Saint Bruno—Chambly Agrl. Soc. Aug. 31-Sept. 2. Albert Bernard.
- Saint Casimir—Portneuf Agrl. Soc., Div. B. Aug. 15-17. J. A. Foley, St. Thurbé, Que.
- Saint Francois-du-Lac—Yamaska Co. Agrl. Soc. Aug. 15-17 Alex Trudeau.
- Saint Hyacinthe—St. Hyacinthe Fair Aug. 8-11. Ph Granger.
- Saint Jean—St. Jean Agrl. Soc. Sept. 4-6. J. R. St. Arnaud.
- Saint Leonard—Nicolet Agrl. Soc., Div. A. Aug. 9-10. Lorenzo St. Arnaud, St. Wenceslas.
- Saint Liboire—Bagot Agrl. Soc. Aug. 6-7. Hilaire L'Heureux.
- Saint Pascal—Kamouraska Agrl. Soc. Aug. 26-29. Alphonse Raoumond.
- Saint Romuald—Lewis Agrl. Soc. Sept. 1-3. T. Carrier, Pintendre, Que.
- Saint Scholastique—Deux-Montagnes Agrl. Soc. Sept. 12-15. J. L. Beaudet.
- Saint Victoire—Richelieu Agrl. Soc. Aug. 26-27. J. U. Girouard, St. Ours, Que.
- Shawville—Shawville Fair Sept 21-24 R. W. Hodgins.
- Sherbrooke—Sherbrooke Fair Aug. 27-Sept. 2. Marguerite St. Pierre.
- Trois-Rivieres—Trois-Rivieres Expo Aug. 19-28 H. Paul Martin.
- Valleyfield—Valleyfield Fair Aug. 11-14. B. A. Keys.
- Victoriaville—Arthabaska Agrl. Soc. Aug. 11-14. J. Vincent Lanouette.
- Waterloo—Shefford Co. Agrl. Soc. Aug. 12-14. Charles H. Lefebvre.

**SASKATCHEWAN**

- Carnduff—Carnduff Agrl. Soc. July 27-28. C. S. Preston.
- Craik—Craik Agrl. Soc. July 26-27. A. J. Barnett.
- Humboldt—Humboldt Agrl. Soc. July 12-13. J. Mildnerberger.
- Lloydminster—Lloydminster Agrl. Exhn July 25-27. George K. Ross.
- Meadow Lake—Meadow Lake Agrl. Soc. July 27-28. O. B. Young.
- Melfort—Melfort Agrl. Soc. July 21-23 J. C. C. Clarke.
- Melville—Melville Agrl. Soc. July 8-9. Hector I. Veridge.
- Moose Jaw—Moose Jaw Exhn July 6-9. Mrs. V. Hyland.
- Nipawin—Nipawin Agrl. Soc. Aug. 8-9. Mrs. G. Carter Codette, Sask.
- North Battleford—North Battleford Agrl. Soc. Aug. 8-10 N. W. Symonds.
- Prince Albert—Prince Albert Agrl. Soc. Aug. 11-13 Gordon M Cook.
- Radisson—Radisson Agrl. Soc. Aug. 2-3. J. R. Ibbotson.
- Regina—Regina Exhn Aug. 1-6. T. H. McLeod.
- Saskatoon—Saskatoon Indust. Exhn July 25-30. S. N. MacEachern.
- Shaunavon—Shaunavon Agrl. Soc. July 29-30. A. H. Swain.
- Yorkton—Yorkton Exhn July 18-20. Antoinette Draftenza.

**1950 USARSA MEET**

(Continued from page 112)

ington. The above named executive board, in turn, will elect various committees in August.

Suggestions, mostly toward modernization of skating, tests and competitions, made by convention delegates will be acted upon by committee members when appointed. Deadline for all changes will be November, 1949.

Other decisions of the convention included the following:

A brand new division, intermediate ladies' pairs, will be included in next year's contests.

There will be a professional-amateur conference over Labor Day week-end (Sept. 3-5) at Riverside Roller Rink, Plymouth, Mich.

**GERMANY'S KORNE**

(Continued on page 95)

master is Arsene Cardinale, a well-known European showman.

Featured with the circus are the Krone elephants, presented by Frieda Krone-Sembach; a group of comedy bears, handled by Willis; Krone's (8) tigers; Krone's high school horses, put thru their paces by Frieda, Carl and Christel Sembach, and Liberty Horses, presented by Carl Sembach.

The line-up of acts also includes the Bohnstedt Family, bareback riders; Johns, comedy trampoline; the Stoll Brothers, aerial novelty; The Four Furies, novelty equilibrist; the Five Talos, acro; Rudy Horn, 16-year-old juggling star; the Mellvills, flying trapeze; the Benedetti Brothers, musical clowns; the Five Fredonas, Risley

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**Knock-Out Values!!**

**17 Jewel Man's Wrist Watch**

NEW CASE and NEW MOVEMENT  
RHINESTONE DIAL  
HIGH DOME CRYSTAL

**\$12.75** Each

20 Kt. Yellow R.G.P. Case, Leather Straps. Additional \$1.50 for Gold Filled Expansion Bands.



Guaranteed

Embossed Price Tickets Supplied (Minimum Order, 3 Watches).

**Special!!**

**LADIES' WATCH**

17 Jewel—R.G.P. Case With Black Cord  
**\$10.75 each**

**Special!!**

**LADIES' COCKTAIL WATCH**

14 KT. SOLID GOLD CASE  
6 Genuine Rubies—Rhinestone Dial—Rose Color Cases Only  
**\$16.75 Each**

**Special Deal!!**

**ELECTRIC SHAVERS PERFEX**

1 FREE WITH EACH DOZEN  
Single Heads ..... \$2.25 Ea.  
Double Heads ..... 2.75 Ea.  
Each in pouch. Cellophane tickets supplied free.

**WALLETS—Close Out**

ALL LEATHER—Made in Ecuador.  
**10¢ each**  
Min. Order 6 Doz.

**Back Again KEYSTONE PENS**

This set is the outstanding value. A sample will prove it.  
DE LUXE 3 Pcs. SET.  
Hooded Point Lever Pen.  
Mechanical Pencil—Propels, Repels, Expels.  
Precision Ball Point Pen.



Gold Anodized Featherweight Metal Screw on Caps. Indestructible—Non-Tarnishable. Beautiful Highly Polished Plastic Barrels. Deep Pocket Streamlined Clip. Attractively Boxed.

**\$12.00** Doz. sets

KEYSTONE SETS are never sold to chain or variety stores.

**AVIATOR TYPE GLASS**

Gold Plated Frame. Double Bar Bridge. Pearl Type Sweat Bar. Self-Adjusting Nose Pads. Cable Temples. Large Size Lenses. Each in Leather Case.

**\$9.00 Dozen**

**WE HAVE THE MERCHANDISE YOU WANT AT LOWEST PRICES**

POCKET KNIVES, ELECTRIC CLOCKS, BRONZE & GOLD HORSES. MANY NOVELTIES.

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For the MEN  
**\$4.25**

- Brand New — Not Reconditioned
- Written 1-Year Service Guarantee
- 8 Flashing Rhinestones and 4 Simulated Rubies
- Genuine Swiss Movement
- Looks Like \$50 Watch
- Individually gift boxed
- Genuine Leather Strap

(Matching Gold Plated Link Expansion Band, \$1.00 Additional)

Above prices for orders of six or more watches. \$1.00 each extra for orders under six.

TERMS: 25% with order, balance C.O.D.

DUNHALL Imports Company

For the LADIES  
**\$5.35**



- Brand New — Not Reconditioned
- 8 Brilliant Rhinestones and 3 simulated rubies and emeralds
- Precision 4 Jewel Movement
- Looks like \$50 Watch
- Individually Gift Boxed
- Silk cord watchband

(Dainty gold plated ratchet band to match, \$1.00 additional)

**CONCESSIONAIRES—NOVELTY MEN**

STOP LOOK	Per 5 Gr.	ORDER	Per 5 Gr.
24" Reed Balloon Sticks	.60	.50	
Mottled Handle Rayon Whistle			
Whip	14.65	14.50	
Colored Handle Rayon Whip	13.50	13.25	
Chenille Dangling Monkey w/bell	22.00	21.35	
Aluminum Foil Pin Wheel	5.00	4.80	
Hawaiian leis	2.70	2.00	
Med. Foil Hats, asst.—Derby, Top Hat, Mountie, Fireman, Spanish and Cowboy		20.65	20.00
Per 100 Per 1000			
Hat Bands, asst. sayings	1.60	1.50	
Wood Swagger Cane—R.W.B.			
Paper Covered Ball Top	8.00	70.00	
Ball Top Wood Swagger	5.00	45.00	

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**NEW AND IMPROVED**

Everyone a worker. Guaranteed. Approved by well-known pitchmen. Combination glass cutter and sharpener for knives, scissors, lawn mowers. Cuts faster than a diamond.

**\$13.50 PER GROSS**

25% deposit, balance C. O. D. Extras included to cover freight.

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**AVIATION TYPE SUNGLASSES**

- Lenses conform to Gov't Specifications
  - Mother of Pearl Brow Rest
  - 22K Gold Plate Frames
  - Handy Carrying Case for Each Pair
- These are not cheap goggles but high quality merchandise.
- SAMPLE DOZ. GROSS** Lots of 500
- \$1.40 pr. \$1.15 pr. \$1 pr. 95c pr.
- 25% with order—bal. C.O.D.
- Buy direct from Manufacturer and Save.
- SUNGLASS MFRS.** 1101 COLUMBIA CHICAGO 26, ILL.

**Newest Novelty Creations**

Jobbers and Distributors. Write for Details.  
**ERNIE'S ENTERPRISES MFRS.**  
725 PINE ST. ST. LOUIS, MO.

# SALESBOARD SIDELIGHTS

**GALENTINE PRODUCTS**  
MAKE BIG PROFITS!!

The BEST SALESBOARDS AND JAR DEALS!

PHONE 2-4261 DAY OR NITE OR WRITE

**GALENTINE NOVELTY CO.**  
322 E. COLFAX AVE., SOUTH BEND 24, IND.



**LOWEST PRICE BOARDS**

5c Jackpot Boards, 1000 Hole, \$2.25 each; Trial Order, 10 Assorted Fast Moving Boards, \$20.00; 1000 Hole Cigarette and Blank Boards, 60c each; 600 and 800 Blank Boards, 50c.

**LYTLE COMPANY**  
334 N. 1st St., Minneapolis 1, Minn.

**WE ARE MANUFACTURERS**  
All Kinds—PULL TICKET GAMES

**TIP BOOKS**  
Buy Direct From Manufacturer at Very, Very Reasonable Prices.

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Phone: Wheeling 340

## It's Really Hot!!

ONE OF A COMPLETE LINE OF FAMOUS GARDNER GIRL BOARDS



**1000 FAST MOVING HOLES TO NAB THOSE NICKELS IN A HURRY**

ORDER AS:

**NO. 1000 REALLY HOT**  
TAKES IN: 1000 · 5¢ · \$50.00  
PAYS OUT: ..... 22.71  
AV. PROFIT: ..... 27.29  
MAX. PROFIT: ..... 36.00

**NOW READY!**  
A COMPLETE LINE OF GARDNER GIRL BOARDS IN ALL TYPES OF PLAY

WRITE FOR CIRCULAR

LEADING PUNCHBOARD MFR. OVER 40 YEARS

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16 ILL.

## SALESBOARDS—All ORDERS Shipped Same Day Received

Holes Play	Description	Def.	Profit	Price
400	5¢ Lucky Bucks, Thick	.....	\$ 7.00	\$ .75
1000	25¢ J.P. Charley, Thick	.....	51.95	1.40
1200	25¢ Texas Charley, Thick	.....	102.98	1.75
960	5¢ Fully Packed Thick Girl Board	.....	26.25	2.75
960	5¢ It's the Knots Thick Girl Board	.....	26.25	2.75
1000	5¢ Barely Speaking Thick Girl Board	.....	26.60	2.75
1000	5¢ Glovelly Lady Thick Girl Board	.....	28.60	2.75
1200	5¢ Pick a Cherry Thick Seal Board	.....	30.04	2.50
300	25¢ Fin & Sawbuck, Thick, 5 Nos. to Ticket	.....	33.15	2.85
220	25¢ Kwick Fin, Giant Holes, 6 for 25¢	.....	28.75	2.50

Stating your requirements. Large stock Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 16, 26 or 56. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

**SALESBOARDS**

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES—GIGANTIC ASSORTMENT—FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

**LEGALSHARE SALES**  
P. O. BOX 86-F 222 2nd St. Phone 2842 HUNTINGTON BEACH, CALIF.

Jerry Scanlan, piloting his own Chicago firm with its just-released trio of boards and "definitely different" counter game, reports a cheering rate of initial reception for all his items. The Ball Game counter unit, available in 5, 10 and 25-cent play, is turning into a leading number right off the bat, he avows. Also, company's three salesboards, all featuring 600 holes and complete range in punch price from 5 to 25 cents, have discarded their diapers and are now "of age" order-wise, Jerry adds. By the way, the dulcet-toned gal who "hello's" phone calls is Mrs. Scanlan.

Carol Sales Company, Elmira, N. Y., is purring along with a steady intake of orders on its line of boards and tickets. Head man M. R. Hitter invites New York State buyers to drop in his showroom and warehouse and "see the best" in both lines. . . . Rake Coin Machine Exchange, Philadelphia, reports a constant supply of the newest boards always on hand for operators to pick money-makers. Daily delivery of new numbers assures the latest and the hottest, Rake says.

Gardner & Company, Chicago, singles out its new girl board, Really Hot, as a "really hot" item in its new gal salesboard line. Firm's current line of boards in all price and play fields, and in various popular types,

is another mark of merit in the 40-plus year history of supplying the trade, Gardner officials state. Simplified production line system of board manufacture, with a high employee know-how level keeping quality a top board requisite, also adds to Gardner's continued nationwide operator acceptance, management says.

Sam Feldman, sales manager of Harlich Manufacturing Company, Chicago, announced this week that firm's three-week-old Sweet 16 board, specially named and designed to carry the Sweet 16 viewers, is continuing to move upward on the order parade. Available in nickel and dime play models, it is bringing in reports from numerous merchandise jobbers that it is helping move quantities of the viewers. Harlich's new Red Ball combination ticket and pellet number, offering 5, 10 and 25-cent play, is also showing real holding power in the order department. Ticket play is offered on all regular action, with pellets coming to the fore when jackpot play is reached.

William P. Wollpert, sales manager of Pioneer Manufacturing Company, Chicago, relating news of good business levels this week, added that Vice-President Harold Boex had hied off on an Eastern tour. . . . Consolidated-Container Corporation (St. Louis) Vice-President Jack Morley, commenting on conditions in the board industry, states: "There are certain definite changes in trends which have to be studied and followed from time to time, and those organizations on their toes following these trends and requirements are the ones who will continue to get their share of the business." Jack feels that his own firm is an able interpreter of leading board types and play methods; this is borne out by climbing totals reported by the sales division, he points out.

Robert G. McNabb, general manager of Werts Novelty Company, Inc., Muncie, Ind., reports continuance of peak production in the seasonal item field, with firm's baseball numbers still hitting order-homers. Werts' jar and book lines are moving at a steady pace, he adds.

### COUDENS TURN HOME

(Continued from page 48)

stage, but this is the way we are endeavoring to beat the old-age racket. We have one of the bungalows rented and figure that by renting three of them we can retire from show business."

Concerning their school work, Doug and Lola revealed that business has been fair, but added that California restrictions are too stiff to make their tours a real money maker.

The Coudens have become regular contributors to the *Trailer Travel* and they recently sold two manuscripts to Roger Montanton which he will publish soon in booklet form and which will be titled, *Publicity for Performers*. Publication will cover juggling techniques and include some 70 showmanship angles on selling juggling to the public, Doug says.

### BELL RECALLS

(Continued from page 48)

"Ernie, youngest brother, and wife, Kitty, had their own show out for a number of years and Ernie, now retired, owns the Marks Theater at Oshawa. Ernie's son, Ted, was shot down over France in the last war. His other sons, Jack and Ernie Jr., also served with the Canadian army overseas.

"Gracie Perdue Marks, widow of Joe Marks, now resides in Perth, Ont. She will be remembered for her Kid or Dresden Doll specialty, reported to be one of the cleverest acts seen in these parts. The writer toured at different times with one of the Marks shows and played for 10 years in Ernie's Oshawa Theater."

## Intro New "Edible" Board Merchandise

SEATTLE, July 2.—A new type of salesboard premium, in the form of canned wild turkey and ringneck pheasant, has been announced by the Samuel Martin Game Farm here. Put up in gift chest assortments, ranging from \$3.50 to \$15, popular items such as pheasant pate, a spread for appetizers, wild turkey a la king and whole pre-cooked pheasant are featured.

The words "cocktail time gift chest" appear on the cover of the box, which may be displayed open to show the cans.

## End West Palm Beach Punch Board Hiatus

WEST PALM BEACH, July 2.—A short-lived ban on salesboards here was lifted last month by Peace Justice J. W. Harper. Imposed Monday (13) the ban was revoked when, according to Harper, ". . . A few things that needed correcting on punch boards . . . had been corrected."

He did not explain what he meant by "corrections."

### DAVIS SUPPORTS

(Continued from page 48)  
contribute reports of their activities to the only page devoted to their doings.

"Actually," Sam says, "it is the only medium of exchange of ideas, locations and happenings the small group of rep folks have to keep up with each other. But there are so few rep shows on the road today. In fact I know personally of only four—Brunk included." (Ed Note: By actual count there are a dozen such shows dispensing entertainment in the rep field this season.)

"I think," continues Davis, "and this is not in dispute with Henry that the retired, or otherwise engaged, rep folks of say the past 20 years should come in with reports, advising of their whereabouts and what particular trade or profession they may be following. I personally know very few of the performers of the present age. But, it's a different story when we go back to the 1920-'30 era. So, as Brunk says: 'How about it?'"

**PUSH CARDS!**

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

**FREE CATALOG—Write**  
**W. H. BRADY CO. MFRS.**  
CHIPPEWA FALLS, WISC.

### SALESBOARD For Immediate Delivery

1000 BINGOS ON STICKS	.....	\$ .40
1260 BINGOS ON STICKS	.....	.75
74 SEAL DIE CUT BINGO CARDS	.....	.31
300 HOLE FIN & SAWBUCK	.....	2.35
400 HOLE DOUBLE SAWBUCK	.....	2.50
1000 HOLE PLAIN BOARDS	.....	.60
120 HOLE E-Z PICKIN' JR.	.....	.70
1¢ OR 5¢ CIGARETTE BOARDS	.....	.65
1200 HOLE TEXAS CHARLEY	.....	1.45
1000 GRAB A FIN PADS	.....	1.40

We have a large assortment of good fast-moving 5¢ boards, girly or otherwise, double jackpot with \$25 top. These are all 1000 to 120c hole boards in 35 different numbers from all leading manufacturers. Order now while assortment is complete at \$2.25 each. We carry a complete line of boards Write for our Special Price List for Jobbers and Operators

**T. & C. SALES COMPANY**  
207 North Sandy St., Jacksonville, Illinois  
Write — Wire — Phone

**SALESBOARD SPECIALS**

1200 Hole Plain Boards with Section	.....	\$ .30
1300 to 1000 Hole Girly Boards	.....	2.25
1200 to 1000 Hole J.P. or Seal Bds.	.....	1.95
500 to 420 Hole, 6 Numbers on Ticket	.....	2.25
300 to 240 Hole, 6 Tickets to Giant Hole	.....	1.95
Assortment of 25 Boards (Case Lot)	.....	\$9.00

17 J. Rensie Watches—\$15.00 20% Deposit.  
**B. F. PRODUCTS** 1916 Piedmont Road  
Phone 25-771 Charleston, W. Va.

*A Winner....*

**"SEAL HAPPY"**

A NICKEL BOARD WITH LOTS OF WINNERS AND A TOP OF TWO \$25.00!!

2000 R. M. HOLES

THIN BOARD—5c PLAY

Takes In ..... \$100.00

Pays Out ..... 57.00

AV. PROFIT ..... \$ 43.00

**HARLICH MFG. CO.**

1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

Ask for Form No. 20047

**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**

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mar Postel. 6416 N. Newgard Ave Chicago iy23

A-1 BARGAINS—POP CORN MACHINES, \$40; Gum, Peanut, Stamp Machines, \$6. Write: U.S.P. 100 Grand, Waterbury 5, Conn. jy16

AAA BALL GUM MACHINES WANTED FOR export; any quantity, low price. Write: Allan, 285 Fenimore St., Brooklyn 25, N. Y.

A.B.T. CHALLENGERS, PISTOL TARGETS—Postwar, nearly new, \$15; seven, \$95; wanted, Walters Cabinets, Automatic Punchboard Machines, Frank King, 682 Plum St., Macon, Ga. jy16

CIGARETTE MACHINES—NO BARGAINS, BUT honest to goodness merchandise; all machines completely refinished and overhauled, twenty-five cent conversions; kingsize kits; we buy used cigarette machine equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

FOR SALE—5 VICTORY SPECIALS, CLEAN, \$50 each; 2 Wilcox-Gay Recordios, complete with Envelope Dispensers, like new, \$225 each; 1 prewar Photomatic, inside lights, \$195; 1 Lyco Wurl-a-Ball Skee Ball, like new, \$275; Bang-a-Fittys, \$75 each; Flash Bowlers, \$125 each, all sizes. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich. jy16

DIGGERS—ERIE DIGGERS, HAND OPERATED; Exhibit Merchants, Mutoscopes, Buck eyes Rotary Merchandisers; we buy, sell, exchange Diggers and Rotaries. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—ROUTE CONSISTING OF 28 phonographs, all Seeburgs and Wurlitzers, 45 pin games, wallboxes and speakers; route started year ago; average weekly income \$400 or better; located in Western Ky. town of 35,000 pop; owners have other interests; real buy at \$19,500. Box C-373, Billboard, Cincinnati, O.

ILLNESS FORCES RETIREMENT—150 HART Gum Machines, fine shape, \$8.55; 2 like new 1c Acorns, \$20 pr.; 10 Chrome Ford Machines, \$9.95 each J Bailey, 819 Atlantic Ave., Lima, O. jy16

JUKE BOX ROUTE FOR SALE IN INDUSTRIAL center, fifty-five machines, nothing over fifteen months old, all on good rent and percentage locations; must sell account of other business. Box C-374, Billboard, Cincinnati, O.

LATEST NORTHWESTERN DE LUXE, \$12.50 each; Victor V Cabinet 5c, \$6; Victor V globe type 1c, \$6; Silver Kings 5c, \$6; Columbus ZM 1c \$6; Northwestern Model 33 ball gum or peanut, \$6; Columbus Z46 5c, \$6; Sun 5c, \$3.50; U Chu type ball gum, \$5 or \$10 with 25 lbs. Rain-Blow, Northwestern Trisector \$10; Columbus B1M, \$12; Seeburg Casino Juke, \$55; Wurlitzer 24, \$65; Rock-Ol-Luxury Lightup, \$130; all machines clean and in condition; deposit with order, balance C. O. D.; prompt shipment of all goods. B & K Vending Co., 1477 So. 10th St., Camden 4, N. J. lu16

MUSIC OPERATORS—1947 SEEBURG WIRELESS wall boxes in guaranteed perfect condition, \$23.50; 5-10-25 at \$33; also Bally Heavy Hitter with free play and including stand at \$45. Consolidated Amusement, Box 1123 Wilmington 99 Del

PENNY COUNTER MACHINES—MARVELS, Sparks, \$2.50; Imps, \$1; Bulldog Coin Chutes, 85c. Write Coleman Novelty, Rockford, Ill.

REAL BUY—MERCURY ATHLETIC SCALES, de luxe model, like new, \$75. R. Ferdinandson, 1622 S Forest, Sandusky, O.

REAL BARGAIN—3 ACE SHOE SHINE Machines, perfect condition, \$150 total price. Pacific Amusement Co., 8426 Meade Ave., Los Angeles 46 Calif.

TRADE YOUR IDLE MACHINES FOR HAWKEYE Salted in Shell Peanut or Popcorn machines, floor models; can use Jockey Special, Gold Cup, Consoles, Slots, Wurlitzer Phonographs, etc Central Distributing Co., 1323 Grand, Kansas City, Mo. ju9

TRADIO HOTEL RADIOS—2 HR. FOR 25c play; latest model, like new, guaranteed for 90 days; \$30 each. B&R SALES P. O. Box 5684, Dallas, Tex.

WANTED—OLD COIN OPERATED BARROOM Pianos; Nelson Wiggan, Seeburg, Link, "etc"; also extra music rolls Harry Ludwig, 1515 S E 35th Portland Ore ju9

WANTED—PEANUT MACHINE STANDS; will trade Pin Games, Challengers, Grips, Penny Sales, Box 1784, Louisville, Ky.

35 MASTER 1c VENDERS WITH KEYS, PARTS, etc.; need repairing, \$35. Kraus, 314 West Gurley, Prescott, Ariz.

10 MILLS VEST POCKETS, FACTORY bought; clean, positively used less than 60 days, could be represented and sold as new; now in clothing business; \$35 ea. Duvy, Childersburg, Ala

2 REVCO ICE CREAM CUP MACHINES, \$150 each; Advance 5c Selecteria Candy Bar Machines, \$15 each; Advance Model "D" Ball Gum Machines, just off location, \$4 each; Columbus Ball Gum Machines filled with gum, \$6 each; Victory Postage Stamp Machines, like new, \$12.50 each; 1c Jergens Lotion Machines, \$7.50 each; Groetchen Camera Chief Picture Machines, \$12.50 each. Devices Novelty Sales Co., 467 Milwaukee Ave., Chicago 10, Ill. MOroe 6-7533.

GIVE TO THE DAMON RUNYON CANCER FUND

**"WORLD RENOWNED"**

**UNIVERSAL DELIVERS**

**"JUNIOR"**

**ONLY 360 Tickets!**

**THREE \$5.00 Hits!**

These small, fast-selling deals come wrapped a dozen to a package for faster resale.

**GRAB-A-FIN JUNIOR**

12 Pads take in ..... \$216.00

12 Pads payout (avg.) ..... 102.60

Average profit ..... \$113.40

**"BABY"**

**BINGO-FIN BABY**

12 Pads take in ..... \$216.00

12 Pads payout (avg.) ..... 102.60

Average profit ..... \$113.40

**"TINY"**

**SEVEN-ELEVEN TINY**

12 Pads take in ..... \$216.00

12 Pads payout (avg.) ..... 102.60

Average profit ..... \$113.40

**ORDER TODAY**

JUST A SMALL ORDER WILL GET YOU STARTED ON THE ROAD TO EXTRA PROFITS.

**UNIVERSAL MANUFACTURING CO., INC.**

"THE WORLD'S FOREMOST MFR. OF JAR GAMES"

405-411 E. 8th Street Kansas City 6, Missouri

**WHEN YOU'RE IN CHICAGO**

Visit our factory branch office at 1313 W. Randolph St. You'll be amazed at the complete line of Jar-o-Do Ticket Deals and Bee Jay Boards on display there. Bernie Kite, vice-president and district manager, will be on hand to welcome you and serve you.

UNIVERSAL MFG. CO. FACTORY BRANCH

1313 W. Randolph St. Chicago, Illinois Phone: Seeley 8-0644

**"THE WORLD'S FINEST"**

**JAR-O-DO WILL MAKE THEM**

**WE DON'T AIM TO MAKE THE MOST TICKETS—BUT WE DO AIM TO MAKE THE BEST TICKETS**

WE MANUFACTURE RED — WHITE — BLUE COMBINATIONS LUCKY 7, BINGO, ETC. SPECIAL DEALS MADE TO ORDER

**ACE GAMES COMPANY**

Phone: DANube 6-1335

2716 S. Parkway Chicago 16, Ill.

## IT'S PENNY YEAR FOR ARCADES

### "Co-Operative" Arcade Built Around Bank of Shuffleboards

COLUMBIA, Mo., July 2.—An 11-year-old dream has become a highly successful reality for Lee Crews, former pin and amusement game operator, who is the manager and co-proprietor of the new Shuffleboard Arcade in downtown Columbia. In the two months that the new arcade has been in operation it has racked up a nice profit margin for so young a business.

Crews' new arcade is the result of 11 years of planning. He first became convinced that a coin machine arcade would be a success in this city of colleges in 1938 when he began operating pins and other amusement games. At that time adequate space wasn't available, and Crews' plans were shelved until this year when he formed a partnership with J. W. Ficklin, local grocer, who holds the lease on the downtown location which houses the arcade.

By the time Crews got his opportunity to open an arcade, shuffleboards had taken over the limelight in the coin machine field, so he added a new "ace" to his original

plans and built the Columbia arcade on a new formula. The main center of attraction is a row of shuffleboards. At present there are six tables, but Crews plans to add four more in the near future.

However, altho emphasis is on the shuffleboards, they take a back seat in numbers to coin machines of all types. Included in the array of equipment are venders, amusement games of all types including four pin games, and a juke box. When all of the equipment is in place, Crews' arcade will boast 40 coin-operated machines in addition to 10 ("Co-Operative" Arcade, page 154)

### Universal Enters 1-Ball Field With Photo-Finish

CHICAGO, July 2.—Signifying its entry into the one-ball field, Universal Industries thru President Mel Binks announced this week that it has placed Photo-Finish in full production in its North Side plant here. The console Arrow Bell, in continuous production for the past seven months by Universal, will continue to be manufactured on a quantity basis, Binks added.

In addition to advancing odds and other proven one-ball features, Photo-Finish incorporates several new ideas submitted by leading one-ball game operators in various parts of the country. One such new development is called Added Entry Race. By means of bumper action, Win, Place and Show horses are advanced across the top of the backglass from left to right toward the finish line. When one of the horses races across the finish line into the finish section, every number in the corresponding playfield section automatically becomes a winner, remaining as such from game to game until an award is scored in that section.

#### Odds Stay Up

Win, Place, Show and Purse odds increase to larger amounts but never decrease. Maximum odds are 160 on Win, 128 for Place, 96 on Show and 64 on Purse. Once the player has the odds he desires he can press the entry flash button to achieve the following: advance odds; add one more of the 3-4-5 numbered selections; score Win odds on Purse and Place selections; score Win odds on Show and Place area pockets; score on every Place section pocket; score on every Win section pocket and light all seven selections on a panel known as the fan.

An added feature on Universal's one-ball are four lettered bumpers, A-B-C-D, which light up when hit in alphabetical order. The D bumper is hooked up in such a way that it can light up the fan and stay lit until a winner is scored. Another possible award on Photo-Finish is called Feature Race. If this marker is illuminated as a ball goes thru the center outsole, a reserve or flat award will result.

Among the construction highlights on the game are its automatic ball lift; indirect lighting for adequate visibility over the entire playfield; armor plate at all vital areas; 31-hole

### Promotions Aid in Keeping Grosses Near 1948 Levels Tho Trade Lags by 10%

#### Downtown Ops Modernize Quarters, Equipment

By Tom McDonough

CHICAGO, July 2.—Off to a slow start because of poor weather in most sections of the country in May and June, arcade grosses are down an average of 10 per cent according to a survey completed by *The Billboard* this week. Actually, during the first weeks of the season arcades in outdoor parks were down as much as 20 per cent but improved weather conditions brought out the crowds and stepped up the flow of coins into amusement machines. Tho it is too early in the season to tell what the final result in arcade trade will be, it has become firmly established already that this will be a "penny year."

Operators around the country are reporting that penny machines are doing a steady business. The trend has set in many sections so conclusively that many operators have converted nickel units to penny play.

Smart operators of outdoor arcades, realizing that the lush money years are gone, have already added novelties designed to attract new customers to their parks. One such West Coast operator has collected old-time (See *IT'S PENNY YR.* on page 168)

### Eye Legality Of Bell, Pin Awards in Md.

#### Invalidate Referendum

WASHINGTON, July 2.—Legalized awards for bells and pinballs are threatened in all of Southern Maryland following official issuance of an injunction this week by a Circuit Court judge invalidating the pro-legalization referendum in Prince Georges County. The injunction was followed by announcement that a suit testing the Charles County Award Law also is to be filed. Similar laws in Calvert, St. Marys and Anne Arundel counties face the same prospect.

Circuit Judge Charles C. Marbury tossed out the Prince Georges legislation on the grounds that it was counter to the Maryland State constitution in that it failed to repeal or modify Maryland anti-gambling laws (See *EYE LEGALITY* on page 161)

### NCMDA Board Sets Chicago Summer Meet

#### P-R Program on Agenda

CHICAGO, July 2.—The National Coin Machine Distributors' Association (NCMDA) board of directors will hold its summer meeting at association headquarters here during the third week in July, President Lou Wolcher announced Wednesday (29).

At the session a report on activities since May will be issued and NCMDA's new public relations program and membership drive will be discussed. Also on the agenda are preliminary reports on the association's first year of operation; estimates on budget requirements for 1950, and nominations for the vacancy on the board which must be filled to complete the nine-man directorate as required by the NCMDA constitution. Heretofore the board has operated with only eight members.

### Tax Collections Up

WASHINGTON, July 2.—Coin machine tax collections continued to run ahead of last year in May, Internal Revenue Bureau announced this week. May collections totaled \$254,045—an increase of \$33,236 over the previous May.

Cigarette taxes were also up, tho cigar excises showed a decline. Receipts from the cigarette tax were \$108,124,625 as compared with \$99,741,836 in May, 1948. Cigar tax collections, however, dropped from \$3,560,442 in May, 1948, to \$3,432,684 last May.

playfield and accessible mechanism for servicing.

Binks and Bill Ryan, newly appointed vice-president, pointed out that the standard models come (See *Universal Enters* on page 161)

### Set Production For Coin Keno Amusem't Game

SEATTLE, July 2.—A new type of coin-operated game has been developed by Frank Seidelhuber, president of the Seidelhuber Iron & Bronze Work, and Roy Erickson, local pinball operator. Known as Harold's Reno Keno, the game is actually a coin machine version of keno and is now in limited production at the 43-year-old iron and bronze plant.

The game is adaptable for dime, quarter, half-dollar and dollar play. After the player has inserted his coin, he presses one of 80 keys, lined up in 10 rows of eight keys each toward the front part of the game's cabinet. When 10 plays have been made, one at a time, a punched ticket showing all plays appears on the face of the cabinet in view of the patrons. At this point the machine automatically punches 20 of the 80 numbered squares. Thus the player knows immediately if he has won. If spots punched by the machine match those picked by a player he wins awards ranging from 2 to 1 all the way up to 5,000 to 1.

The 20 spots punched by the machine are also registered on an illuminated back glass, thus a double check is available for the players as well as attendants checking winners. According to the game's designers one attendant can handle up to 25 Harold's Reno Keno units. Since players can play up to 25 tickets in a five-minute period, it is possible for one attendant to service 625 plays in that time.

Seidelhuber said that he started work on the game's mechanism 16 years ago but it was only in the past two years that he came up with something ready for public location testing. During the past 24 months he has had a game on test at Harold's Club, Reno.

### More Coins

WASHINGTON, July 2.—With the demand increased by the larger number of coin machines in operation, the amount of coins in circulation has grown from \$680,000,000 in 1941 to \$1,400,000,000 in 1949, Treasury Department has announced.

Treasury stated that in May silver dollars in circulation accounted for \$162,000; dimes, \$934,000,000, and nickels and pennies, \$353,000,000.

On the basis of Treasury figures, every man, woman and child in the country has \$1.35 in coins jingling in his pockets.

# NCWA Sets Plans To Up Business

## Tooth 'n' Nail Competition Back in 1949

### Buying Down, Prices Firm

CHICAGO, July 2.—First reactions to the four-day annual convention of the National Candy Wholesalers' Association, Inc. (NCWA), at the Stevens Hotel here this week (26-29) indicated that competitive selling for the candy industry is back in earnest and that a buyers' market is "here and now." This, combined with over-production by the industry in general, and a fall-off of some 13 per cent in manufacturers' sales this year to date compared to same period last year, serves to strengthen the jobbers' position in the industry, it was pointed out.

Altho vending did not appear as a scheduled subject on the speakers program, jobbers interviewed stated that while the sales level as a whole was down for the industry, shipments to vender operators had picked up this year over 1948. With many jobbers engaged in vending activities themselves, and with no let-up in demand (outside of the normal summer leveling off) from non-jobber candy operators, the wholesaler is finding himself depending upon automatic merchandising as a sales outlet to an increasing degree, it was further indicated.

Fair trade practices came up for major discussion, with NCWA passing a resolution that the Federal Trade Commission's (FTC) present price policy was not adequate for the (See NCWA MAPS on page 144)

## New Officials Named at Chi NCWA Meet

### John Casini President

CHICAGO, July 2. — National Candy Wholesalers' Association, Inc. (NCWA), at the conclusion of its four-day annual convention (26-29) here, elected all executive officers, regional directors and directors at large selected by the nominating committee for 1949-'50.

Named president was John Casini, John Casini Company, Philadelphia, who served as vice-president during 1948-'49. Joseph Balocca, Paola, Kan., was elected vice-president.

Directors at large named were: Leslie Badaux, Thibodaux, La.; Gene Green, Olathe, Kan.; M. J. Herick, Bismarck, N. D.; L. C. Parman, Chicago, and Fred E. Owens, Rome, N. Y.

New regional directors elected were: Region 1, Tony Villano, New Haven; Region 2, A. Appelbaum, New York; Region 3, Clarence Galloway, Chambersburg, Pa.; Region 4, Harry W. Looch, Baltimore; Region 5, C. E. Morgan, Asheville, N. C.; Region 6, Sidney Grosman, Louisville; Region 7, Claude A. Fitzgerald, San Angelo, Tex.; Region 8, Ellis W. Stanley, Santa Ana, Calif.; Region 9, F. C. Hiber, Montana; Region 10, Berkeley Smith, Waterloo, Ia.; Region 11, Ira Napper, Malden, Mo.; Region 12, Ralph A. Schewe, Merrill, Wis.

## 3 Bids Filed To Op Units In N. Y. Transit Stations

NEW YORK, July 2.—Only three companies have filed bids with the board of transportation for the right to operate penny and nickel vending and service equipment in the city's subway and elevated stations. This was learned here this week as the board's deadline for acceptance of bids was reached.

The over-all vending contract, to become effective October 1, covers all equipment except drink machines and shoe shiners. Cup venders are now being operated in the underground locations under temporary agreements, with no date yet set for the acceptance of bids for long-term contracts. Shoe shiners are to come under the provisions of the new stand contract, to be let separately.

### ABC, Wrigley, Chiclé

Companies with bids on file at board headquarters are ABC Vending, William Wrigley Jr. and American Chiclé. ABC is now actively engaged in similar operations in the Philadelphia and Boston subways. The Wrigley organization, thru its subsidiary, New York Subways Advertising, has operated several thousand penny venders in the BMT and IRT divisions of the city transport system. Interborough News Company, which has had similar operat-

ing privileges in the Independent line, did not submit a bid.

In 1948, Interborough News did a gross business of \$533,209.17 thru its venders, with 1,533 gum, chocolate, peanut machines and scales on location as of December 31. New York Subways Advertising, during the same period, grossed \$1,824,379.40, with 6,795 machines in operation at the end of the year.

A spokesman for the board said that the bids of the three applying companies were now being considered. Also, an investigation of their capacities to carry out the exacting contract terms (*The Billboard*, May 21 and June 18) has been started. The spokesman said the investigation might take several weeks to complete. Consequently, the name of the company winning the contract may not be made public for a month or more.

Three firms, ABC Vending, Union News and Garfield News, also entered bids for the right to operate news stands in subway and elevated stations. Since part of the bid included a detailed program for new construction and the rehabilitation of existing facilities, the board said it might take longer to reach a decision than on the vending contract.

## Simplicity of Equipment Key to Success in Scales

DETROIT, July 2. — Maximum simplicity of equipment and volume operation are the two major factors which determine the success or failure of penny weighing scale routes, according to Benjamin N. True, owner of Detroit's Curtis Weighing Company. True's firm is one of the largest in Detroit and surrounding area as well as one of the oldest.

Selecting a simplified type of mechanism, True maintains, is essential in order to reduce service problems to a minimum—a necessity because of the low average returns on scales.

True has worked out a neat service trick for keeping his machines bright and clean. He uses a quick-drying paint which enables him to refinish a scale and put it back in use the same day. Most of the time the scale to be refinished need not be

taken far from the stop, True maintains. He does most of his refinishing in neighborhood gasoline stations where the purchase of a tankful of gas will usually give him the use of the station's wash rack.

Once the machine is washed, True is able to paint it and then immediately return the machine to its original location. This refinishing program, simple and inexpensive, has made True's customers happy with the service.

Volume operation is just as necessary to success in scales, True warns, as simplicity of equipment. Many operators attempt to place a few scales in scattered stops, he points out, and invariably discover that the returns are insufficient to make the operation profitable.

Keep building the scale route, True advises, and it will return moderate and steady income.

## ABCB KO's Bulk Machines At Meet; Bottle Units Okayed

DETROIT, July 2. — When the American Bottlers of Carbonated Beverages (ABCB) meets here in November for its annual convention and exposition, the only drink dispensing equipment on display will be coolers and venders for bottled beverages.

Rule 2 governing the exhibition states, "Equipment for dispensing or vending soft drinks other than in bottles is excluded." The ABCB exposition department, in a special bulletin to exhibitors, points out, "Under the provisions of this rule, the exhibitors may not exhibit or operate in their booths any device for bulk dispensing of soft drinks, including cup venders."

No official explanation accompanied

the announcement. In New York, *The Billboard* contacted Clapp & Poliak, Inc., the firm managing the ABCB show, and was told the decision to eliminate bulk drink dispensers was made on the last day of the 1948 show in Atlantic City.

John J. Riley, secretary of the ABCB, who has his offices in the association's Washington headquarters, declined to elaborate on the reasons for prohibiting bulk drink dispensers and venders. Two cup drink manufacturers displayed their products at the 1948 show.

Altho no official statement could be obtained, the soft drink industry generally explained the ban on bulk dispensers by pointing out that bottlers object to displays of "competitive" products.

## Mfrs. Stress Summer Bars, New Wrappers

### Feature More Vend Packs

CHICAGO, July 2.—Candy manufacturers participating in the third All-Confectionery Exposition, held in conjunction with the NCWA convention here (26-29), placed special stress on warm weather sales this year: in a move to offset to some degree the proverbial seasonal sales skid. Features were heat-resistant wrappers, new bars, "ingredient styled" for high temperatures, to invite greater vender sale and new high count vend packs.

With over-all national candy business down some 13 per cent over the same first six-month period last year, manufacturers also were preparing to take advantage of various jobbers' reports that vender sales, in spite of the general drop-off, were on a par or even greater than comparable 1948 sales.

Highlighted among the new wrapper presentations was the insulated aluminum foil introduced by E. J. Brach & Sons, Chicago, on their Mint, Swing and Coconut bar. The new material, hermetically sealed by wrapping equipment, is said to permit display and vending of these bars in a 15-degree higher temperature than formerly. Price of the three bars remains the same, \$2.05 for the 72-count.

Another firm, Perry Candy Company, Milwaukee, has changed the wrappers of its summer bar line to a waxed foil. Officials declared that the move was made to reduce the adhering of wrapper to candy bar. Company's two-bar line of special summer candy has been increased to three, with the re-introduction of its prewar Cold Turkey bar. Second summer bar, introduced last year, has been changed from Straight to Cool Breeze, but ingredients remain the same. The third summer item, Snow Maid, re-introduced during the 1948 showing, is also continued. All carry the \$3.60 price for the 100-count vend pack.

Two summer bars were debuted by Walter H. Johnson Candy Company, Chicago: Almond Luxurie and Coconut Fudge, both available in 72-count packs at \$2.10.

Sweet Company of America, Inc., Hoboken, N. J., unveiled a new high count vend pack for its "Tootsie" Rolls. New pack, 192 nickel rolls at \$5.52, makes the third vend-pack the firm has introduced. Other two are the 144-count pack, at \$4.20, and its packaged five-piece nickel box of "Tootsie" Rolls available in a 120-count.

Other candymakers displayed various reissues of seasonal candy items, along with fall merchandise. Most of the firms offered vend-packs as a result of jobber and operator (in many cases the two were the same) demand. Prices appear to be steady, with no increase or decrease in sight.

### Time Savers

WASHINGTON, July 2.—The Library of Congress is considering the installation of beverage and candy venders on all floors of the building in an attempt to cut down the amount of time employees spend away from their desks.

Another in the great family of Electro Distributors...

W. B. DISTRIBUTORS, INC.  
1012 Market St., St. Louis, Mo.

W. B. MUSIC CO., INC.  
1518 McGee St., Kansas City, Mo.

DISTRIBUTORS OF ELECTRO  
IN KANSAS, MISSOURI  
AND ILLINOIS.

America's  
Finest  
All-  
Electric  
Cigarette  
Vending  
Machine



**EASTERN ELECTRIC  
VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.  
A PRODUCT OF C-B LABORATORIES

**BUY SILVER KINGS  
KING OF VENDORS**

Nut and Ball Gum, Candy, Charms Vendors,  
1¢-5¢. U. S. and Foreign Coins. "Hot  
Nut" Vendors . . .



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal. **\$10.55** in quantities. Sample, \$13.95.

At All the Best Dealers—or Write. Ask About the New "Hunter."

**SILVER-KING CORP.**  
622 Diversey Parkway CHICAGO, ILL.

\$\$ THEY'RE NEW \$\$

**ROUGH RIDERS**

SEE PAGE 72

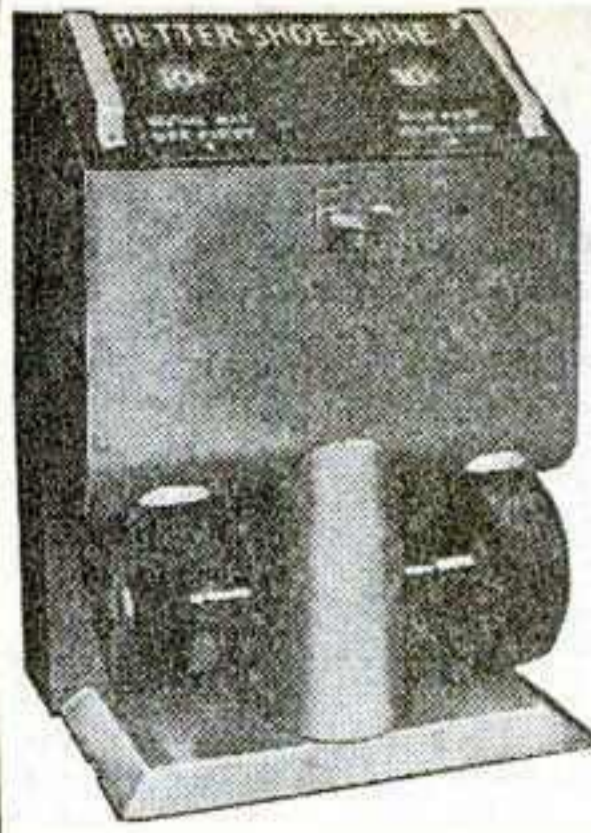
**FOR SALE**

Revco Ice Cream Vending Machines, Pop Corn Sez Machines, first class condition. Will finance for responsible buyer.

BOX D-199

c/o The Billboard

Cincinnati 22, O.



**THE BETTER SHOE SHINE MACHINE**

WHICH IS DOING TODAY WHAT OTHERS ARE TRYING TO DO—

**"GIVES A SHINE"**

NOW AVAILABLE DIRECT FROM THE FACTORY

The neat, clean appearance creates that impulse for a shine.

NEW ROUTES BEING ESTABLISHED DAILY BY SMART OPERATORS. An investment of \$500.00 or less will get you started.

WRITE FOR OUR PLAN AND DETAILS NOW!

**THE BETTER SHOE SHINE CO.**  
4513 RAVENWOOD AVE. ST. LOUIS 20, MO.

**SCALES FOR SALE**

4 Rock-Ola Loboy's. Ea. .... \$52.50  
5 Mills Loboy's. Ea. .... 60.00  
5 Watling Fortune (Late) ..... 75.00  
8 Watling "200" Fortune ..... Write

All Excellent. Guaranteed.

**HYLES SCALE SERVICE**  
BOX 5915 DALLAS 1, TEX.

**NEW AND USED**

**POPCORN VENDORS**

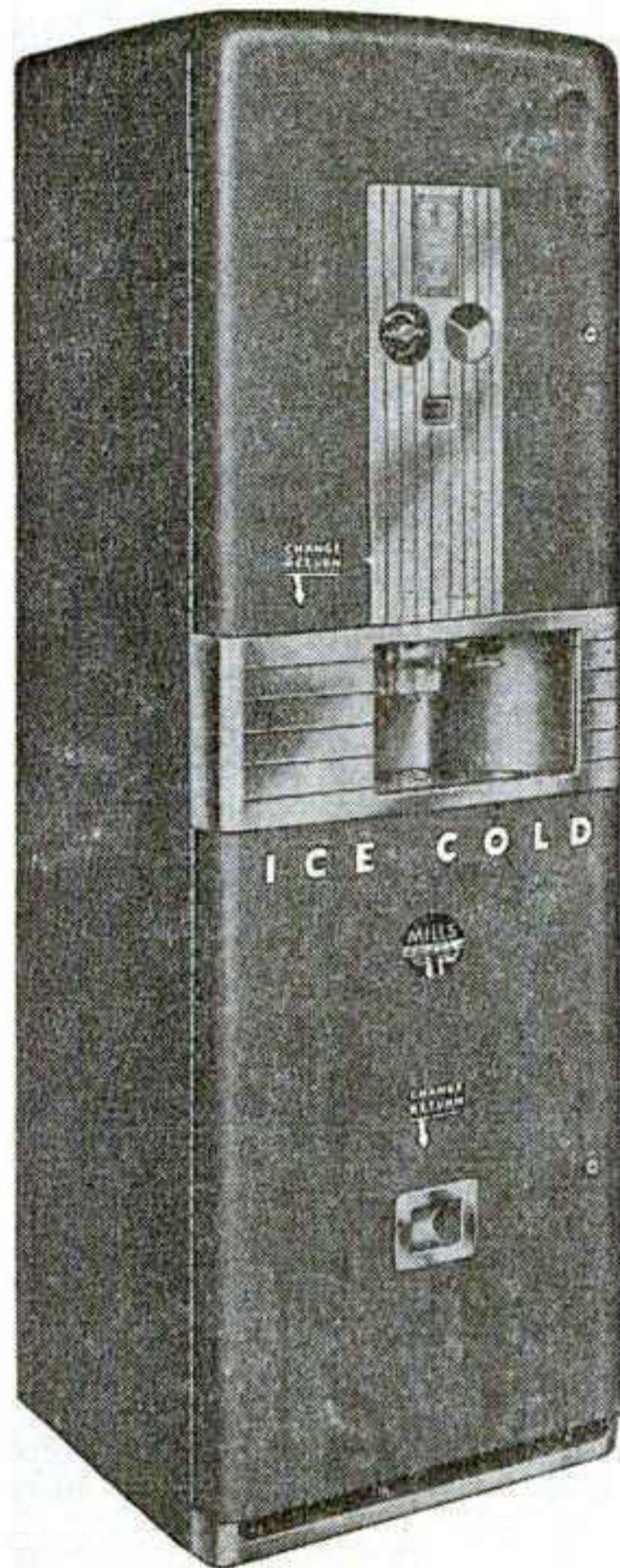
New TC-10 ..... \$149.50  
Used TC-10 ..... 110.00  
Reconditioned Emerson ..... 50.00  
Sun Puff Popcorn. Per Bushel ..... 1.00

All prices F.O.B. Dallas, Tex.

**SUN PUFF POPCORN CO.**  
1710 Harding St. Dallas 15, Texas

**MILLS AUTOMATIC FOUNTAIN**

with New  
**TAMPER-PROOF  
VENDING STAGE**

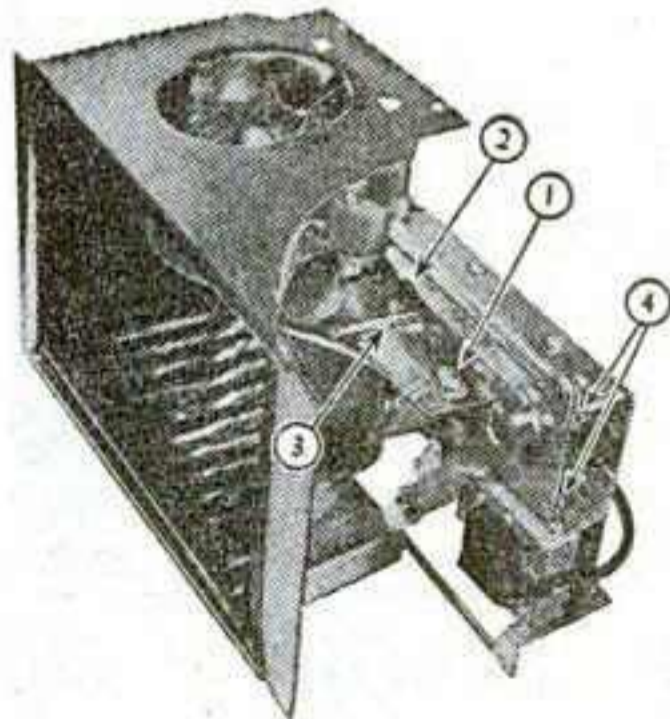


**CUT  
SERVICING  
CALLS**

To prevent tampering the new Mills Vending Stage has a safety lock that keeps the gate shut tight — it cannot be forced open. But the Vending Stage operates dependably when set in motion by coin. Syrup cannot get into mechanism to cause faulty operation, eliminating unnecessary servicing and delay.

Here are features that mean still greater Automatic Fountain satisfaction and sanitation—that insure steady profits with minimum attention. The dimensions are the same as the previous Stage, permitting easy replacement if desired.

**MILLS INDUSTRIES, Incorporated**  
4100 Fullerton Ave., Chicago 39, Illinois



- 1 Thumbscrew to remove gate
- 2 Safety Lock
- 3 Ridge bars syrup from mechanism
- 4 Rollers for easy operation

**MILLS  
AUTOMATIC  
FOUNTAIN  
WITH COIN CHANGER**

ADVANCE 21 F & DUPLEX E SANITARY NAPKIN VENDORS & SUPPLIES  
 Factory Distributors:  
**FOWLER COIN MACHINE & DISTRIBUTING CO.**  
 3030 Crooks Road Pontiac, Mich.  
 Phone 2-1200

NEW YORK, July 2.—Marshall Cornine Jr., of E. B. Metal Products Company, announced here this week that its distributor agreement with the Mitchell White Company had been canceled.

### NCWA Maps Plans To Hype Business

(Continued from page 142)

industry. Backing up the National Confectioners' Association's (NCA) recently proposed fair trade code (*The Billboard*, June 18) officials favored the addition of two rules to NCA's suggested 25. Roughly, with exact wording yet to be worked out, they were: That candy manufacturers confine lower lists to wholesalers and not make them available to retailers; that manufacturers establish standards for their wholesalers and that FTC grant them the right to do so.

A leading proponent of the fair trade laws, E. Allen Newcombe, executive secretary of the National Wholesale Druggists' Association (NWDA), explained their workings and function at a jobbers' session. "They are not mandatory; they merely permit the manufacturer to protect his property," he declared.

Continuing his talk, Newcombe said, "Obviously, it is possible for these fair trade laws to be abused. If manufacturers establish minimum selling prices which are too high, these laws then are not operating in the public interest. However, the element of competition between manufacturers has a tendency to force prices down."

Concluding his address, he declared: "It is essential . . . that continued studies be made of the cost of distribution both at the wholesale and retail levels.

E. J. McCoy, of J. B. McCoy & Son, Canton, O., chairman of NCWA's educational committee, talking on NCWA Educational Plans and Program, told the jobbers that educational planning "must integrate knowledge of production, technical aspects of merchandise, packaging, distribution plans of manufacturers, cost of doing business and related profits, warehousing and inventory turnover, trucks and delivery of mer-

NEW VENDORS	
N.W. Mod. 49, 1¢ or 5¢	\$17.55
N.W. Dual, Comb. 1¢ & 5¢	45.00
N.W. DeLuxe, Comb. 1¢ & 5¢	27.00
Victor Universal, 1¢	13.95
Victory Mod. V, 1¢	12.75
Victor Topper, 1¢, Cases of 4	43.00
Less in Quantities	
Silver King, All Models	13.95
2 to 5	\$12.50
6 to 11	\$11.55
Master #2, Comb. 1¢ & 5¢	17.50
Master 1¢ Novelty	13.95
Shipman Triplex, 1¢ & 3¢ Stamp	39.50
N.W. National Postage, Roll Type	69.00
Advance #21 3/25 Match Fold Pack	25.00
Match Packs, per gross	1.65
Advance Sanitary Napkin, 10¢ Slot	20.00
Napkins, 250 to ct., each	4 1/2¢
Adams Gum, Mod. G.V., 6 Col., 1¢	19.50
Exhibit Picture Card Vendor, 1¢	20.00

RECONDITIONED VENDORS	
Advance Ball Gum, 1¢	\$ 5.95
N.W. Model 40, 1¢	6.95
N.W. De Luxe, 1¢ or 5¢	15.00
N.W. Mod. 33 Ball Gum	7.50
Yu Chu Ball Gum, 1¢	6.50
Cash Tray, 5¢, new	5.95
Cash Tray, 5¢, used	3.95
Victor Mod. V. Globe Type, 1¢	8.95
Victor Mod. V. Cab. Type, 1¢	9.95
Log Cabin Duplex	12.50
N.Y. 1¢ & 3¢ Stamp	12.50
Shipman Duplex 1¢ & 3¢ Stamp	19.50
Star 1¢ Picture Card	10.00
Adams Gum, 4 col., 1¢	12.50
Adams Gum, Mod. G.V., 6 col., 1¢	14.50
Col. Del Luxe Bi-Mor, 2 col., 1¢	22.50
U-Select-It Candy Bar, 5¢ Bar, 5¢	29.50
Cigar Vendors, 10¢	12.50
Cookie & Cracker Vendors, 5¢	29.50
Match Box Vendors (new)	4.95

NEW COUNTER GAMES	
A.B.T. Skill Gun, 1¢	\$57.50
A.B.T. Challenger	42.50
A.B.T. Model F Target	42.50
A.B.T. Stands for Above	5.95
Gottlieb Grip Scale	24.50
S.K. Target Kings	45.00
S.K. Hunters	45.00
Imps, either 1¢ or 5¢	16.50
Electric Shockers	18.75
Mills Vest Pocket Bells, 5¢	65.00

USED COUNTER GAMES	
Marvels, Token Payout, 1¢	\$22.50
American Eagle, Token Payout, 1¢	19.50
Mills Vest Pocket Bells, 5¢	44.50
Groetchen Wings, 1¢	14.50
Windmills, 1¢	4.95
Camera Chief, 1¢	12.50
Baseball Gum, 1¢	12.50

SEND FOR COMPLETE PRICE LISTS OF COIN OPERATED MACHINES & SUPPLIES  
 1/3 With Order, Balance C.O.D.  
**RAKE COIN MACHINE EXCHANGE**  
 609 Spring Garden St., Philadelphia 23, Pa.  
 LOmbard 3-2676



**VICTOR'S 4 BIG WINNERS**

Victor Vendors have proven themselves time and time again under the most rigid tests over a period of 15 years. The great majority of the first machines produced by Victor are still on location and rendering satisfactory service.

**YOU CAN TURN THE MARKET UPSIDE DOWN and Shake It 'Round and 'Round. But you'll never find better bulk vendors than VICTOR'S.** Investigate the tremendous profit potentialities of these great vendors. Join famous for their STABILITY—ENDURANCE—and ATTRACTIVE APPEARANCE.

**It's Victor's Exclusively With Successful Operators—Get the Complete Details Now!**

**VICTOR VENDING CORP.** 5701-13 W. GRAND AVENUE, CHICAGO 39, ILLINOIS

**ALL VICTOR MACHINES**  
 Recommended and sold on  
**TORR TIME PAYMENT PLAN**  
 Pay for same in 20 weekly payments. Write for details.  
**ROY TORR**  
 Lansdowne, Pa.

**NON TILT**

**RUBBER SUCTION-GRIP CUPS**  
 For Vending Machines

1 1/2" diam., 8/32" machine screw.  
 100 ..... \$3.00 | 1000 ..... \$23.00  
 25% dep. on C.O.D. orders; prompt delivery.

**GORDON MFG. CO.**  
 Dept. VM1, 110 E. 23d St.  
 New York City 10

**WRITE FOR CATALOG**  
 ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$5.65  
 100 lbs. or more ..... 21.90

**COPPER AND SILVER PLATED CHARMS**

Series = 1, 1,000 ..... \$4.50  
 Series = 2, 1,000 ..... 5.75  
 Gold Plated "Georgia" Pins, 1 Gross 3.95  
 Gold Plated Bracelets in Capsules. 100 ..... 5.95

Silver Wedding Rings, 1,000 ..... 5.50  
 Gold Wedding Rings, 1,000 ..... 8.95  
 Stone Rings, 1 Gross ..... 2.50  
 Sassy Wise Crack Buttons, 1,000 ..... 4.00  
 Gold Plated Basket Balls, 1 Gross ..... 2.95

We are factory distributors for all leading makes of VENDING MACHINES.  
**PARKWAY MACHINE CORPORATION**  
 723 West North Ave. Baltimore 17, Md.

**WRITE FOR OUR FREE ILLUSTRATED CATALOG**

**Rush Your Order Today**  
**VICTOR'S AMAZING NEW TOPPER**

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)  
 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)  
 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)  
 25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)  
 Prompt Delivery

**VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE**  
 Non-Coin Operated  
**OPERATOR MAKES \$4.20 Per Week**  
 On Sale of 2 Lbs.  
**WRITE FOR DETAILS YOU COLLECT PROFIT IN ADVANCE**

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**  
 1/3 Deposit, Balance C. O. D.

**VEEDCO SALES COMPANY**  
 2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

**VEEDCO SALES COMPANY FINANCES** ALL MACHINES FOR RESPONSIBLE OPERATORS  
**LIBERAL ALLOWANCES ON TRADE-INS**

From Little ACORNS Mighty Incomes Grow!

**ACORN**  
 1¢ or 5¢ All Purpose Bulk Merchandise  
**\$13.95 EA.**  
 Pays for itself on two fillings of ball gum and charms.

**ORDER TODAY!**  
**MAYFLOWER DISTRIBUTING CO.**  
 2218 University Ave. St. Paul 4, Minn.

Manufacturer of HIGHEST QUALITY CHEWING GUM

**BALL GUM**  
**BUBBLE GUM**  
**BUBBLE BASE**

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**  
 SEA BRIGHT, N. J.

**DISTRICT MANAGERS WANTED**

Established, nationally recognized manufacturer of cup drink machines and other merchandise vendors has various territories open for district sales managers to take complete charge. We prefer men with coin machine background who know the trade in their territory. "New Blood" leads will be furnished. The men we seek must be able to co-ordinate distributor sales as well as supervise salesman; and, their past experience must be indicative of this. Please reply in strict confidence giving complete details regarding past history, earnings, etc. Our entire personnel knows about this ad.

**BOX D-203**  
 c/o The Billboard, Cincinnati 22, O.



**THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL**

Cuts Service Time in Half  
**\$17.55**



**SAMPLE**  
Write for Quantity Discount.

Other Popular North-western Vendors, \$10.35 and Up.

**BADGER BULK VENDOR CONFECTIONS**  
Finest Quality—Lowest Price—Prompt Attention—Given All Mail Orders

- Minimum Order Shipped—25 Pounds
- Almonds (Teeny), Vacuum Packed, 5 Lb. Tins, 600 Count ..... 80¢ Lb.
  - Almonds (Vacuum Packed), 5 Lb. Tins, 400 Count ..... 65¢ Lb.
  - Badger Super Pecan Mix ..... 60¢ Lb.
  - Blanched Virginias, Salted ..... 32¢ Lb.
  - Spanish, New Crop, Salted, Good ..... 24¢ Lb.
  - French Fried Corn (Cornnuts) ..... 23¢ Lb.
  - Pistachio Nuts, Red, Lg. & Jumbo ..... 65¢ & 88¢ Lb.
  - Boston Baked Beans, Dark, Reg. or Pee Wee ..... 23¢ Lb.
  - French Burnt Peanuts, Reg. or Pee Wee ..... 23¢ Lb.
  - Pine Nuts (Pinions) ..... 43¢ Lb.
  - Rainbow Mix (Candy Coats) ..... 23¢ Lb.
  - Gum—Reg. or Bubble Base ..... 35¢ & 27¢ Lb.

Write for Circulars and Price List.  
**BADGER SALES CO., Inc.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

chandise, adequate equipment for salesmen and retail (and vender) customers, etc."

**8-Point Program**

Interpretation of this policy, he said, resulted in his committee adopting the following eight-point program for administration:

1. Sales and merchandising training, including "balanced selling."
2. Training for office, warehouse, driver employees.
3. Sales meeting helps for jobbers.
4. Making retailers (store and vender) merchandise minded.
5. Seasonal emphasis in merchandising.
6. Visual education in merchandising.
7. Special industry projects, such as "Sweetest Day."
8. Trade press articles on current merchandising problems.

**VICTOR'S AMAZING NEW TOPPER**  
1 to 5 Cases, \$43.00 Per Case. (\$10.75 Per Mach.)

Victor's Sensational HOT-POP Non-Coin Operated—\$47.50  
\$10 deposit, bal. C.O.D.  
Victor's 1¢ Universal, Blue Hammerloid Finish—\$13.95.  
Victor's Model V, 1¢ or 5¢, Red Wrinkle Finish—\$12.75.

**DEVICES NOVELTY, Dept. A**  
467 N. Milwaukee Ave. Chicago 10, Ill. Phone: MOndroe 6-7533

**OUR NYLON PROMOTION!**

<b>1</b>	<b>THE MACHINE</b> —guaranteed the best conversion.
<b>2</b>	<b>THE HOSE</b> —no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
<b>3</b>	<b>THE PRICE</b> —the lowest for both machines and hose.

**WRITE TODAY FOR COMPLETE INFORMATION**  
**STEINER MANUFACTURING CO.**  
322 Atlantic Avenue Brooklyn, N. Y. Phone: Triangle 5-0835

**NEW! REVOLUTIONARY!**

**Northwestern**

**MODEL 49**

1c OR 5c LESS THAN 25 **\$17.55**  
LESS THAN 100 **\$17.25**  
100 OR MORE **\$16.95**

Write — Wire Phone  
**NORTHWESTERN SALES & SERVICE CO.**  
Authorized Northwestern Distributor  
4105 16th Ave. Brooklyn 4, N. Y. Phone: Gedney 8-3600

**IT'S GOOD BUSINESS**

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped express prepaid anywhere. It costs nothing to ask — means profits for you.

Ask about our automatic vendors, too!

Write, wire or phone  
**"POP" CORN SEZ, INC.**  
of Pennsylvania

Montrose & Delaware Aves.  
UPPER DARBY, PENN.  
Phone: Allegheny 4-1019

**CHARMS**

**NEW 5/8" SIZE AUTOGRAPHED BASEBALLS**

embossed with names of both league teams  
White Plastic Baseballs... \$ 6.00 per M  
Copper Plated Baseballs... 10.00 per M

**PENNY KING CO.**  
415 Neptune St. Pittsburgh 20, Pa.

**Get Better Charms—Better Values from America's Largest Charm Manufacturer!**

FAMOUS CHARM SERIES #1 PER M		3/4" BASEBALLS PER M	
Metal Color-Plated	\$4.75	White Plastic	\$6.00
Plastic—6 ass't colors	2.50	Metal-Plated	10.00
Metal-Plated	4.75	<b>FUNNY-FACES (Cannibal, Clown, Indian, Devil, Pirate)</b>	
24K gold or silver-plated	5.75	Plastic	4.00
<b>BIG CHARM SERIES #2</b>		With Rhinestone Eyes	8.50
Metal Color-Plated	5.75	Metal-Plated (copper)	7.50
Plastic—6 ass't colors	3.00	With Rhinestone Eyes	12.50
Metal-Plated	5.75	<b>A TO Z ALPHABET CHARMS</b>	
24K gold or silver-plated	7.00	Plastic—6 ass't colors	2.00
<b>SKULLS</b>		3/4" FORTUNE BALLS FILLED WITH PRIZE	
Plastic—6 ass't colors	4.00	With Precious Jewels	10.00
With Rhinestone Eyes	8.50	With 1 Dice	12.50
Metal-Plated	7.50	With Key Chains	18.50
With Rhinestone Eyes	12.50	With Bracelets (per Gr.)	6.00
<b>RINGS</b>		With Pearls	10.00
Plastic—6 ass't colors	2.50	With Balloons	14.00
Metal-Plated	6.00	Empty Fortune Balls	4.50

**JINGLE BELLS** 1/2 inch—6 ass't colors 5.00 PER M  
1/2 inch—nickel only 6.00 PER M

**SAMUEL EPPY & CO., INC.**  
113-08 101st Ave., Richmond Hill 19, L. I., N. Y. TEL Virginia 7-4281.  
Order Today — Empty Your Machines Faster

*Now you can*  
**CUT VENDER SERVICING TIME AND COSTS IN HALF**  
*— Boost Profits to New Highs!*

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. That means twice as many machines serviced per day per man... servicing costs cut in half... far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!

**Northwestern**  
**MODEL 49**

WIRE, PHONE OR WRITE FOR COMPLETE DETAILS

**THE NORTHWESTERN CORPORATION**  
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**ALL NORTHWESTERN MODELS**

Recommended and sold on Time Payment, 20 weeks to pay.  
Write for details.

RAIN-BLO BUBBLE BALL GUM		
Packed 25 Lbs. to Carton	5/8th	170c
	140c	210c
25 to 475 lbs. ....	27c lb.	29c lb.
500 lbs. or over .....	26c lb.	28c lb.

Freight paid on 150 lbs. or over.  
FULL CASH WITH ORDER.

**NEW CHARMS**  
President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S.— Washington to Truman ..... \$7.50 Per M  
Metal Jingle Bells. 1/2"—in brilliant colors—red, blue, green, gold & silver. \$7.50 Per M

**ROY TORR, Lansdowne, Pa.**

**Northwestern**  
**MODEL 49**  
**\$17.55 EACH**

**ALSO IN STOCK**  
Dual Nut ... \$45.00  
DeLuxe ... 27.00  
Model 33 ... 12.60  
Model 39 ... 14.40  
Model 40 ... 11.00  
33 Ball Gum. 11.55

Write for Quantity Prices

**EMPIRE COIN MACHINE EXCHANGE**  
1012 MILWAUKEE AVE. CHICAGO 22

**RHINESTONE EYES in Funny-Face Charms!**

They attract kids like bees to honey! And they'll empty your machines in a hurry!

Cannibal, Pirate, Clown, Devil and Indian... all with rhinestone eyes!  
Plastic—6 ass't colors . \$ 8.50 per M.  
Metal-Plated . . \$12.50 per M.

**SAMUEL EPPY & CO., INC.**  
113-08 101st Ave., Richmond Hill 19, Long Island, N. Y.  
America's Largest Charm Manufacturer

**DIGGERS FOR SALE**  
Erie, Hand Operated Exhibit Merchants Electro Hoists Buckleys  
Microscope Diggers Exhibit-Microscope Rotary Merchandisers

**NATIONAL PHILADELPHIA, PA.**  
4243 Sansom

**VENDING MACHINES**  
**RECONDITIONED—REBUILT**  
 Ready for Location  
**NATIONAL CIGARETTE MACHINES**

9-E—Electric .....\$219.50  
 9-A—350 Cap. King Size ..... 104.50  
 9-50—350 Cap. King Size .... 104.50  
 9-50—Reg. 350 Cap. No King  
 Size ..... 85.00  
 9-30—270 Cap. No King Size. . 65.00  
 For 25c Vending, All National's  
 Add ..... 10.00  
 Rowe Crusader—8 Col. .... 104.50

**CANDY MACHINES**  
 9-18—162 Cap. ....\$95.00  
 6-18—102 Cap. .... 79.50  
 1/3 WITH ORDER—BAL. ON DELIVERY

**L. H. CANTOR**  
 11219 Superior Ave. Cleveland 6, Ohio

**NO COST! NO OBLIGATION!**

Let us arrange a  
**FREE DEMONSTRATION**  
 to prove the unique  
 advantages of  
*The* **KEENEY**  
**DELUXE ELECTRIC**  
**CIGARETTE**  
**VENDOR**



★ **STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL**  
 ★ **ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY** itself. Only a single motor, one relay and two solenoids.  
 ★ **SUPER CHANGE MAKER (OPTIONAL)**—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.  
 ★ **HOLDS 432 CIGARETTE PACKS** in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.  
 ★ **ALUMINUM CABINET PREVENTS RUST AND CORROSION.**  
 ★ **EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.**

MANUFACTURED BY J. H. KEENEY & CO., CHICAGO 32, ILL.  
 DISTRIBUTED IN SOUTHERN CALIFORNIA, Arizona and New Mexico by

**BADGER SALES COMPANY** See **BILL HAPPEL**  
 2251 W. PICO BOULEVARD, LOS ANGELES, CALIF.

**A MONEY-MAKER ON EVERY LOCATION!**  
**SILVER KINGS**  
 "HUNTER"  
 Only \$45.00  
 F. O. B. Aurora



Nets Up to 75¢ of Every Dollar You Take In!  
 "A real money-maker from the moment you install it!" That's what operators say about the new "Hunter." But that's not all. Look at these two features. 1. No coin return. 2. No gum dispensed unless the player wants it. That's why many report a net of 75¢ out of every \$1 the "Hunter" takes in. Can you beat that for a "Gold Mine?" Order now through your jobber or write for illustrated literature.

Silver King Bulk Vendors low as \$10.55 in quantities. "Hot Nut," Nut and Ball-Gum Vendors, 1¢, 5¢, 2 for 1¢. U. S. and Foreign Coins.

**SILVER KING CORP.**  
 622 Diversey Parkway Chicago 14, Ill.

Thousands of locations are waiting for the new

**ALKUNO**  
 5c GUM AND CANDY VENDOR

Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.

**MODEL 130-MM**  
 Metal Cabinet and Base.  
 Ht. on Base, 60"x18"  
 Wt. on Base, 64 Lbs.  
 Price .....\$69.50  
 Base ..... 15.00  
 Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

**ALKUNO & CO.**  
 408 Concord Ave.  
 New York 54, N. Y.  
 Melrose 5-7757



**ALL SILVER KING MODELS**  
 Recommended and sold on Time Payment. 30 weeks to pay. Write for details.

**ROY TORR**  
 Lansdowne, Pa.

**KOFFEE KING... Vends**

**REAL COFFEE**

**FREE ILLUSTRATED BROCHURE**

**THE KEY TO YOUR FUTURE IN HOT COFFEE VENDING**

Simply Mail This Coupon

**FUTURAMIC MACHINES, Inc.**  
 20 E. 35th St., New York 16, N. Y.  
 Gentlemen:  
 I am interested in hot coffee vending. Please send me without cost or obligation your illustrated brochure, "The Key to Your Future in Coffee Vending."

NAME .....

FIRM .....

ADDRESS .....

CITY ..... STATE .....

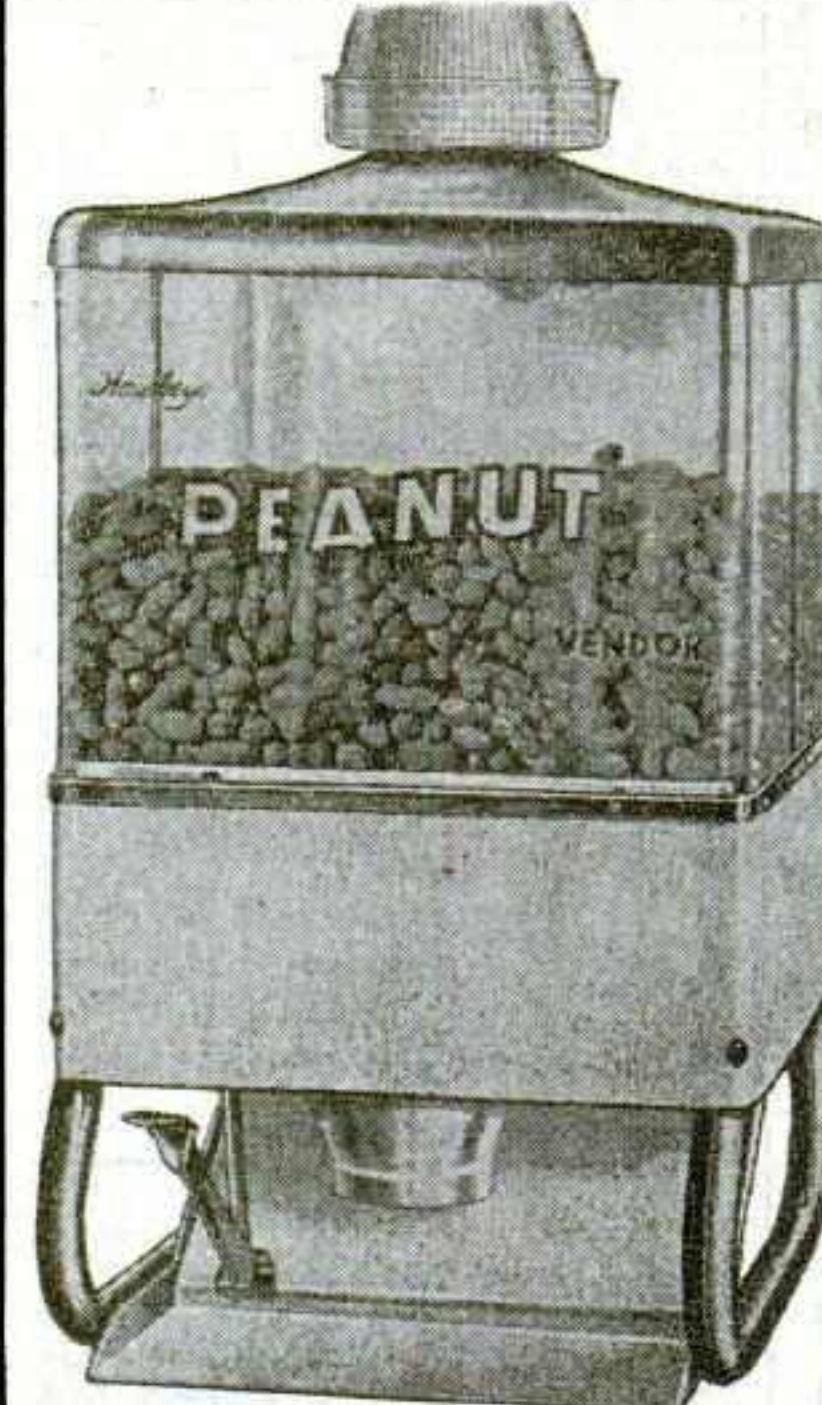
**HOT NUTS—PROFITS**  
 Salted-in-the-Shell

Warmer non-coin operated. Machines are equipped with adjustable portions. One flip of the handle delivers a pre-measured portion of merchandise built for either sack or pretzel cup delivery. These machines are also equipped to handle pop corn.

Capacity—30 pounds nuts or 8 gallons corn—size 15 inches square by 27 inches high.

Contact your nearest distributor or write factory direct.

**HAWKEYE NOVELTY CO.**  
 1754 E. GRAND AVE.  
 DES MOINES, IOWA



**Rush Your Order Today**  
 VICTOR'S AMAZING NEW  
**TOPPER**

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)  
 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)  
 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)  
 25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)

Victor's Model V, 1¢, Wrinkle Finish.. \$12.75  
 Victor's Model 1¢, Special Finish ..... 13.25  
 Victor's 5¢, Almond or Nut. Each .... 15.45  
 Victor 1¢ Universal. Each ..... 13.95

Quantity Prices on Request.

**GET ON OUR MAILING LIST!**

**ARTHUR GRAEFF CO.**  
 1232 BROADWAY; TOLEDO 9, OHIO  
 Phones—Office: EM. 8872. Res: WA. 7742

"A Little Place That WANTS YOUR LITTLE ORDERS"

**VICTOR'S NEW MONEY MAKER**  
**"HOT-POP" POP CORN MACHINE**  
 Non-Coin Operated  
**\$47.50 EACH**  
 \$10.00 Deposit, Balance C. O. D.

Big profits, easy work in a route of these attractive warmers.

**MANUAL DISPENSER OF PRE-POPPED POPCORN.**  
 YOU COLLECT PROFIT IN ADVANCE



**NEW!!! #500 CHARMS**

	Per M
#500 Bright Plastic	\$3.00
#500M Metal Plated	5.75
#500C Color Plated	5.75
#500 24 Kt. Gold or Silver	6.75
#500 Metallic Plastic Bronze or Silver	3.25

Large Charms—50 CHARACTERS, Westerns, Indians, Mexicans, Many Other Styles.

**KARL GUGGENHEIM, INC.**  
 33 UNION SQUARE • NEW YORK 3, N. Y.



**NUTS**  
 Raw & Roasted  
 Virginia Peanuts, Spanish Peanuts, Cashews, Venders Mix, Pistachios, Indian, Filberts, Peanuts in Shell. **REDUCED PRICES.**  
 Write for daily quotations—Attn., Manny Rosen

**INTERSTATE FOOD PRODUCTS**  
 61 Ave. "C" New York, N. Y.  
 GRamercy 5-6123

**ONCE MORE LOWER PRICES!!**  
 TRY & BEAT OUR PRICES OR QUALITY ORDER YOUR  
**PISTACHIOS**  
 FROM US TODAY AND SAVE OR SEND FOR OUR SAMPLES  
 Not only you save money when you buy our famous  
**"SUN BRAND" PISTACHIOS**  
 but you will sell more because we have been importing and roasting them for over 20 years. Compare the size, color and flavor with any other brand and you will decide on  
**"SUN BRAND"**  
 Extra Jumbo Size, Red, 30 count, per oz. 63¢ lb.  
 Jumbo Size, Red, 34 count, per oz. . . . 61¢ lb.  
 Special Blend Size, Red, 40 count, per oz. 55¢ lb.  
 Large Size, Red, 45 count, per oz. . . . 44¢ lb.  
 White, salted, instead of red, deduct 12¢ lb.  
 Minimum order 200 lbs., otherwise add 2¢ lb.  
 Packed in Triplex 5 lbs. moisture proof bags and shipped 12 to a carton.  
**SELL MORE, EARN MORE, BUY "SUN BRAND"**  
**AMERICAN PISTACHIO CORP.**  
 Importers, Packers at this address for over 15 years.  
 111 Reade St., Dept. 15, New York 13, N. Y.

**Double Meet?**

CHICAGO, July 2.—The 1950 National Candy Wholesalers' Association, Inc. (NCWA), convention may be held in conjunction with that of the National Confectioners' Association (NCA), C. M. McMillan, NCWA secretary, revealed during his organization's meet here this week.

If the double conclave materializes it will be held in two Chicago hotels, with NCA leading off May 28 and continuing thru June 1 at the Stevens and NCWA following June 1-4 at the Palmer House. McMillan stressed the organizations have exchanged only general views on the double meeting, but that it was considered a possibility by both for the beneficial effects it would have on attendance, interest, etc.

**KLEENEX VENDOR**  
 Matching Stands Available  
**IMMEDIATE DELIVERY**  
 Write for literature and prices  
**EB E. B. METAL PRODUCTS CO.**  
 225 East 144th Street  
 Bronx 51, N. Y.

**Biscuit Route Hit by Strike**

NEW YORK, July 2.—A strike by servicemen and mechanics against the Statler Vending Machine Company of New York, large biscuit vender route, entered its second week today as mediation efforts failed. Lawrence Reiss, route owner, reported that about 75 per cent of his machines were not being serviced due to the walkout, with office and supervisory employees maintaining the remainder. Statler operates about 2,900 nickel machines selling Nixs Biscuits.

Local 804 of the International Brotherhood of Teamsters, an affiliate of the American Federation of Labor (AFL), which called out the employees, is seeking a union contract, car allowances and a boost in pay. Reiss said he is not averse to signing a union contract, but considered the wage demands too high. He said 14 of his employees walked out. This figure was disputed by Ed Conway, secretary of Local 804, who claimed 20 Statler employees left their jobs.

Local 804 has already organized Spacarb of New York and Canteen of Long Island City.

**Mission Dry Appoints New Chi Distributor**

LOS ANGELES, July 2.—Mission Dry Corporation has announced the appointment of Harold J. Morton as distributor of its beverage bases in the Chicago area.

Morton, who has been long associated with the beverage business, will make his headquarters at the company's Chicago offices.

**Alkuno Begins Second Run of Cracker Unit**

Adaptable to Gum, Candy

NEW YORK, July 2.—Alkuno & Company, manufacturers of hard candy, cracker and gum vending machines, this week began the second production run of its cracker merchandiser, the Model 700. With general delivery of the vender begun about two weeks ago. Kuno Hamann, president, said 1,000 units would be turned out before the end of the current run.

The feature of the machine is its adaptability to vend candy bars and nickel gum packs, in addition to crackers. Used with two dual columns, available from the manufacturer as extra equipment, it may be converted into a multi-purpose vender with a capacity of 50 packages of crackers, 88 chocolate bars and 45 packages of gum.

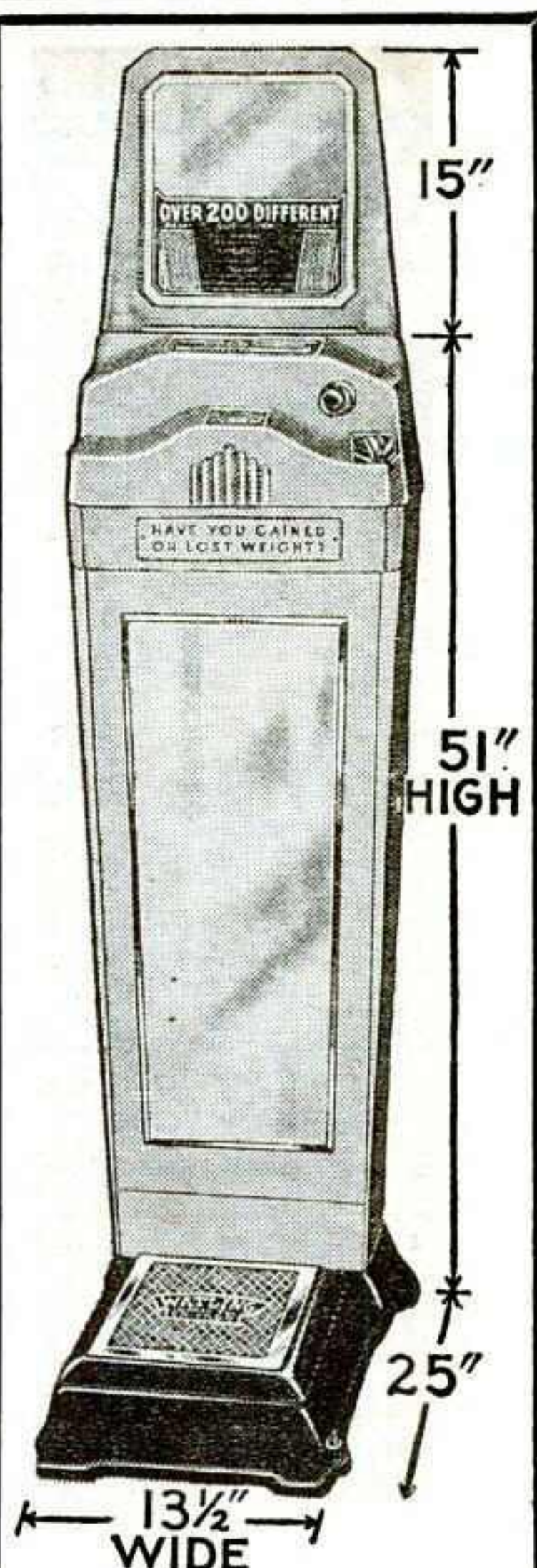
The dual columns are priced at about \$5, according to Hamann. The list price of the cracker machine is the same as the standard Alkuno hard-candy vender, \$69.50, with an additional \$15 charge for the base, if desired.

Hamann said most of the cracker units already delivered have gone to operators on the West Coast and in the Midwest. There, filling stations have been among the most profitable locations, he added. The venders have been in use here in city subway stations.

**Dry Goods Men Air Vender Predictions During Convention**

NEW YORK, July 2. — Automatic merchandising of pre-packaged clothing items was a prediction voiced at the mid-year convention of the National Retail Dry Goods Association (NRDGA) at the Hotel Statler here last month. Singling out the growth of the cigarette vender and the self-service super market, association officials declared the help-yourself idea should be carried a step further and put to use in their establishments.

During a special forum discussion on basement merchandising, dry goods men brought up the subject of venders. Pre-packaged shorts, pajamas, nylons (latter now an accepted fact) and other under and outer garments for vender material were on the automatic salesperson list, it was pointed out.



**\$25 DOWN**  
**Balance \$10 Monthly**

**PENNY FORTUNE SCALE**

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1889 — Telephone: Columbus 1-2772  
 Cable Address: WATLINGITE, Chicago

From Little ACORNS Mighty Incomes Grow!  
**ACORN**  
 1c or 5c All Purpose Bulk Merchandiser  
 Terrific on Any Location—SELLS Everything Like Crazy!  
**WRITE TODAY!**  
 Operators Vending Machine Supply Co.  
 1023 South Grand, Los Angeles 15, Calif.

The Greatest Little Profit Booster Ever Built!  
**ACORN**  
 1c or 5c All Purpose Bulk Merchandiser  
 If You're Looking for "Insured" Profits—This is It!  
**WRITE TODAY!**  
**HANKIN DISTRIBUTORS, INC.**  
 708 Spring St., N. W. Atlanta, Ga.

**ACORN 1c & 5c**  
 ALL PURPOSE BULK MERCHANDISER  
 There are many spots around where an Acorn Vender has brought in more profits than the music machine or pin game in the same location—particularly when it vends Ball Gum and Charms!  
**WRITE FOR DETAILS!**  
**DAK MFG. CO., INC.**  
 11411 KNIGHTSBRIDGE AVENUE  
 CULVER CITY, CALIFORNIA

**\$\$ THEY'RE NEW \$\$**  
**FILM STARS**  
 SEE PAGE 72

**THE "CHALLENGER"**  
 THREE MACHINES IN ONE  
 \$10.00 to \$50.00 Weekly on Location!  
**TROPICAL TRADING CO.**  
 549 W. Washington St., Chicago 6, Illinois

BRAND NEW **LUCKY BOY VENDORS**  
**\$9.75** EACH 1c or 5c MODEL  
 Lots of 5. \$8.75  
 Lots of 25. \$7.75  
 Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit. Balance C O D  
**BLOYD MFG. CO.**  
 VALLEY STATION KY.

**CHARMS** CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...  
 Write now for lowest prices and samples of OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.  
**BECKER VENDING SERVICE - BRILLIANT WISCONSIN**



**ATTENTION—25c & 30c CONVERSIONS**

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts. Expert Workmanship.

**CIGARETTE MACHINES**

NATIONAL ELECTRIC 9E, 9 Col.	\$225.00
ROWE CRUSADER, 8 & 10 Col.	145.00
UNEEDA, 8 Cols., 510 Pack Cap.	139.50
Uneeda Model 500, 7 Col., 250 P.C.	90.00
Uneeda Model A, 9 Col., 270 P.C.	75.00
National 9-30, 270 Pack Cap.	75.00
National 6 Col., 150 Pack Cap.	32.50
Rowe President, 10 Col., 475 Pack Cap.	119.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 150 Pack Cap.	35.00
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
Special! 4 Col VENDOR 80 Pack Cap.	20.00

**SALE**

**ROWE ROYAL**  
Cigarette Vendor

10 Col., 400 P.C.	\$97.50
8 Col., 320 P.C.	\$85.00



**SALE**

**\$80.00**  
**ROWE CANDY VENDOR**

CIGAR VENDOR, 50 CAP.	\$ 15.00
DELUX CIGAR VENDOR, 150 CAP.	32.50

**CANDY MACHINES**

National 9-18	\$100.00
UNEEDA CANDY, 102 Bar P.C.	75.00
U-Select-It	35.00
Advance Candy Machines	25.00
Shipman Candy Vendor	22.50
ROWE 5 COL 1c GUM VENDOR	15.00

8 Col., 120 Bar Capacity, Floor Model.

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**

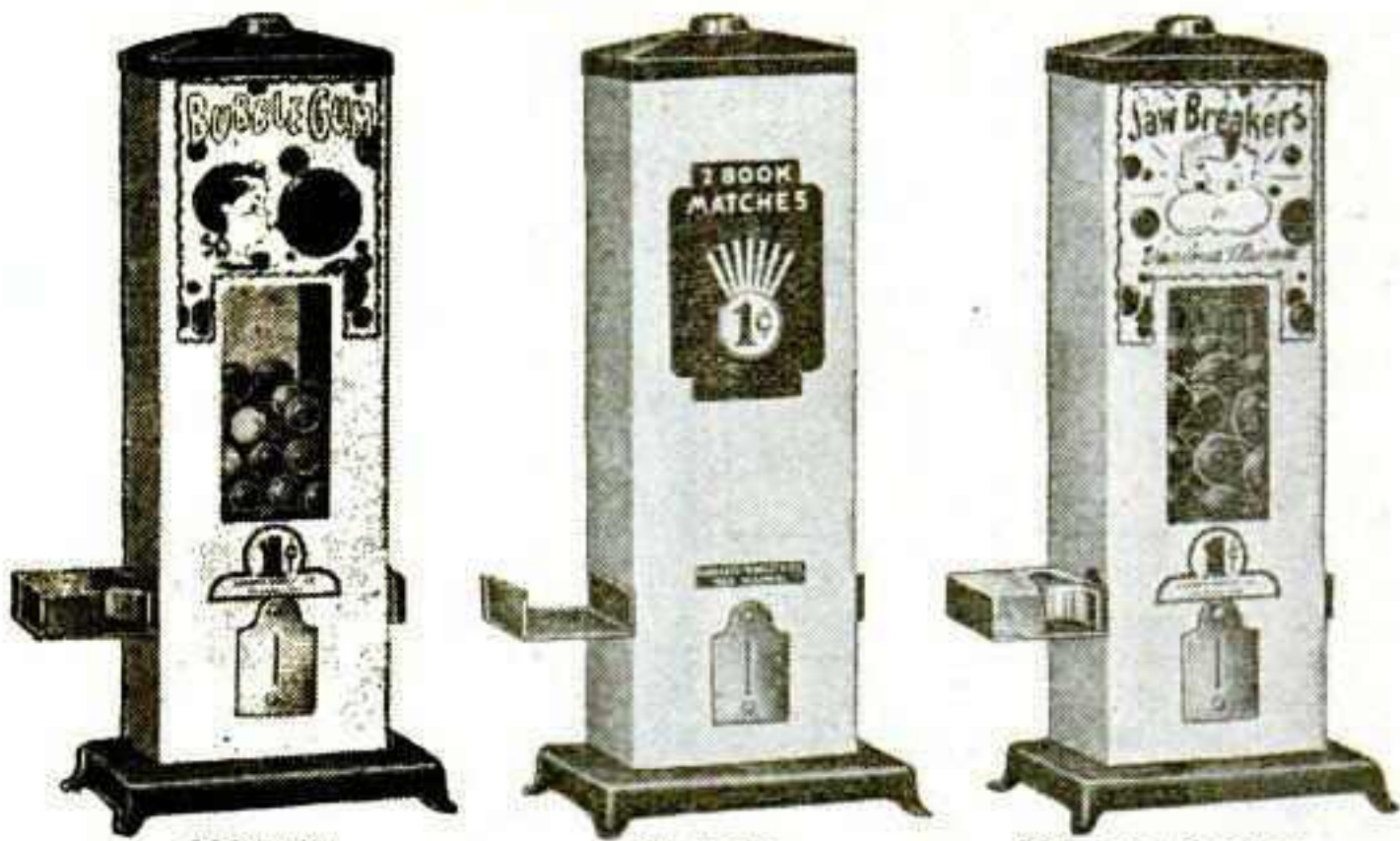
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET Evergreen 7-4568 BROOKLYN 11 NEW YORK

**EVERYBODY WELCOMES**

**HAWKEYE TRIPLETTS**

Now You Can Put 3 Machines on Location for the Price of One



300 Balls

62 Books

200 Jaw Breakers

Size of machine is 4 1/2 x 5 1/2 x 12 inches high. Contact your nearest distributor or write factory direct

**HAWKEYE NOVELTY COMPANY**

1754 E. GRAND AVENUE

DES MOINES 16, IOWA

**ADVANCE DUPLEX-E**

and  
**21 F SANITARY VENDOR**  
IMMEDIATE DELIVERY

Order Sample Today!  
Write for Quantity Prices!

**LISO SANITARY NAPKINS**

Manufacturer and Distributor

J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y.

**LEAF BUBBLE GUM FACTORY PRICES**

5/8", 26c lb. - 170 ct., 27c lb.

**ALL MERCHANDISE AT LOW COST - Write SHIPMAN STAMP FOLDERS LOW COST . . . WRITE**

New ABT Challenger	\$42.50
Gottlieb Grip 3-Way Bouncer	24.50
Advance Electric Shocker	34.50
Advance Model D Ball Gum	18.75
Advance Model H Bulk Vend	11.90
Advance Hershey Bar Vend.	12.60
Selecteria, Used, 4 Col., 64 Bars	Write
Adam 4 Col. Gum	50.00
Card Vendor	22.50
Cards, All Series, M	12.50
Acorn Vendor	4.00
Penny Weighing Scale, in Case	13.95
	18.50

**USED BULK VENDORS, ALL MAKES OVER A THOUSAND NEW MACHINES ALWAYS IN STOCK**  
Factory Distributors

1/3 Dep., Bal. C. O. D.

**Uneeda Starts Shipping New Brush-Up Unit**

NEW YORK, July 2.—The Uneeda Shine Machine Company this week began deliveries of its new "brush-up" unit, introduced as a means of securing locations and attracting customers who object to the use of wax and polish automatic shiners. But, stressed Sam Sacks, president, the firm is still maintaining quantity production of its standard wax shiner to meet a continuing demand.

Priced the same as the wax shiner, the brush-up unit, Uneeda's Model 800, uses the same cabinet as the earlier machine. But the wax applicator has been removed from the interior, and it has four brushes on its rotating shaft instead of two. On each end of the shaft is carried a hair brush, for the removal of dust and grime, and a cotton yarn buffer, intended "to bring up the original luster" of the shoe. Thus, black and brown shoes use separate sets of brushes.

**Customer Troubles**

The design of the Model 800 followed a survey by Sacks among shoe-shine machine locations and patrons. This survey disclosed, he said, that many people shy away from conventional shine equipment, since its use might label them as "too cheap" to pay for a hand shine. Also, many potential users of automatic equipment are afraid that wax or polish may be applied inadvertently to their trouser cuffs or socks. Others hesitate to treat their shoes to the polishing action of a brush that has just been used on shoes of another color, according to Sacks.

"This machine is not intended to give a 'hand' shine," warns a plaque on the cabinet of the Model 800. This "honest description" of the unit's capabilities will attract customers who just want to return a clean finish to shoes shined earlier by hand, said Sacks. He maintained that his survey uncovered many such people.

**Wm. Wrigley Intros 18-Stick Gum Pack For Sales Testing**

CHICAGO, July 2.—William Wrigley Jr. Company reports it is sales testing a new 18-stick gum package to determine if the public is interested in a large size package in preference to the standard five sticks.

The new package, which is similar to the 5-cent pack in both color and design, is slightly smaller than a package of cigarettes. The outer wrapper is of laminated aluminum foil, paper and cellophane and is folded and sealed at each end.

**A. B. C. POPCORN CO., Inc. "French Boy Products"**

MANUFACTURERS OF THE ORIGINAL AND MOST BEAUTIFUL HOT POPCORN DISPENSER, 11,000 LITTLE GIANT HOT POP CORN DISPENSERS manufactured and now on location. Time-tested and proven successful. New low price \$45.00 each, F. O. B. Chicago. Write today for further details

**A. B. C. POPCORN CO., Inc.**  
3441 WEST NORTH AVENUE, CHICAGO 47, ILLINOIS

**ALPHABETO CHARMS**

(Complete alphabet and 10 numerals) THE MOST POPULAR CHARM ON THE MARKET. Exceptionally low prices. Immed. delivery Other Charms available. PAUL A. PRICE CO. 220 Broadway New York 7, N. Y.

**VICTOR'S AMAZING NEW TOPPER**

4 Toppers to a case. \$43.00 Per Case. \$10.75 Per Mach.

5/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26c LB. 170 & 210 27c LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER

**PISTACHIOS** 25 lb. carton Large, 68c lb. Small, 49c lb. Full Cash With Order.

**Plastic Charms** \$2.50 Per 1000

**SPECIAL JULY OFFER**  
4 Toppers P L U S 25# 170 Ball Gum PLUS 1000 Charms all for ONLY \$50.00

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7997

**NOW HI-HO'S 3-PURPOSE TRAYS**

**HELPING HAND**

1. Use on Counter or Bar (rubber feet)
2. Use on Wall Bracket (fit any standard wall bracket)
3. Use on Stand (1" threads fit any standard stand—no flange or crossbar needed)

Fussy location owners welcome new style trays because they keep merchandise off the floor!

Write E. LA RUE Sales Mgr. 540-542 Hayes St. San Francisco, Cal.

**LEON "HI-HO" SILVER**

**\$\$ THEY'RE NEW \$\$**

**WHO'S WHO IN BASEBALL**

SEE PAGE 72

**TOPPER \$10.00 EA.**  
IN LOTS OF 100

24 to 44, \$10.50 ea.  
4 to 20, \$10.75 ea.

Packed 4 to a case.

Vends Ball Gum and Charms. Also Bulk Merchandise.

Made by Victor, Mfrs. of World's Finest Vending Machines for Past 15 Years.

**JACK NELSON & CO.**  
2320 Milwaukee Ave. Chicago 47, Ill.

**ATTENTION POPCORN MACHINE DISTRIBUTORS AND OPERATORS**

Support specially made hybrid POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags. 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ Machines.

Wire or Write for Prices.

**Dwight Hamlin Company**  
5958 Baum Blvd. PITTSBURGH 6, PA.

**FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE**

# Ops Speak Mind on Commissions

## AMI Testing Tele-Juke Combo With Slave Units in Jersey

GRAND RAPIDS, Mich., July 2.—In a further attempt to exploit all possibilities of a relationship between coin television and music machines, AMI, Incorporated, in co-operation with General Electric Company's Specialty Division, Syracuse, is now conducting tests on a combination juke-television set featuring 20 slave units installed in cafe booths.

John Haddock, AMI president, pointed out that the latest experiment is taking place in Hoboken, N. J., and differs from previous tests only in that slave units are being used. As in other efforts made by AMI, the location owner or his representative, actually determines whether the machine will play music or show television. In either case the booth patron inserts his coin in the same chute. If television is being shown, the patron may view the program right in his booth at the rate of three minutes for a nickel.

Altho the master set is supplying a signal to booth sets continuously it

operates only when the owner selects television and patrons deposit coins. Only sound volume can be controlled on the booth sets; all other regulation must be done thru the master receiver. Each booth set contains approximately half the parts necessary for a full receiver, including the loud-speaker.

Haddock stated that it will be months before the value of the new tele-juke system can be determined. Meanwhile he emphasized that no attempt will be made to price or market the new product.

Other tests on AMI-tele units without slave units are currently going on in Chicago, Memphis and New York.

## Trans-Vue Moves To New Hdqtrs.; Intros Home Video

CHICAGO, July 2.—Rudy Greenbaum, president of Trans-Vue Corporation, has announced the firm's move to new and larger quarters at 1139-41 South Wabash Avenue here. The building, which incorporates both showrooms and production facilities for the new line of home television sets, offers 12,000 square feet of space.

Greenbaum also reported initial work on the new line of Trans-Vue Sine Television Line, which is making under RCA license. The commercial television line, introduced during the CMI show here last January, continues to be produced by Belmont Radio Corporation under specifications of Trans-Vue.

## MAPOA Names Officers; Okum Vice - President

DETROIT, July 2.—Ben Okum, Kay Vending Company, was elected vice-president of the Michigan Automatic Phonograph Owners' Association (MAPOA) by the electoral committee of the organization. Other new officers are: Edward Grodzicki, E & G Music Company, secretary-treasurer; Jack Baynes, Baynes Music, and Gerhard (Gay) Wobermin, of Gay-Coin Distributors, trustees.

The new officers will serve until next February, according to Roy W. Clason, business manager. Maurice Goldman, president of the association, was elected last year for a two-year term under the by-laws.

## Seeburg-TWA Promotion

CHICAGO, July 2.—Pop tunes from 20 years ago are playing this week in all 28 TWA Airline points as the J. P. Seeburg Corporation here helps TWA celebrate its 20th anniversary.

In TWA ticket offices and terminals, Select-o-Matic 100's occupy a prominent place, displaying signs which read, "Seeburg Salutes TWA." Airline travelers, making trip arrangements or waiting to be transported to the airport, are invited to play the phonograph. Altho credits must be racked up, the boxes are set to operate without coins.

First disk in the magazine is a special recording prepared by TWA. It contains a capsule history of TWA since its birth in July, 1929, and then invites travelers to entertain themselves with the 20-year-old pops.

Sponsored and endorsed by Seeburg's factory executives, the boxes were placed by local distributors.

## Subject Is Most Pressing Problem Facing Industry; Competition Is a Factor

52.3 Per Cent Believe Revised Scales Could Be Okayed

(Editor's Note: The following story is based on operator comment concerning The Billboard's recent survey of the music machine business. Final installment in the survey report was published last week.)

CHICAGO, July 2.—Operator comment on *The Billboard's* recent survey of the music machine business has leaned strongly to suggestions for revising commission schedules—all the way from pleas for a national 70-30 or 60-40 arrangement to outlines of sliding scale methods which operators have used and found practical.

Commissions, judging from comments received, are more of a problem than the cost of equipment, the cost of records or salaries paid routemen and mechanics. Most of the operators agree that they have been giving away

too much of their weekly gross. And most of them are determined to correct the situation if at all possible.

It is interesting to keep in mind that of the 561 music operators participating in *The Billboard's* music survey, more than half (52.3 per cent) said they believed commission schedules could be changed in their territories. Only 1 per cent of the 561 were "doubtful" that a change could be effected and the remaining 47 per cent went on record as stating commissions could not be changed in their areas.

Diversified operations, particularly those which incorporate both games and music—as most of the juke box operations do—present another kind of problem.

One operator declared, "We usually (See *Ops Speak Mind* on page 152)

## Better PR by Ops Seen Aid To Take Hike

N. Y. Ops Mull Problems

NEW YORK, July 2.—Music machine operators must make location owners aware of the increased costs in phonograph operation and the value of adequate service, if they hope to achieve and maintain favorable commission arrangements, according to Albert S. Denver, president of the Automatic Music Operators' Association (AMOA). He told a meeting of AMOA members here Tuesday (28) that they should act individually as public relations men in dealings with locations.

The meeting, held at the Park Sheraton Hotel, was the last scheduled by the organization until next fall. Lasting until past midnight, it was well attended and given over almost entirely to open discussion from the floor.

With phonograph revenue currently below levels of last year and two years ago, operators seem agreed that the basic causes are the general economic condition of tavern patrons and continuing competition by free location television. But these conditions must be accepted as "normal" today, AMOA members were told; there is little they or the association can do to change them.

Income Hypos

The one practical way the operator can increase his income is by securing a larger segment of the gross juke box take. In order to get the location owner to agree to part with a small (See *BETTER PR* on page 152)

## 200 Ops Attend Distrib Record Shindig in L. A.

LOS ANGELES, July 2.—The second monthly record preview party sponsored by the W. H. Luenhagen Company, platter jobbers, drew 200 operators recently, Mary Solle, in charge of the shindig, reported. Idea of the get-together is to acquaint juke box operators with new records. Most platter firms were represented during the evening.

Guest star was Rudy Vallee. Records were spun for the guests by Bill Anson, local disk jockey. Artists attending and their labels, included the Ames Brothers and Joe Graydon, Coral; Billy Jacoby; Lesly Grey and Pat Michels, Castle; Doris Drew, MGM; Don Reynolds, Selective, and Arthur Lee Simpkins, Crystalette. Ted Mossman accompanied at the piano.

Recording company reps present at the gathering held at Rodger Young Auditorium included Jack Allison, Modern; M. L. Real, Mercury; James Warren, Central Records; Ben Pollack, Jewel; Leon Rene, Exclusive; Jo Perry, Decca, and Warren Coleman, Crystalette.

To make it easy for visiting operators to keep track of the records 20 pre-releases and records released during the previous week are listed in alphabetical order on a mimeographed sheet with artist, label, order number and comments on the tune included in the general information.

It was planned to discontinue the preview during the summer months, but operators requested the sessions be carried on during the hot months as it gives them a good picture of what is new on the platter horizon.

## AMI Coverage For Maryland, Ohio Expanded

GRAND RAPIDS, Mich., July 2.—In a move designed to increase its coverage in Ohio, West Virginia and Maryland, AMI, Incorporated, has appointed distributors for these States. John Haddock, president, announced this week.

Central Ohio Coin Machine Exchange, Columbus, headed by Woolf Solomon, will handle the Central part of Ohio and most of West Virginia. Other AMI distributors in Ohio are Lief Distributing, Cleveland, headed by Harry Lief, for the Northeastern part of the State, and T & L Distributing, Cincinnati, headed by Len Goldstein, for Southeastern Ohio. At one time Central Ohio Coin was a sub-distributor for AMI's Cleveland distributor.

The Maryland territory and the District of Columbia has been assigned to Chris Novelty Company, Baltimore. Virgil Christopher owns this firm which has just moved to 806 St. Paul Street, Baltimore, and now has 15,000 square feet of floor space for display and service purposes.

## Midland Music Wurlitzer Rep In Indianapolis

NORTH TONAWANDA, N. Y., July 2.—Midland Music Distributors, 409 North Noble Street, Indianapolis, has been named distributor in the Indianapolis area for the Rudolph Wurlitzer Company, according to an announcement made this week by E. R. Wurgler, general sales manager of the Wurlitzer company.

President of Midland is Irving Schwartz, who has had long experience in sales, merchandising and distribution. Manager of the firm is Vincent R. McCabe, a distributor of coin-operated equipment for 16 years. 11 of which have been spent with the Wurlitzer organization.

Jack Spratt could eat no fat,



His wife could eat no lean  
(TOO FEW SELECTIONS)

So Mr. & Mrs. Spratt's Cafe  
Has installed an AMI.



40 selections  
from 20 records

**AMI** Incorporated

127 NORTH DEARBORN ST., CHICAGO 2

**ST** ... IN BEAUTY —  
... IN TONE QUALITY —  
... IN DEPENDABILITY —

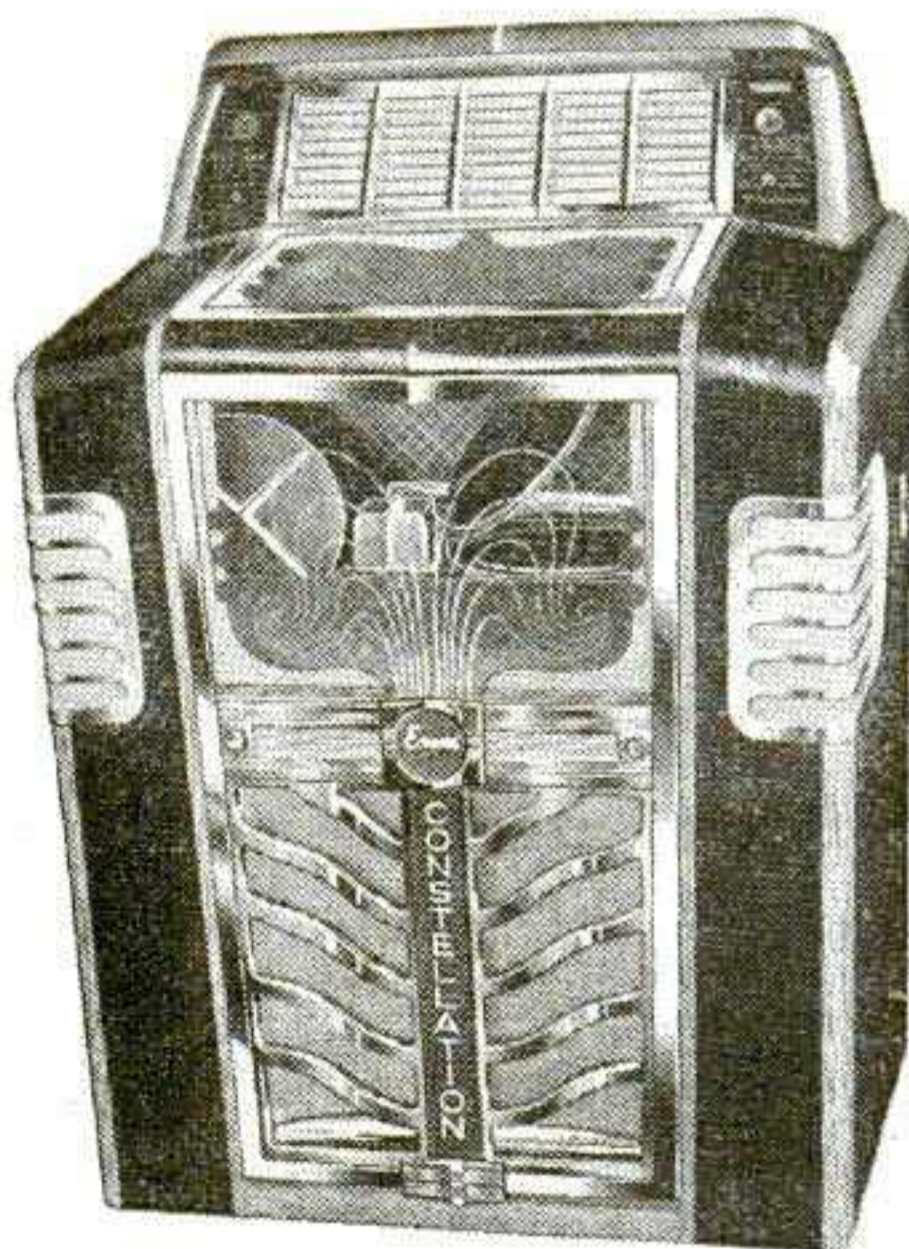
**EVANS' 40 SELECTION  
CONSTELLATION**



For Permanence,  
Stabilize with  
America's Brilliantly  
**BETTER**  
Phonograph!

See your Evans Distributor  
or Write Direct

Genuine Parts available for  
Mills Throne of Music,  
Empress,  
Original Constellation.



**H. C. EVANS & CO.**

9528 W. ADAM ST.

CHICAGO 7, ILLINOIS.

SEE OUR COIN MACHINE AD ON PAGE 170

**ADVANCE RECORD RELEASES**

**HOT JAZZ**

(Continued from page 36)

- That's My Bop**  
R Norris Quintet (Bop-Off) Monogram 139
- Two Left Feet**  
S. Hall & Band (Skip a) Jamboree 1001
- Uptown Boogie**  
I. Jacquet (Illinois Blows) Monogram 138

**INTERNATIONAL**

- A Media Luz**  
Freitas Concert Group (Strings/Spitz Wind Slegg) Pab MA-101
- Amusement Park Waltz**  
B. Gale Ork (I Love) Col 12410-F
- As Mi Telioni I Vnadia**  
Io. Georgakopoulou & Ork (Mires) V 26-8217
- Bei Dir War's Immer So Schon**  
A Kapitany-RCA Continental Ork (Ich Bin) V 25-4111
- Beer for Breakfast Polka**  
W. Wild & Trio (Whirly Girlie) Elite E-5004
- Bye Bye, My Baby**  
F. Yankovic & His Yanks (St. Bernard) Col 12414-F
- Cancao de Maria**  
Freitas Concert Group (Tarantelle) Pab MA-102
- Don't Cry, My Heart**  
Harmony Bells Ork (Oyra Oyra) Dana 2047
- Eight-Ball Polka**  
M. Mansec Ork (Yodellin' Jenny) Elite E-5003
- Ich Bin Heute Ja So Verliebt**  
A. Kapitany-RCA Continental Ork (Bel Dir) V 25-4111
- I Love an Old-Fashioned Polka**  
B. Gale Ork (Amusement Park) Col 12410-F
- La Feuille D'Erable**  
A. Viau-Baryton Avec Ensemble a Cordes (Souvenirs D'un) V 26-7038
- La Legende Des Flots Bleus**  
A. Viau-Baryton Au Piano-R. Van De Goor (La Voix Des Erables) V 26-7037
- La Voix Des Erables**  
A. Viau-Baryton-Au Piano-R. Van De Goor (La Legende) V 26-7037
- Love Notes**  
F. Montecassino Quintet (Seashore) Cap. 57-53301
- Mires**  
M. Low-N. Giacovlef Ork (As Mi) V 26-8217
- Oyra Oyra Polka**  
Harmony Bells Ork (Don't Cry) Dana 2047
- St. Bernard Waltz**  
F. Yankovic & His Yanks (Bye Bye) Col 12414-F
- Seashore**  
F. Montecassino Quintet (Love Notes) Cap 53301
- Sogno D'Amore**  
Italia Vaniglio-D. Olivieri E La Sua Ork Dei Microfono (Tristezza) V 25-7116
- Souvenirs D'un Viellard**  
A. Viau, Baryton Avec Ensemble a Codes (La Feuille) V 26-7038
- Strings/Spitz Windslegg Swing**  
Freitas Concert Group (A Media Luz) Pab MA-101
- Tarantelle**  
A. Rudnitsky & Freitas Concert Group (Cancao de Maria) Pab MA-102
- Lackawanna Polka**  
W. Wild Ork (Up All) Elite E 5005
- Uptown Waltz**  
Sokach-Habat Polka (Tell Me) Dec 45077
- Tell Me a Story**  
Sokach-Habat Polka Ork (Uptown Waltz) Dec 45077
- The Joka Polka**  
The Welder Brothers (The Schnitzelbank) Cap 57-700
- The Schnitzelbank Polka**  
The Welder Brothers (The Joka) Cap 57-700
- Tristezza**  
Italia Vaniglio-D. Olivieri E La Sua Ork Dei Microfono (Sogno D'Amore) V 25-7116
- Up All Night**  
W. Wild Ork (Lackawanna Polka) Elite E 5005
- Whirly Girlie Waltz**  
W. Wild & Trio (Beef for) Elite E-5004
- Yodellin' Jenny Polka**  
M. Mansec Ork (Eight Ball) Elite E-5003

**RELIGIOUS**

- Didn't My Lord Deliver Daniel?**  
J. R. Bradley-H. Dodson (If Jesus) Apollo 211
- Down on My Knees**  
F. Evans Gospel Trio (I'm Going) V (78) 22-0031; (45) 50-0015
- Every Time I Feel the Spirit**  
Richmond's Harmonizing Four (Who'll Be) Dec 48108
- Handwriting on the Wall**  
E. Beck & His Religion in Rhythm (Parts 1 & 2) Gotham G-611
- I Must Tell Jesus**  
The Famous Blue Jay Singers (Looking for) King 4298

- God Shall Wipe All Tears Away**  
M. J. ... (If Jesus) Coral 65011
- I Want To Be More Like Jesus**  
Sky Light Singers (Ride on) Manor 1189
- I Want To Go There**  
Harmonizers Quartet (I've Been) V (78) 21-0088; (45) 48-0087
- If Jesus Has To Pray**  
J. R. Bradley-H. Dodson (Didn't My) Apollo 211
- I'm Going To Rest From My Labor After a While**  
F. Evans Gospel Trio (Down on) V (78) 22-0031; (45) 50-0015
- I've Bee: Listening In on Heaven**  
Harmonizers Quartet (I Want) V (78) 21-0088; (45) 48-0087
- Looking for My Jesus**  
Shelly Quartet (I Must) King 4298
- Oh, My Lord**  
M. J. ... (God Shall) Coral 65011
- Ride On, King Jesus**  
Sky Light Singers (I Want) Manor 1189
- Take Hold the Life Line**  
Deep South Boys (Until I) Col 30165
- Until I Found the Lord**  
Deep South Boys (Take Hold) Col 30165
- When God Dips His Pen of Love in My Heart**  
Jewel Jubilee Singers (Who Shall) King 4301
- Who Shall Walk Through Gethsemane**  
Jewel Jubilee Singers (When God) King 4301
- Who'll Be a Witness for My Lord?**  
Richmond's Harmonizing Four (Every Time) Dec 48108

**LATIN-AMERICAN**

- \*California**  
N. Martinez-S. Almeida (Labios De) V 23-1298
- Campanitas Doradas**  
Perin Vazquez y Su Trio (Cuando Digo) V 23-1294
- Canto Al Trabajo**  
Hugo Del Cerril Con Coro y Ork Del Teatro Color (Los 60) V 23-1297
- Castigadora**  
M. Silva (Eso Es) V 23-1291
- Cuando Digo Si e No**  
Perin Vazquez y Su Trio (Campanitas Doradas) V 23-1294
- Dejame, Miguel**  
H. Bellsario Ork-V. Pinero (Incierto Atardecer) V 23-1296
- El Tango Desobediente**  
El Negrito Chevalier-S. Vargas Mariachi (Flor De) V 23-1293
- Eso Es Ment'ra**  
M. Silva (Castigadora) V 23-1291
- Flor De Lus**  
El Negrito Chevalier-S. Vargas Mariachi (El Tango) V 23-1293
- Incierto Atardecer**  
H. Bellsario Ork-J. Paiva (Dejame, Miguel) V 23-1296
- \*Labios De Coral**  
N. Martinez-S. Almeida (California) V 23-1298
- Los 60 Granderos**  
Hugo Del Cerril (Canto Al) V 23-1297
- Mientes**  
P. Arvalo (Vida De) V 23-1292
- Sur y Centroamerica**  
Canario y Su Grupo (Viajando En) V 23-1295
- Viajando En El Tren**  
Canario y Su Grupo (Sur y) V 23-1295
- Vida De Mi Vida**  
P. Arvalo (Mientes) V 23-1292

**CLASSIC & SEMI-CLASSICAL**

- Beethoven: Concerto in C Major for Violin, Cello, Piano & Ork—J. Corigliano-L. Ross-W. Hendl-Philharmonic Symphony Ork of New York-B. Walter. Dir. (4-12'')**  
Col (78) MM-842; (LP) ML 2059
- Blow Me Eyes—C. Lynch-E. Bossart (1-12'')**  
(My Pagan) Col (78) 7637-M; (LP) 3-247
- Don Cossack Concert Al'um—Don Cossack Chorus-S. Jaroff, Dir. (4-12'')**  
Col MM-844
- A Hazel Tree . . . Col 7637-M**
- Blessed Art Thou, O Lord . . . Col 7633-M**
- Holy God . . . Col 7636-M**
- On Saturday . . . Col 7635-M**
- The Lord's Prayer . . . Col 7633-M**
- The Sailor's . . . Col 7634-M**
- Twelve Robbers . . . Col 7635-M**
- Song of the Indian Guest . . . Col 7634-M**
- My Pagan Love—C. Lynch-E. Bossart (1-12'')**  
(Blow Me) Col (78) 7637-M; (LP) 3-247

**CHILDREN**

- Three Little Pigs Album—D. Wilson & Original Cast (2-10'')**  
Cap DBX-3013; Cap 77-30041; 77-30042
- Tickety Toek Album—K. Manning-A. Q. Bryan (1-12'')**  
Capitol EAS-3016; Cap 89-30045 (Parts 1 & 2)

**GOES OVER**

**The  
WURLITZER  
1080**

*Personalized*

**with the location  
name**

**BIG**

**WITH LOCATIONS**

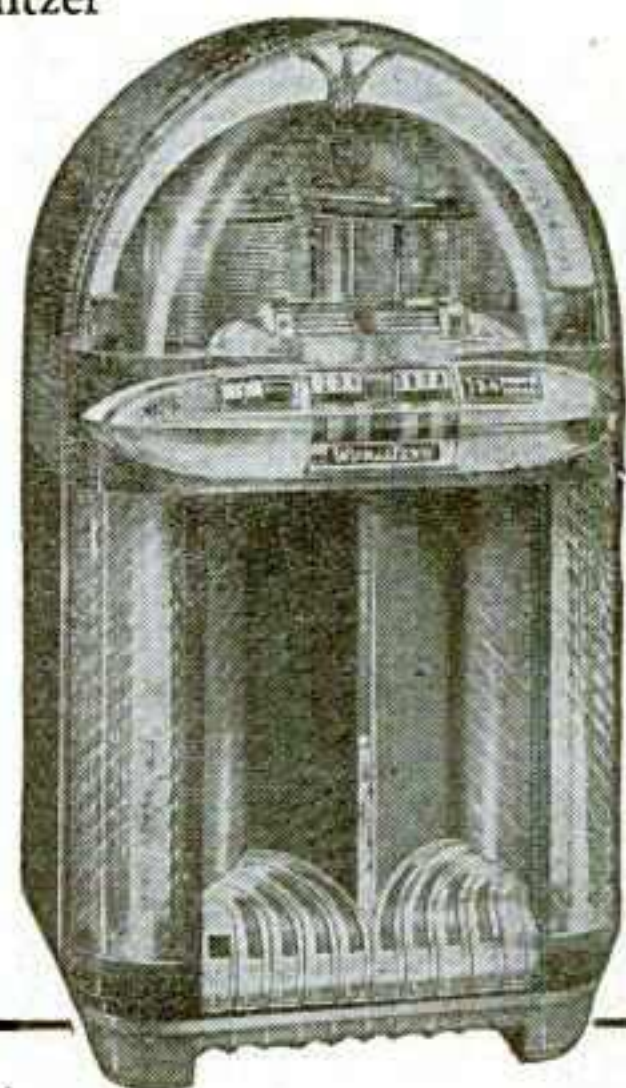
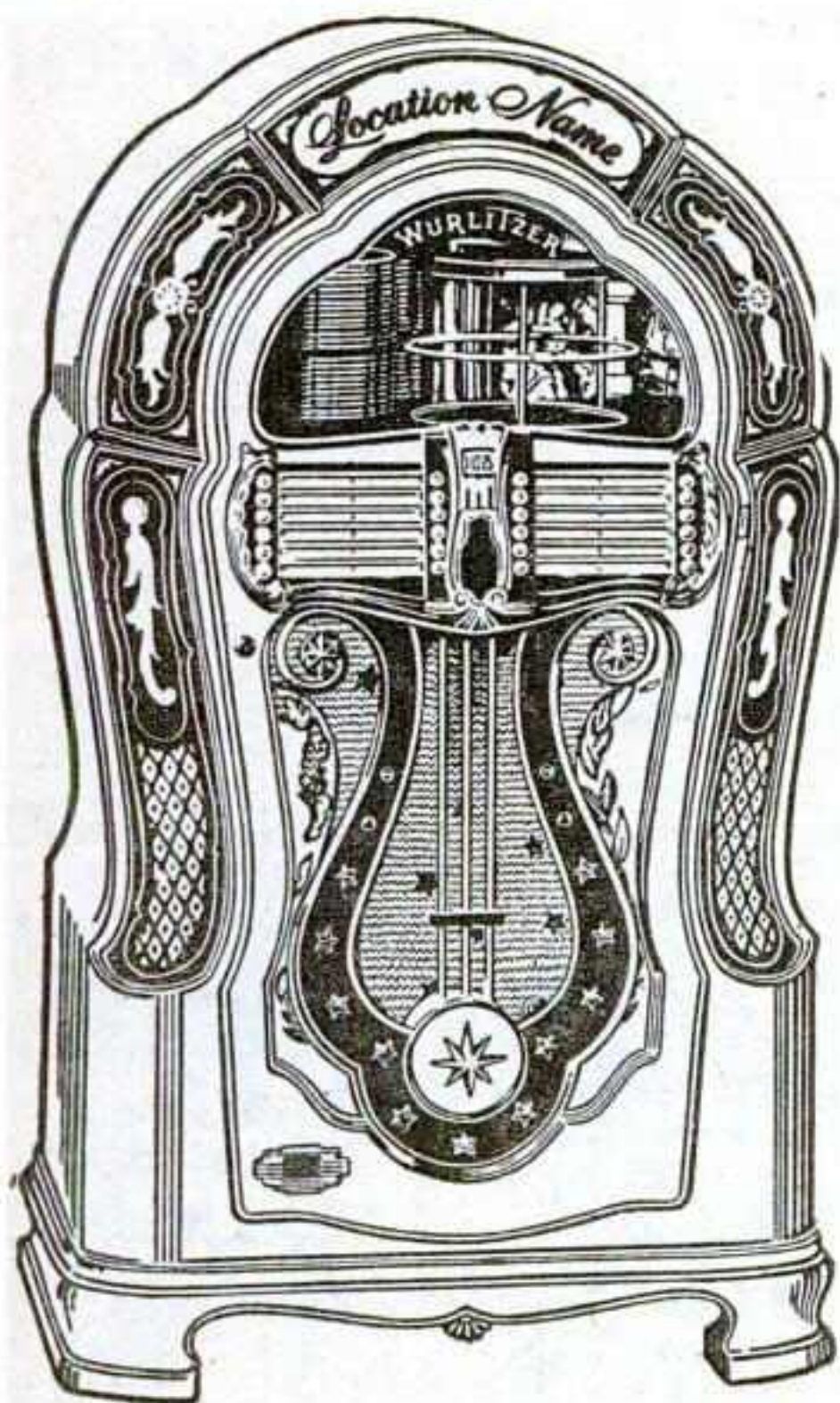
**Sells them well—Keeps them sold  
AT NO COST TO YOU**

A new Wurlitzer 1080 is the **GREATEST** dollar-for-dollar value offered operators today. Every ounce and inch is phonograph value—honestly priced without padding to provide a fictitious trade-in allowance.

**PERSONALIZE** it with the **LOCATION NAME... AT NO COST TO YOU...** and you give an already phenomenal phonograph an **EXTRA TOUCH** that clinches every location where it's installed.

Let your Wurlitzer Distributor show you the new **PERSONALIZED 1080** with its *new brighter overall illumination... its new gleaming gold record-changer compartment background*. Then see the plastic crest he'll supply **FREE** with the location name in the style of lettering you and your location prefer.

Your own experience will tell you that a new **WURLITZER 1080** carries *the right number of records, 24*—packs more **EYE APPEAL, PLAY APPEAL** and **EARNING POWER**—is the lowest priced **QUALITY** phonograph on the market. The Rudolph Wurlitzer Company, North Tonawanda, New York.



**MODEL 1100** Top-ranking deluxe phonograph, 100% planned by operator demand.

**SEE YOUR WURLITZER DISTRIBUTOR FOR FINANCING,  
TRADE-IN ALLOWANCES AND DELIVERY DETAILS**

**Active Amusement Machines Co.**  
666 N. Broad St., Philadelphia 30, Penna.

**Alfred Sales, Inc.**  
881 Main St., Buffalo 3, N. Y.

**Angott Distributing Co., Inc.**  
2616 Puritan Ave., Detroit 21, Mich.

**Brady Distributing Co.**  
522 E. Trade St., Charlotte, N. C.

**Brandt Distributing Co., Inc.**  
1809 Olive St., St. Louis 3, Mo.

**Bush Distributing Co.**  
286 N. W. 29th St., Miami, Fla.

**Cain-Caillorette Motors, Inc.**  
1502 Broadway, Nashville, Tenn.

**Central Music Distributing Co., Inc.**  
1523 Grand Ave., Kansas City 8, Mo.

**Cleveland Coin Mach. Exchange, Inc.**  
2021 Prospect Ave., Cleveland, Ohio

**Commercial Music Co., Inc.**  
726 N. Ervay St., Dallas 1, Texas

**Cover Distributing Co., Inc.**  
1004 N. Walnut St., Oklahoma City, Okla.

**Coven Distributing Co., Inc.**  
3181 N. Elston Ave., Chicago, Ill.

**Cruze Distributing Co., Inc.**  
105 Virginia St., W., Charleston, W. Va.

**Emarcy Distributing Co.**  
348 Sixth St., San Francisco, Calif.

**F.A.B. Distributing Co., Inc.**  
1019 Baronne St., New Orleans 13, La.

**Hart Distributing Co.**  
906 Elliott Ave., W., Seattle 99, Wash.

**The Arthur Hermann Co., Inc.**  
282 Central Ave., Albany, N. Y.

**Iowa Music Distributors, Inc.**  
764 Ninth St., Des Moines 14, Iowa

**Lieberman Music Co.**  
1124 Hennepin Ave., Minneapolis, Minn.

**Midland Music Distributing, Inc.**  
409 North Noble St., Indianapolis, Ind.

**Music Distributing Co.**  
420 N. Craig St., Pittsburgh 13, Penna.

**O'Connor Vending Machine Co.**  
2320 W. Main St., Richmond, Va.

**Redd Distributing Co.**  
298 Lincoln St., Allston 34, Mass.

**Sicking, Inc.**  
1401 Central Parkway, Cincinnati 14, Ohio

**Siegel Distributing Co., Ltd.**  
477 Yonge St., Toronto, Ont., Can.

**Southland Distributing Co.**  
1128 S. Crenshaw Blvd., Los Angeles 6, Calif.

**Steele Distributing Co.**  
3300 Louisiana St., Houston, Texas

**Sterling Service**  
Rocky Glen Park, Moosic, Penna.

**United Coin Machine Co., Inc.**  
3724 W. Vliet St., Milwaukee, Wis.

**Williams Distributing Co., Inc.**  
1082 Union Ave., Memphis 3, Tenn.

**The Winters Distributing Co.**  
1713 Harford Ave., Baltimore 13, Md.

**Wolf Sales Co.**  
1932 Broadway, Denver 2, Colo.

**Young Distributing, Inc.**  
525 W. 43rd St., New York 18, N. Y.

# ONE

A one-cent postcard to us today will bring you the good news of how you, too, can make real money with **TRADIO** and **TRADIOETTE** installed in public locations. Our factory is going full speed keeping up with orders from our operators for these famous, pioneer coin-operated radios. **GET YOUR SHARE OF THE HEAVY SUMMER BUSINESS.**

You need no experience. Write today—NOW—WHILE YOU ARE THINKING OF IT.

**TRADIO** ASBURY PARK NEW JERSEY

For the Finest in Record Reproduction Use the New

## O. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Removable Needle

- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In



Wurlitzer Seeburg Rock-Ola A.M.I. \$14.95  
Elec. Cancel \$4 extra  
Also other makes.  
**ADVANCE MUSIC CO.**  
1606 Grand Kansas City, Mo.

## See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of *The Billboard* are: **PLUG DYING ON ITS FEET?** Radio, disk jockeys and juke boxes have made inroads on the traditional routine of the "plug" tune. **MARKS QUILTS SPOTLIGHT;** CAPRI LAUNCHING CONTINUES. Prexy resigns because of ill health; biz continues with Capri label beamed toward juke ops. **ROBBINS TO PLUG TUNE VIA JUKES.** Robbins Music is spotting a Vera Lynn tune in Philly juke boxes in hopes to repeat success of *Again*. **DIAL PURCHASES COMET CATALOG.** The diskery, pioneer bop indie, has bought the Comet catalog from Black & White. **RCA POPS ADDS O'DUFFY, DEUTSCH.** Emery Deutsch and Michael O'Duffy have been added to the RCA Victor pop roster. *And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.*

## BETTER PR BY OPS

(Continued from page 149)  
portion of his expected commission, the operator must discuss his problems on a "man to man" basis with the proprietor. He can be shown, said Denver, that operation costs have skyrocketed and that good service costs money. He emphasized that it is not the association's function to attempt to impose new commission agreements. Denver reminded the operators that circumstances differ from location to location. Varying competitive forces, such as the solicitation of locations by a small number of distributors for the direct sale of equipment, make the securing of fair commission deals difficult. He said that operators must determine for themselves the approach to use in individual cases.

## Ops Speak Mind on Commissions, Toughest Problem for Industry

(Continued from page 149)  
set a music commission after a machine has been on location a few weeks, the purpose being to see about what the gross is going to be. Then we come to terms. We try to get \$10 per week for ourselves. We find the best deal to work on is \$10 per week rental on a postwar machine and let the customer play all the music he wants. "This territory is operating one-ball machines and this affects our commissions tremendously. For example, we have one location which

has returned a consistently high gross for two years on one-balls. Then we installed a new phonograph in the spot, and it averaged, after a 50-50 split, \$4.25 weekly. But the one-ball makes this a profitable stop so we do not argue about the music commission."

The injustice the traditional 50-50 split works on some operators was graphically described by the owner of a Kansas music route who wrote, "I think nickel play is okay, but I would like to see operators get either a bonus or 60-40. My route is 75 miles long and if I have a service call at the end of the route I have a total mileage of 150 miles. I think it no more than fair for us operators out in these small towns to have a 60-40 basis."

Competition, of course, affects the commission picture, and many an operator commenting on the survey declared that operators have brought commission headaches on themselves. "Competition forces you to 50-50," a Pennsylvania operator wrote. "But in addition to 50-50, we must pay the city license of \$20 and the federal tax of \$10 because the other operators offer to pay it in order to get locations. The average operator denies this, but we are all guilty, especially in the good spots."

Operators are doing something about readjusting commission schedules in many territories, the survey comments show. An Illinois operator said he has "been in business for 23 months and (I) am the only operator in this territory who takes front money. No one complains. I think any operator could do the same if he would explain more of his costs to the location. Unfortunately, the old-time operators are only interested in the money they can get out of their oldest equipment. I started 23 months ago in business for myself after five years with one of the oldest operations in this territory."

Music operators, said a South Dakota juke box owner, should "have a sliding scale commission. If the location takes in more than \$40, they should be entitled to 50-50; but if the location goes below \$40 they should be allowed only 40 per cent; and if the location's gross goes below \$25 in two weeks they should be given only one-third.

"This sliding scale," the operator continued, "will build up the poor locations because they all want 50-50 and will be working to get over the \$40 mark even if they have to jar loose a nickel or dime now and then themselves."

Complaining about competitive practices and commissions, an Arkansas operator said, "Some operators give their locations Roosevelt dimes; others give them from one to five rolls of nickels. My suggestion is this; if you have anything to give your locations give them better equipment, better records and better service."

HARTFORD, Conn., July 2.—The Internal Revenue Department reported this week over 5,000 pinball machines have been licensed in Connecticut. The license fees, \$10 annually, must be paid by June 30.

At the same time the department stated that approximately 180 private clubs had paid the federal bell machine tax which is \$100 per machine annually.

## New Improved South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly

No Record Wear No Scratch, Long Life

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs Except Counter Models and P-12. When ordering 616 or earlier, please specify.

FULLY GUARANTEED - ORDER TODAY

**\$11.95**

COMPLETE—POSTPAID

● Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

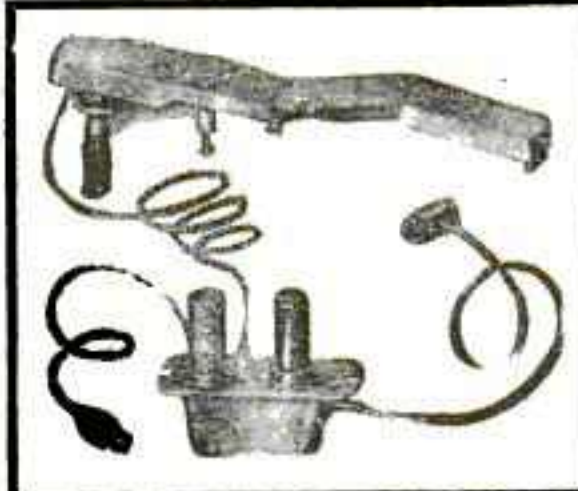
JOBBERS' INQUIRIES INVITED

## Phillips Distributing Co.

2816 Aldrich Avenue South Minneapolis 8, Minn.

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Profits soar . . . and trouble is eliminated with complete satisfaction when you use the new LIGHTWEIGHT PICKUP for all Wurlitzers and Seeburgs. NOTHING TO CHANGE . . . just plug it in—Tone-Arm pays for itself in 15 weeks . . . needles last 15,000-25,000 plays. 100% return on your investment guaranteed for 90 days, or your money refunded—no questions asked!



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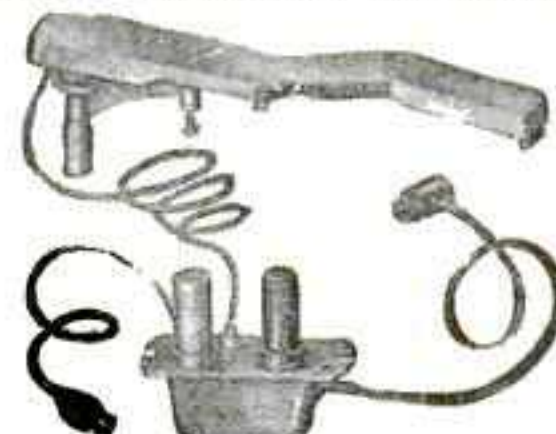
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# Mfrs. Shuffle Off in St. Louis

## Manufacturers Call Chicago Meet August 1

### Report on TSAA, Talk Org

ST. LOUIS, July 2. — A special two-day meeting of all manufacturers of shuffleboards and shuffleboard accessories will convene at the Hotel Sherman, Chicago, August 1 for the purpose of talking over the program and policies of the Table Shuffleboard Association of America (TSAA) and to further consider the all-important problem of organization of league and tournament play on an industry-wide basis. The emergency meeting, voted during the closing hours of the First Annual Conference On Table Shuffleboard Wednesday (29) by representatives of 12 manufacturing firms, will be open to all manufacturers, regardless of whether they were present at the meet here. Only certified representatives of firms, however, will be admitted to the sessions.

Co-chairmen of the manufacturers' meet will be Clayton Nemeroff, Monarch Shuffleboard Company, and William Tucker, Purveyor Shuffleboard Company, both of Chicago. Participating in the Wednesday meeting in addition to the co-chairmen, were Sol Lipkin, representing National Shuffleboard Company, Orange, N. J.; Ed Lake, Rock-Ola; William Raab, American; Julian Crum, Shuffleboard Specialists; Jackson Downs, Penn Shuffleboard; E. E. Tannehill, Supreme (Stone Propellor); C. DeCepoli, Sun Glo Shuffleboard Supplies, Inc.; Eli H. Tjomsland, Vibra Vita Products Company; Angelo Arcuti and S. P. Lazarus, Wax-Ola, and W. Schrader, Baltimore.

### Invite All Firms

Acknowledging the need for organization within the industry, so that player interest in shuffleboard can be built via leagues and tournaments on local and national scales, the manufacturer representatives present expressed the hope all manufacturers of shuffleboards thruout the country would attend the August 1-2 meeting in Chicago, so that a program could be decided upon at that time.

"For this reason," said the representatives, "it is necessary that all manufacturers attending the Chicago meeting be certified by their companies. Then we will know that everyone present represents an established firm and has the certification, or authority, to speak for that firm."

### Delay Action

Stressing thruout the three-day sessions that they were present only to observe proceedings and report back to their firms, majority of the manufacturers held to that role as the meetings progressed. Tucker, Lipkin, Lake, Nemeroff, Tannehill and the others, however, offered and gave their help in talks, but refused to be pushed into making any com-

## Des Moines Solons Plan New Licenses

DES MOINES, July 2.—The Des Moines City Council has drafted an ordinance which would license shuffleboard games. Under the proposed act the tables would be licensed at \$5 each.

## Sun Glo Intros Manual Scorer; To List at \$18

ST. LOUIS, July 2.—Sun-Glo Shuffleboard Supplies, Inc., introduced to the industry its newest development, a manual scorer, during the three-day shuffleboard conference here this week. Charles DeCepoli, president of the firm, said the new scorer, which supplements the firm's line of waxes, will list for approximately \$18. It is now in production and deliveries will start within the next three weeks, he said.

The scorer has a wood base with plastic slides, registering scores from (See *SUN GLO INTROS* on page 157)

## Conference Hits Snag When Industry Reps Vote 30-Day Hiatus; Players Okay TSAA

### Specific Financial, Organization Data Are Requested

By Norman Weiser

ST. LOUIS, July 2.—An attempt to weld the shuffleboard industry, from player to manufacturer, into a national organization got under way here Monday (27) when Lee S. Wheeling, local operator, acting as general chairman called the first an-

nual conference on table shuffleboard (facts) to order. By the time the smoke had cleared late Wednesday the manufacturers' bloc, headed by representatives of the big three (National, Rock-Ola and Standard), had withdrawn from active participation to await a more complete breakdown of the aims of the sponsoring committee, and, in spite of a recommendation by the manufacturers' representatives to the contrary, a permanent group of officers was selected and a player association had taken form.

Almost from the opening hour of the scheduled three-day conference, factors obviously not anticipated by the steering committee threw the sessions into what at times resembled complete confusion. A planned program, closely rationing the hours in each day so as to allow for the election of a group of officers as the final remaining business, was disrupted time after time as the contradictions in the program began to evidence themselves. Too, a disappointing attendance found approximately 35 persons on hand for the meeting with the manufacturers group of 12 firms the largest, numerically speaking. These manufacturers, with only a few exceptions, were on hand for just one reason—to look and listen, then report back to their firms on facts and its proposal to set up the Table Shuffleboard Association of America (TSAA), the purpose of the conference. In addition there were (See *SHUFFLEBOARD MEET* on page 156)

## Detroiters Take Steps To Form Shufflebo'd Org

DETROIT, July 2.—A decision to include the shuffleboard field within their scope of operation was made Wednesday night (29) by the members of the Michigan Miniature Bowling Association (MMBA), in the first step to establish a formal shuffleboard organization here.

MMBA, organized three years ago, includes operators of coin amusement equipment which is legal in the Detroit or Southeastern Michigan territory, rather than the more restricted field indicated by its name which has never been changed. An informal survey showed a significant number of MMBA members either already had a few shuffleboards on their routes, or were planning to add them in the near future.

According to Maurice Feldman, of Central Coin Machine Exchange, association secretary, "free play shuffleboard has been the rule in Detroit for a long time, and it has accordingly been difficult to put in the regular coin-operated type. However, we believe the time is right to go out and convince tavern owners or others who have been using free-play shuffleboards, that to place the coin mechanism on such games and operate them in the usual fashion will be more profitable in the long run."

Entry of this organization into the (See *DETROITERS TAKE*, page 157)

## U. S. Woodcraft Sets Up New Shuffpins Sales Org

LOS ANGELES, July 2.—A new sales organization headed by Dan Lufkin, long-time operator and former sales manager for American Shuffleboard Sales Company here, is being set up by U. S. Woodcraft, one of the largest manufacturers of shuffleboards on the Coast, to handle California Shuffpins.

Formerly known as Olympic Shuffpins, the game is only the forerunner of others to come, President Winston N. Salsbery stated. A full-scale manufacture of coin-operated games is planned by the company. Ten distributors have been signed for California Shuffpins, games now on the drawing boards will be assembled and put on test locations.

The game incorporates features of shuffleboards and bowling and is played with a weight. Scoring is the same as in bowling. The glass backstop above the end of the 12-foot board will now feature beach and desert scenes in keeping with the new California name. The game is being produced at the rate of 10 per day at the company's three local plants. A St. Louis plant with an area of 30,000 square feet is turning (See *U. S. WOODCRAFT*, page 154)

### EDITORIAL

## What Happens Next?

What happened in St. Louis at the first annual conference on table shuffleboard is now a matter of record. While all industry representatives present were of a single mind as to the value of organization and league and tournament promotion, they could not, and would not, commit themselves to a program as vague as the one offered by the steering committee. As is explained in the adjoining column, the manufacturers are now awaiting a complete prospectus from the Table Shuffleboard Association of America (TSAA), then they will convene their own meeting in Chicago August 1-2 at which time future plans will be decided.

At least one thing was accomplished in St. Louis. An organization (the TSAA) was formed. At present it represents only the player phase of the sport. As such, it has a long row to hoe. It will cost the TSAA approximately \$2.50 to collect \$1 in dues from each player. That this is a losing proposition is obvious. That the setting up of the industry phase of TSAA is a vital necessity, therefore, is also obvious. The manufacturers are the focal point on which the TSAA stands or falls. Not only because of the money they can pour into the association to get it organized, but because the big three already have the promotional organizations necessary to stage tournaments on a national basis.

### Manufacturers To Meet

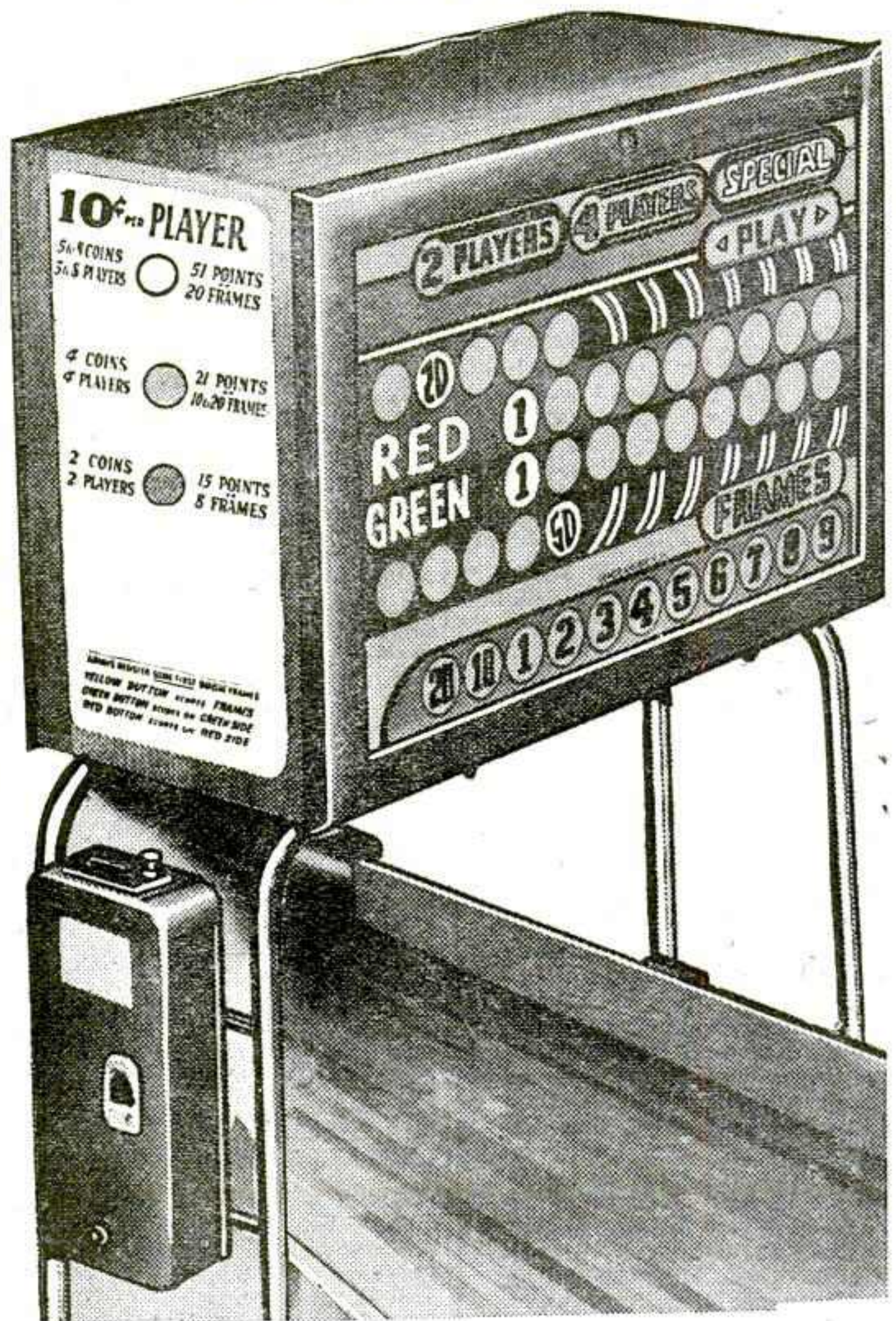
Because the committee staging the St. Louis show could not give those manufacturers' representatives present a concise, clear picture of their aims, purposes, and more importantly, their financial structure, the conference ended on a note of indecision. Asking manufacturers for \$150,000 is easy. Backing up the request with plenty of facts and figures to prove the necessity for the grant is only good business. Unprepared with the latter material, and going contrary to the suggestions of the manufacturers that a temporary executive director be named to serve until they reached their decision, did not help the TSAA cause.

On August 1-2 the manufacturers thruout the country, those who were present in St. Louis, and all others who were not, will convene in Chicago. At that time they expect to study the prospectus submitted by TSAA. Either they will accept the TSAA and throw their all-important support behind the organization, or they will discard the group. In this event, there are two alternatives for the manufacturers: (1) Continue as is, with the big three carrying the ball (and paying the bills) for tournament promotion, or (2) the formation of their own industry-wide national organization, with an experienced league-tournament man as executive director.

The ball is now in the hands of the industry. What happens next depends on what decision they will reach come August 2.

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## "Co-Operative" Arcade Built Around Bank of Shuffleboards

(Continued from page 141)

shuffleboards. Also slated to be added is a shooting gallery with air pistols.

### 12 Operators Participate

One of the most unique features of the arcade is that the equipment is operated by 12 separate operators. None of the equipment is location-owned. From his past experience as an operator, Crews is well acquainted with the advantages of "operated" equipment.

"Not only does it maintain the good will of the friends I have built up in the operating business during the past decade, but it gives me a chance to have better equipment with only a minor investment and top-notch service," Crews says. "Another big advantage is that I'm not 'stuck' with the same equipment until it dies of old age. When play gets slow on one of the pins or amusement games, the operator just moves it to another location and brings me a new one."

Crews no longer operates any equipment himself, but his extensive contacts in Missouri operating circles are shown by the dozen operators who have equipment in the Columbia arcade. They come from all over the State. "And there hasn't been a single case of poor co-operation between them, even among operators with similar equipment in the arcade, and I don't expect any," Crews adds.

### League Play Started

Interest in the arcade is being built thru organization of a shuffleboard league. League play began two weeks ago with eight six-man teams sponsored by local merchants. By fall Crews plans to have 24 teams in action. League nights were a bit hectic at first, but Crews believes he has the kinks ironed out now. He is installing a public address system next week to aid in league play.

Indication of the success he can expect came shortly after league play began. To get the original teams, Crews had to make the rounds of local merchants with a big sales pitch on the value of having a team in the local shuffleboard competition (and to many, explain just what shuffleboard is and how it is played). Now, however, merchants are calling at the arcade regularly requesting permission to sponsor a team.

The present league play will run for 12 weeks. Organized play is scheduled for every Tuesday night. The schedule will shift to three nights a week in the fall, with two league schedules of 18 weeks each planned for the fall and winter season. Right now Crews is trying to organize a special contest between the editorial staff of the two rival local daily newspapers—*The Tribune* and *The Missourian*.

### College Business Helps

In addition to the merchants' teams, Crews expects to have a large number of teams from college fraternities, sororities and other groups. Columbia boasts three colleges, including the University of Missouri. Summer school students have shown a healthy interest in the arcade and particularly the shuffleboard tables, so when the 20,000 regular college students return to Columbia this fall, the arcade owners expect to see a marked increase in business.

The students produced a good volume of business for shuffleboards located in a dozen local establishments during the past year. The majority of the college business comes between September 15 and June 15.

To help fill in off-hours on the shuffleboard tables during the summer, Crews has established a special kids' rate of 5 cents per line between 10 a.m. and 4 p.m. Regular rate is 10 cents per person. But even during the summer the shuffleboard

is attracting all age groups. Crews reports players ranging from 6 to over 60. "After they play three or four games, they always come back for more," he claims.

Another play stimulator for the shuffleboard tables is the awarding of a free shuffleboard game to anyone scoring a winning count on the skeeball, baseball or pokerino games. "It works both ways," Crews reports. "It builds play on those games and also helps boost the shuffleboard."

In addition to the shuffleboard tables, the equipment in the arcade includes four pin games; three penny guns; two ray guns, with three more on their way; two coin-operated pool games; grip machine; juke box; basketball game; baseball game; pokerino; skee-ball; coin-operated shoeshiner; automatic coin changer, and candy, cigarette, soft drink, nut and popcorn venders.

One advantage of the arcade is its central location. It is situated in a ground floor corner of Columbia's leading hotel, within two blocks of the university campus and in the center of the city's business district.

## U. S. WOODCRAFT SETS

(Continued from page 153)

out 30 games per day, Salsbery stated, with a potential of 90 games daily for the two plants.

Lufkin, who left on a swing thru the Midwest and East to sign distributors, said that U. S. Woodcraft is handling all inquiries direct at their main plant in Redondo Beach, a suburb of Los Angeles.

Jobbers have already been signed in Oregon, Washington, Idaho, Montana, Texas and Northern California. There will be no exclusive deal in Southern California, Lufkin said, the game being open to all jobbers.

Until the advent of Shuffpins the company manufactured in excess of 4,000 shuffleboards under the Olympic Shuffleboard trade-mark to be distributed nationally by System Amusement Exchange. These boards, Salsbery stated, are still being turned out for distribution by this firm.

Formerly producers of wood toys and store fixtures, U. S. Woodcraft is turning all facilities toward the manufacture of coin-operated games. One of the pioneers in Coast shuffleboard manufacture, the firm is said to have been the first to use die stock for playing fields.

## MFRS. CALL CHI MEET

(Continued from page 153)

mitments. Instead, after holding a special caucus on Tuesday, they offered to the conference committee a recommendation that the committee draw up a complete bill of particulars, covering not only the constitution and by-laws of the TSAA, but its aims, the financial breakdown of the organization, including how much money was expected from the individual manufacturers, what salaries were to be paid and to whom, and all other pertinent data. This information will be submitted to each manufacturer for consideration. Then all manufacturers will gather in Chicago August 1-2 and discuss the information and relay their reactions. Manufacturers who were not present in St. Louis will be filled in at the Chicago meeting.

Because of the need for organization, and because those present in St. Louis felt that all recognized manufacturers in the shuffleboard field should have a voice in whatever move is made, it was determined to call the Chicago meeting. It was requested that manufacturers who wish to attend the session in Chicago mail in their intention to Nemeroff at Monarch headquarters, 1545 N. Fairfield Avenue, Chicago. At the same time they can send along their representative's certification.

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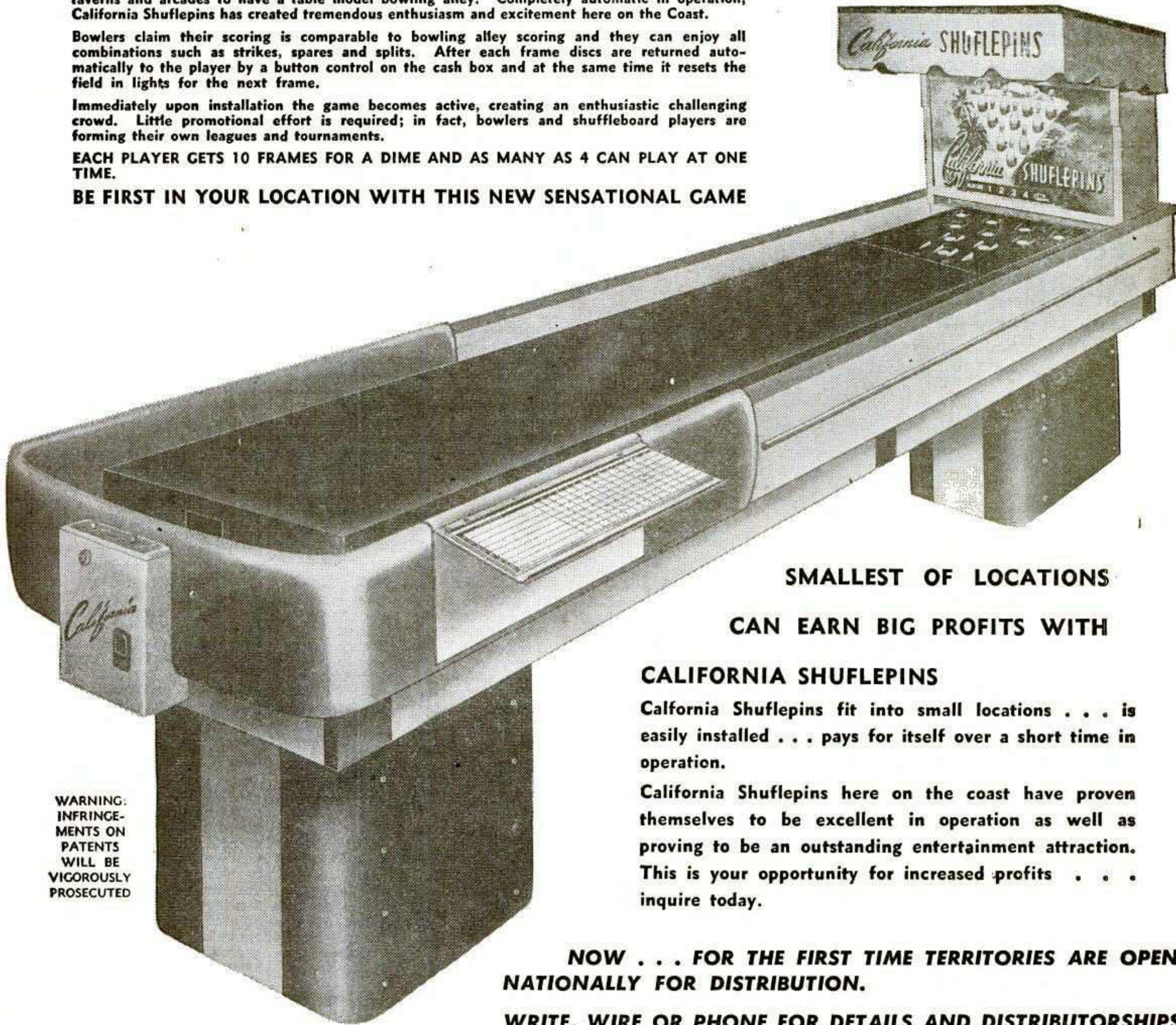
**U. S. WOODCRAFT, INC.**—originator and manufacturer of California's sensational Shuflepins game, announces nationwide distribution. California Shuflepins now make it possible for cafes, taverns and arcades to have a table model bowling alley. Completely automatic in operation, California Shuflepins has created tremendous enthusiasm and excitement here on the Coast.

Bowlers claim their scoring is comparable to bowling alley scoring and they can enjoy all combinations such as strikes, spares and splits. After each frame discs are returned automatically to the player by a button control on the cash box and at the same time it resets the field in lights for the next frame.

Immediately upon installation the game becomes active, creating an enthusiastic challenging crowd. Little promotional effort is required; in fact, bowlers and shuffleboard players are forming their own leagues and tournaments.

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SHUFFLEBOARD PARLOR in Wheeling, W. Va., helps promote game's interest thruout State. Boards above are located in the city's Miramar, which houses eight boards as well as amusement games, venders and a tavern. Installation was made by Nation-Wide Novelty's West Virginia distributor, Ace Coin Exchange. Charles Gillard, Nation-Wide official, returned from an inspection tour of the parlor with the news that business is steady in the new multi-board location.

# Shuffleboard Meet Snagged Over 30 - Day Hiatus Vote

(Continued from page 153)

about six players, several local operators and two St. Louis distributors in attendance, plus Joe Reynolds, acting executive secretary of TSAA.

### Progress Lags

Starting with the premise that the meeting was called to set up an organization national in scope, which would include manufacturers, their distributors, operators, locations, and, finally, the players, the sparse attendance, with the exception of the manufacturer group, was confined almost entirely to this area. One player, Al Jarvis, came from New Jersey, while another from Philadelphia was also present. A third, Francis Petersen, representing himself as an independent player from Chicago, was also on hand. Unlike the others, Petersen had been a distributor for National in Rock Island, Ill., and later a road man working on leagues for the same company. He had severed his connection only a few weeks ago.

Almost from the opening speech, delivered by Walter W. Gummerseimer, president of Lindell Sales Corporation, local distributor, it was evident that organizational discussions covering much of the basic information desired by the manufacturers were to be tabled. A point which was to develop into a major issue before too many hours passed, points versus frames, was introduced by Jackson Downs, Penn Shuffleboard, and was picked up by William Raab, American Shuffleboard.

At the conclusion of the first day, those in attendance had seen a chart laying out the two divisions of TSAA, one covering the sport phase, the other the industry. From this chart, as explained by Reynolds, it was seen that personnel would include a president, 3 vice-presidents, secretary-treasurer, executive director, board of directors numbering 18, 6 from players ranks, 6 more manufacturers, 3 operators and 3 distributors, field inspectors, legal department, and a public relations director. It was indicated only the executive director would draw a salary (amount not stipulated). The official program indicated elections to these officers would be held Wednesday afternoon.

### Rules Vs. Org

In a move which was termed by some as "putting the cart before horse," proposed rules were placed in discussion Monday afternoon, leading many of those present to believe that the organization of TSAA, and the obvious aftermath, the initial backing of same by the manufacturers had been presumed by the committee.

This reaction was so noticeable that Reynolds, in convening the conference Tuesday morning, reviewed the activities of the first day, and said the "organization must go ahead regardless of who comes in." He said the TSAA could go ahead without any one manufacturer, or without all manufacturers, but it would be better if they were a part of TSAA. Then followed further discussion on the points vs. frames question. It was finally decided to drop this problem and refer it to the executive committee.

### Brass Tacks

After recessing for lunch Tuesday, the sessions again got under way. Discarding the planned program, calling for further discussions on rules and regulations of shuffleboard play, Reynolds brought up the question of by-laws, constitution and financing for the TSAA. The first two questions were given cursory coverage, and then Reynolds plunged into the financing phase.

Proposing a budget of \$150,000 for the first fiscal year, to start July 1, Reynolds said this would allow an administrative fund of \$30,000 and \$120,000 for field expenses. Starting

off with the player, it was proposed that each would pay \$1 a year; locations, \$10 annually; operators, \$1 per board per year.

Then the subject of the manufacturers' contributions was reached. Before going into this phase of the problem, Reynolds said the manufacturers would probably have to underwrite the initial cost of the TSAA, but that they shouldn't have to put in any more money after the first year.

An attempt was then made to decide how the manufacturers would be charged, but this was cut short when Sol Lipkin, representing National Shuffleboard; Ed Lake, for Rock-Ola, and several others said they were in no position to decide this issue. It was finally agreed that the representatives would report back on the meeting as a whole to their headquarters and then make known their answers to the TSAA within 30 days.

Moving on to the sport angle, Reynolds said that existing leagues were practically the same as those being proposed by the TSAA, and that the latter could use these existing set-ups in its program. Lake, taking the floor, said he didn't know if his company would want to be absorbed, that Rock-Ola had put much money into their program and would have to be sure the TSAA could successfully complete its program before it would give up its plans.

It was evident that all manufacturers, thruout the meeting to this point, then on thru its conclusion, were agreed that a single organization handling leagues and tournaments could do much for the industry, but they believed such an organization must be a strong one.

### Manufacturers Meet

As the afternoon session wore on, William Tucker, Purveyor Shuffleboard Company executive, and one of the sparkplugs of the group, suggested that the manufacturers caucus at the completion of the current session.

With 13 persons, representing 12 firms present, this special session was called together late in the afternoon. As a result, Raab was instructed to ask the sponsoring committee to draw up its entire program (as yet unexplained in detail) covering aims and policies, financial structure and salaries, etc., which could then be presented to the home offices. At this meeting it was agreed to recommend that the board of directors be revamped so that the responsible parties in the industry would have representation. Minimum standards for all boards sanctioned by the TSAA were requested by Tucker, and his suggestion won immediate approval.

By Tuesday night it was plain that while the meeting was splitting further apart, the players were going ahead with their organization. Disregarding the help, financially, which could be given TSAA by the manufacturers, there was a note of urgency creeping into the proceedings. The writer was told by one player: "We've been working on our organization, and we will go ahead whether the manufacturer joins us or not." He pointed out much of the work, and many of the plans would not be revealed, that previously plans had been disclosed, then appropriated by others. "That won't happen this time," he asserted.

### TSAA

Wednesday afternoon, when the final business session convened, the business of elections was immediately taken up. Reynolds asked for nominations for president, and said that it was the intention of the TSAA to appoint to this office an honorary figure.

Before the actual elections could get under way, Lipkin asked for the floor. Being acknowledged, Lipkin said he, for one, felt he could not participate in any elections, as he was present in the role of observer only. Other manufacturers agreed, and

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# PUCK PATTER

## Chicago:

Most of the local manufacturers had one eye on business and the other on developments at the First Annual Shuffleboard Conference in St. Louis last week. Among those sending representatives were Mercury, Rock-Ola and Perma-Top. . . . Charlie Gillard, Nation-Wide Novelty head man, is back from a swing thru some Eastern States. While in Wheeling, W. Va., he took in the opening of a shuffleboard salon there which was designed by his local distributor. . . . Marvin Jones, Olympic sales manager in St. Louis, was in Chicago on business. R. Wiley, Perma-Top official, flew up from St. Louis where she had been checking the branch office's books on its first two months of existence.

Herb Perkins, Purveyor president, says that the appointment of Len Hartjen as director of tournament promotion means that his firm intends to go in for tournament play in a big way this fall. Len's biggest job, however, will be to lay the necessary groundwork during the next two months. . . . Pete Rozgus, Mero Industries, is back from a Springfield, Ill., trip. Mero designers are experimenting with a new type board. Rozgus claims that the firm's tournament schedule calls for more leagues on both sides of the city. Last spring, it sponsored four North Side and an equal number of South Side loops. . . . Frank Pelt, Northwest operator, claims that play is holding up in most of his locations despite the weather.

Roy Bazelon, Monarch president, reports that resort shuffleboard trade is on the upgrade. Most of the boards, he says, have been transferred from city locations to the resort spots for the 10-week period which began June 15. Operators who have seen the wisdom of this seasonal shift report grosses holding up, Bazelon adds.

Julian Crum, Shuffleboard Specialists, returned June 30 from a meeting in St. Louis. Firm reports operator interest in the new walnut-mahogany cabinet which is available with maple or die-stock playfields. . . . Ed Kilmala, of the Northwest Shuffleboard League, has been appointed league organizer by L. J. Shudnow, Reliable Shuffleboard Company.

L. Lewis is in Tennessee for Mero Industries. In reporting to Frank Carroll, at the Mero office via mail, Lewis says that he is installing boards at beach resort areas. Boards used are firm's all-steel model and have resisted all types of weather thus far, Lewis claims.

Herb Perkins, Purveyor, reports Bill Tucker, who represented his firm at the St. Louis meeting last week, continued to travel the remainder of the week, covering Southern Illinois before returning home for the July 4 week-end. Mrs. Tucker, who accompanied her husband to St. Louis, found the air-conditioned stores a good place to shop while Bill was at the meetings. . . . Clayton Nemeroff, Monarch, is already at work on details for the August 1-2 manufacturers' meet, of which he is co-chairman. Clayton was one of the sparkplugs of the St. Louis meet, offering some excellent suggestions to the assemblage.

## Los Angeles:

Dan Lufkin, former sales manager for American Shuffleboard Sales Company here, is heading up the sales department for U. S. Woodcraft Company, local shuffleboard firm. He hit the road last week for the Midwest on business. . . . Jack Simon, of Sicking Distributors, sent a shipment of Royal Shuffleboards to one of his out-of-town customers. . . . Jimmy Bergstedt reports he's getting plenty of action with his Hercules Shuffle-

boards. . . . Art Crane is busy these days pushing Genco's electric scorer for shuffleboards.

R. E. Smith, of Pacific Shuffleboard Company, wants to forget about his

Moderne Shuffleboard only long enough to take in a little fishing. He reports business is still good, particularly in the hinterlands. . . . Frank Lamb, of the H & L Manufacturing Company, just returned from a swing thru the Midwest and South. While he was gone his partner, C. A. Hale, kept things going at this end. The firm's Telescope is (See PUCK PATER on page 158)

## SHUFFLEBOARD LIQUID WAX CLEANER

E-E-E-Z ON . . . E-E-E-Z OFF!

ONE APPLICATION WILL LAST FOR A MONTH OR LONGER!

MADE FROM THE FINEST IMPORTED "CARNAUBA"

### WAX BASE

E-Zon SILKKOTE: Provides an easy method of renewing the finish of your equipment as beautiful as new. E-Zon SILKKOTE is non-inflammable. There are no harmful ingredients in E-Zon SILKKOTE. It is made with Carnauba Wax which provides a hard finish and a grime cutting solvent cleaner. IT IS NOT NECESSARY TO WASH EQUIPMENT BEFORE USING E-Zon SILKKOTE!

1. Apply with a soft cloth.
2. When dry (after 60 seconds) wipe out the finish with a clean soft cloth.
3. It is not necessary to wipe E-Zon SILKKOTE in any particular direction to obtain best results.

E-Zon SILKKOTE Shuffle-Board Finish will extend the life of your equipment many times! NO BUFFING IS NEEDED — THE CARNAUBA WAX BASE ALLOWS FREE AND EASY GLIDING ACTION OF THE PUCK!



One can is sufficient for twenty 22-foot SHUFFLEBOARDS. Good for MASONITE, MAPLE, FORMICA and METAL Tops.

PRICE

98¢

PACKED IN 16 OZ. CANS

ORDER DIRECT FROM

Empire Coin

MACHINE EXCHANGE

1012 MILWAUKEE AVENUE

CHICAGO, ILLINOIS

## Operators! Don't Refinish Your Board!

# "GLIDE"

Sensational New Powdered Wax Forms Film Ends Pitting, Chipping!



Don't Wipe Off—Just Add

# "GLIDE"

- Protects Finish!
- Weights "Ride" on "Glide"!
- Makes Any Slow Board Fast!

DISTRIBUTORS! OPERATORS!

A few territories are now open. Phone or write for details!

Sample Case (24 Cans Per Case)

\$13.50 CASE

"GLIDE" 123 Broadway, Oakland, Calif.

Phone: Glencourt 2-2543

PHONE, WRITE, WIRE OR MAIL COUPON.

Glide 317 Broadway Oakland, Calif.

Please send me . . . case "Glide."

Name . . . . . Address . . . . .

City . . . . . State . . . . .

**PUCK PATTER**

(Continued from page 157)

a hot item, Lamb reports. Between ducking cyclones and interviewing jobbers he had a hectic trip, so he says.

William R. Happel Jr. is showing off the latest model Rock-Ola board with a Monarch scorer on his Badger Sales showfloor. . . . Dave Gould took a day off to visit near-by Santa Ana. Bill Gould held down the fort at American Shuffleboard Sales Company headquarters while he was gone. Their shuffleboard trophy is doing well, so reports go.

**Orange, N. J.:**

Paul Kotler, president of the National Shuffleboard Company, is away on a 10-day Western trip. Meanwhile, Sol Lipkin, field supervisor, is preparing for a journey to the South. His chief point of call is Louisville, where he will attend the city-wide tournament sponsored by George Chennault. National has donated the use of two 49'er boards for the finals July 5. Herb Siegel, another field man for the board manufacturer, spent most of last week at the firm's plant here before returning to his home in Richmond. Stopping off in New York for a one-day visit, he took in a Yankee-Cleveland double-header. He leaves soon for a trip thru North and South Carolina, Georgia and Florida.

**Nashville:**

Clarence Swafford, newly named National distrib here, recently married Anna Cutheune, who competed in a bathing beauty contest in Atlantic City as Miss Louisville. Jack Whitman, field man for the board manufacturer, was best man at the wedding.

**Houston:**

Lloyd Phillips, local distrib for National Shuffleboard, has set up new offices at 1805 West Gray Street. He now has a staff of nine. Seven months ago his staff comprised only two persons.

**Turning Back the Clock**

**15 Years Ago This Week**

CHICAGO, June 30, 1934.—William Peacock, president of Music Operators' Association of Houston (MOAH), declared that the association's aim of a 100 per cent local organization meant that approximately 15 per cent of the phonographs in Houston and Harris County would have to be enrolled. MOAH was waging a sharp war against sales to locations, buying spots and giving of "suicidal commissions." . . . Chicago Simplex Distributing Company offered a juke renovation kit composed of new speaker grill and back plate. The Burton Arcade on Chicago's South State Street made front page news when a stranger used a shooting gallery pistol to take his own life. . . . Jack Silverman, secretary-treasurer of the New Jersey AMA, died in his home after a long illness. . . . Claire Grant, popular coinwoman, joined the Pacific Amusement Distributing Company, New York. Irving Bromberg headed the firm, which was national distributor of Contact game tables.

Saul Kalson, general manager of the Greater New York Vending Machine Operators' Association (GNYVMOA), reported that his group, thru the Metropolitan Skill Games Board of Trade, had distributed about 700 pin games to hospitals, orphanages, boys' clubs and like institutions. Machines were contributed by operators, jobbers, amusement center proprietors.

Nat Leverone, head of the Automatic Canteen Company, reported that firm's candy venders in theaters were meeting tough competition from over-the-counter sales. Reason: clerks could be had for as little as \$5 a week, and "our machines could not compete with that." Too, the gal candy butchers were invariably selected for outstanding attractiveness.

J. H. Hirsch, secretary of the National Automatic Merchandising Association (NAMA), announced that the newest thing in merchandise vending was a penny machine that automatically filled a bag with loose

nuts or candy and delivered it to the customer.

Exhibit Supply Company announced that it had the largest number of men at work in its history. Current production was centered on firm's Lightning pin game, and which was the firm's first venture into the pin table field. . . . D. Gottlieb & Company unveiled its Push-Over five marble game. Listing for \$34.50, it featured a bakelite finish playfield, 7/8 marbles and several innovations in play. Cabinet size was 38 by 17 inches.

**10 Years Ago This Week**

CHICAGO, July 1, 1939.—James H. Martin joined the sales forces of Arthur H. DuGrenier, Inc. Walter H. Mann, general sales manager for DuGrenier, said Martin's sales headquarters would be in Chicago and Pittsburgh. . . . Three candy bars reported to be leading demand items in venders were Doctor's Orders, Vita Date and Plum Good.

Automatic Games, Chicago, introduced its "Pal" Service Kit for bulk operators. The complete unit, encased in a metal container, consisted of four separate inner containers and compartments for tools, cleaner and money. . . . James V. Cherry was named manager of the Cigarette Merchandisers of New Jersey.

Attending the opening of Joe Ash's Active Amusement Machine Corporation in Philadelphia were Leo Kelly, Exhibit Supply Company; Dave Gottlieb, Sol Silverstein, Chicago Coin; Jack Mitnick and Irving Morris, George Ponsler Company; Jack Fitzgibbons, Harold Lawrence, Seaboard Sales; Bill Gross, Lehigh Specialties; Monty Spiegel, B. D. Lazar, I. H. Rothstein and Lou London, Banner Specialty, and Jack Kaufman, K. C. Novelty.

Other visitors included Dave Spector, Dave Margolis, Irv Newman, Alex Widrow, L. Racklis, Gur Felmont, Dave Ross, Al Benoff, Al Stern, Dave Berliner, Oscar Spiegel, A. A. Berger, Frank Urban, William Rodstein, Sam Weinstein, Sam Odell and Nat Rossof.

M. G. Hammergren, Rudolph Wurlitzer Company sales manager, went on record to the effect that "24 records is the ideal record carrying capacity for maximum earnings from a phonograph." Surveys, he said, revealed that this number of tunes offered the best programing. . . . Coming up on the juke tune parade were *Tears From My Inkwell* and *Sunrise Serenade*. Showing signs of potential coin nabbing were *I Poured My Heart Into a Song*; *Stairway to the Stars* and *Moon Love*.

**Lynco Coin Machine Moves to Dearborn; Close Detroit Plant**

DETROIT, July 2.—The Lynco Coin Machine Manufacturing Company, headed by Art Levin and Henry Weitz, has moved to its new plant in suburban Dearborn. The old plant on Canfield Street, Detroit, has been closed.

The Dearborn location, originally used for cabinet work only, is a one-story red brick structure with a flexible plant layout. A regular production work line has been set up for the Wurl-a-Ball, made by Lynco. The cabinets originate in the large front shop, while parts are made and assembled in another portion of the front section.

The units are then moved into a metal spray booth constructed as an independent wing to the building. From the spray booth, the units advance to the electrical shop, where they are completed and prepared for shipment.

At peak, the plant employs 12 men on the production line.

**Marcus Klein Moves**

NEW YORK, July 2.—Marcus Klein, jobber of coin-operated equipment, moves his headquarters next week to 557 10th Avenue. His new store, on which renovation work is now being completed, provides full showroom, office and shop facilities. Juke boxes will be handled by the firm, in addition to games and venders. Klein's present location at 577 10th Avenue is in a building purchased several months ago by the Mike Munves Corporation.

**TESTS**

\*conducted by the famous United States Testing Co.

**PROVE**

"SLICK" SHUFFLEBOARD WAX



BEST!

Tested against other leading brands "SLICK" proved less abrasive, wore better, needed less care. The superior finish of "SLICK" was ideal for smooth, controlled, championship play. . . . not too fast . . . not too slow . . . JUST RIGHT! That's why "SLICK" is top favorite with players as well as owners.

\*Reprint of Test Report available on request.

**GUARANTEED!**

On every "SLICK" can label is a guarantee that "SLICK" will not pit, scratch or harm any make of board. Approved by America's leading shuffleboard builders.

OTHER "SLICK" SHUFFLEBOARD PRODUCTS INCLUDE:

- "SLICK" Shuffleboard Quick Drying Cleaner
- "SLICK" Liquid Shuffleboard Polishing Wax and Cleaner
- "SLICK" Precision Shuffleboard Weights

THE Slick Shine CO. Sold thru Distributors only Territories open

Established 1901

207-15 Astor St. . . . Newark, N. J.

**LOWEST PRICED!**  
**"Deluxe" QUALITY**

MAHOGANY AND WALNUT TABLE, HARD MAPLE TOP



SAVE \$150.00

ELECTRIC SCORE BOARDS SHUFFLEBOARD SUPPLIES IMMEDIATE DELIVERY

The only genuine mahogany and walnut hand-rubbed cabinets. Finest air and klin dried, climatically sealed Maple Wood or Masonite tops at a price lower than ordinary shuffleboards of inferior wood and finishes. 100% top grade hard wood. Braced throughout with over 100 glue blocks. 16 to 22 ft.

SHUFFLEBOARD Specialists 1114 S. MICHIGAN AVE. WE 9-3795-6-7 CHICAGO 5, ILL.

**SHUFFLEBOARDS**

20-FOOT MAPLE TOP SHUFFLEBOARD with DELUXE cabinet

\$295

COMPLETE WITH ACCESSORIES

A REAL BUY! OVERTOP AND WALL MODEL. ELECTRIC SCOREBOARDS WRITE!

SHUFFLEBOARD SUPPLIES OF ALL KIND AVAILABLE

MID-STATE COMPANY

2369 MILWAUKEE AVE. CHICAGO 47, ILL. Dickens 2-3444

22-FOOT SHUFFLEBOARD, BLACK MASONITE, DIE STOCK with DELUXE cabinet

\$315

COMPLETE WITH ACCESSORIES



for super-fast

SHUFFLEBOARDS SAMPLES FREE

Super-fast, stays super-fast! Specially processed — won't pit or scratch!

SATISFACTION GUARANTEED

Distributorships Available

Write Today!

Please let us know your type of business. HANSON-LORAN CHEMICAL COMPANY 5590 Paramount Long Beach, Cal.



# COINMEN YOU KNOW

### Chicago:

**John Niese**, Jennings sales manager, spent the week in the Missouri territory. Meanwhile, **Hank Strong** was handling office business and getting ready for a trip of his own upon Niese's return Tuesday (5). . . . **Mel Binks**, Universal president, claims that early interest in the firm's Photo-Finish is such that the one-ball may stay in production thru the remainder of the year. . . . **Frank Mencuri**, Exhibit Supply arcade manager, made a road trip over the week-end, the first since his operation of several weeks ago.

**Sam Lewis**, Chicago Coin, is back from a lengthy West Coast road trip. While in Los Angeles he noted that both the coin field and general business conditions are on the upswing again. **Avron Gensburg**, same firm, reports the new five-ball Champion and the novelty unit Bango are making a strong showing in the East, a sector which he has been combing for the past 10 days.

Empire Coin's **Howie Freer** claims the used game market is now getting steady play, particularly late models with flippers. **Gil Kitt** is back from a road trip with renewed enthusiasm which he explains was brought on by an upswing in trade in Eastern coin circles. . . . **A. B. T.'s R. L. Budde** reports that the gun game, Skill Gun, is beginning to draw inquiries from foreign operators. . . . **Midge Ryan**, Bell-o-Matic, and his wife are on a three weeks vacation in the West. **Vince Shay**, president, is studying methods of rushing deliveries on the 21 bell, placed in production last week. . . . The **Murray Rosenthals** celebrated their 21st anniversary by entertaining a group of long-time friends. He is head of Coinex.

**Paul Leven**, L & L Tobacco Company, Grand Rapids, Mich., was among the many operators taking in the NCWA convention at the Stevens (See Chicago on page 160)

### Los Angeles:

**Meyer Abelson**, Atlantic Seaboard Distributing Company, was in town last week to discuss distribution of Acorn Venders with **Sid Bloom**. Bloom has the Southern California distribution for the machines. . . . **Carl Thomsen**, Delano coinman, was in town. Ditto for **Johnny McGee**, of near-by Downey. Another representative of Downey in town was **L. D. Smith**.

**Paul Bennett**, of the Minthorne Music service department, returned from Labrador where he made a service call for the army. **Bob Alexander**, Minthorne service engineer, is on vacation. . . . **Durval Nowka**, San Bernardino coinman, was seeing the sights on Pico Street. . . . That popular Barstow operator, **Jack Arnold**, was in town.

**Ed Wilkes**, of the Paul A. Laymon Company, expects a new shipment of Quizzers, manufactured by Training Devices, Detroit. They seem to be catching on here, he says. . . . **Perry Irwin** spends almost as much time on coin machine row as he does in his headquarters at Ventura. . . . **Walter Keene** was down from Taft. Another Taft visitor was **Major Knowles**.

While **William R. Happel Jr.** is combining business with pleasure on a two-week jaunt to the Midwest, **W. E. Happel** is holding down the Badger Sales Company office at this end. **Jack Leonard** has shelves and showcases installed in preparation for the opening of the Badger vending department. . . . **E. A. Jerome**, San Bernardino operator, was in town. Ditto for **Lester Berlinghoff**, of the same city. . . . **Stan Tracy**, Kingman, Ariz., operator, and **Chuck** (See Los Angeles on page 160)

### Detroit:

**Stanley Glamb**, Ducon Company, who formerly manufactured a small line of venders, is now operating the Garden City Specialty Company, located on Sheriden Road in Garden City. . . . **Michael R. Bagdade**, a newcomer to the coin machine field, is joining **Harry Riche**, of the Hudson Automatic Music Company, and **Erwin B. Moss**, who heads the Moss Music Company as well as being a partner in the Hudson Company, to form the new H & M Amusement Company. The new firm will concentrate in the vending field, operating pistachio nut and cigarette machines.

**Ben Filkoff**, American Distributors, visited headquarters in Pittsburgh. . . . **O. H. (Jack) Feinberg**, representative for the Eastern Electric Company, cigarette machine manufacturers, has moved his office, formerly on Michigan Avenue, to Webb Avenue. . . . **Douglas Fowler**, formerly of Detroit, is now located on Crooks Road in Pontiac, operating the Fowler Coin Machine & Distributing Company.

**Howard B. Kirk** and **Charles F. Anspach**, operating a route of coffee venders, have reorganized their business as the A & K Vending Company. . . . **Fred Mitchell**, of the U. S. Postage Stamp Machine Sales, had a severe ear infection last week. . . . **Henry C. Lemke**, of the Lemke Coin Machine Exchange, has been doing a general job of housecleaning at home. . . . **Clifford C. Kubert**, route man for the Lemke Coin Machine Company, will marry **Carolyn Mauer**, a Detroit schoolteacher, July 23.

**George Rambaum**, manager of the Lemke Coin Machine Company, is busy adding a number of amusement games and guns to his route. . . . Peerless Weighing Machine Company, headed by **Tilman J. Moss**, has moved to new quarters adjoining its old site at 63 Sproat Street. . . . **R. J. Heineman**, veteran scale operator, has added a line of tinsmithing on the side, doing considerable ventilating work. . . . **Frank Lory** is open (See Detroit on page 167)

### Baltimore:

**Jack Frank**, Baltimore Cigarette Service, is planning a week's vacation in New York City. **Mrs. Ida Finkel** and hubby **Julius**, both of whom are also employed by the same firm, have marked the week of July 18 on their calendar in big letters for that's when they expect to relax at North Beach, Md.

### Washington:

**Aaron Goldman**, president of the G. B. Macke Corporation, has been appointed chairman of Business II Unit for the 1949 Community Chest Federation Campaign. His job will be to mobilize the 1,400 volunteers required to reach the 12,000 smaller firms and professional offices thru-out the city.

Upon receiving the appointment, Goldman said, "The objective of Business II Unit this year is to bring a deeper understanding of the human needs met thru the 104 Red Feather agencies to the many thousands of Washington's small business firms and their employees. We are confident that with this new understanding of the Chest Federation enterprise will come a larger financial response during the campaign to open in October."

The Rudd-Melikian Kwik-Kafe venders received a plug from **Elinor Lee** on WTOP's "Home Service Daily" program. She described how Messrs. Rudd and Melikian thought up the machine as a result of working late nights and wanting a quick, convenient cup of coffee.

By a tally of 1,973 to 1,040 the voters in Charles County (Md.) legalized console machines June 21. Despite much interest in the referendum only about 43 per cent of the registered voters cast ballots.

Electioneering was spearheaded by the Restaurant Owners' Association. Advocates of the measure ran (See Washington on page 160)

### Hartford, Conn.:

At the Connecticut Secretary of State's office, Hartford, **Canada Dry Bottling Company**, of New Haven, Inc., Branford, Conn., bottlers of soft drinks, has filed an Issue of Additional Shares, listing 2,000 shares at \$10. The corporation has also filed an Increase of Authorized Stock from \$50,000 to \$150,000, with par at \$10.

**R. M. Rice**, general office manager of Veeder-Root, Inc., Hartford, manufacturers of counting and computing devices for coin machines, has announced his resignation. He and his wife plan an automobile trip to the Middle West. . . . The National Labor Relations Board has announced an intermediate report recommending the dismissal of the complaint brought by Local 40, International Union, United Brewery, Flour, Cereal, Soft Drink and Distillery Workers of America, CIO, against **William A. Moscow**, a Stamford, Conn., distributor of beer and carbonated beverages.

The complaint alleged two employees had been discharged for concerted activities and that the employer had refused to bargain collectively with the union. The trial examiner, following a Stamford (See Hartford, Conn., on page 167)

### New York:

**Max Levine**, head of Scientific Machine Corporation, has temporarily shelved plans for the early introduction of a new coin-operated game. Recently, his large Brooklyn plant has been kept busy turning out Pokerinos and Ski-Bowls for the arcade trade. . . . **Joe Coleman**, of Regal Music, went to a wedding night of July 2. His daughter, **Shirley**, was the bride. The ceremony was at the Park Sheraton.

**Frank Doyle**, Futuramic sales manager, was in Kansas City last week on biz. . . . **Saul Hammer**, of the General Register Company, reports that the firm's new, multi-price ticket machine is soon to be tested publicly. The test will be made in a large New York railroad station. **Jim Stewart**, of Stewart Products, collaborated in its development.

**Harry Greenberg**, music op from Highland Falls, N. Y., was in town last week on a shopping trip. . . . **Mac Pollay**, of United Phonograph Service, spent the holiday week-end at Lake George. . . . **Herb Klein**, International Mutoscope sales manager, has recently returned from a trip thru New England. He reports that Muto's arcade piece, Cross-Country Race, has fast become a standard in its field.

The current heat wave has kept **Sal Fornatora** and his staff at Chick's Drinks busy filling and servicing his machines. Chick's operates a large block of the 110 cup venders now in city subway stations. . . . **Al Denver**, president of the Automatic Music Operators' Association, presided at a general meeting of the org Tuesday (28). It was the last scheduled confab of the group until fall.

**Sam Sacks**, of Uneeda Shine Machine Company, reports **Mack Levin**, of Regent Vending, Ottawa, has started shipping Uneeda shiners to Canadian ops. Levin is manufacturing the shiner under a franchise agreement with Sacks. . . . **Martin Sugar** and his staff at Bell Television busy readying their new headquarters at 552 West 53d Street. Firm has been located on 42d Street.

**Lennie Schneller**, of Nate Schneller, Inc., Philly pin game conversion house, stopped off in town last week on the last leg of a biz trip thru up-State New York and New Jersey. Main purpose of the trip was to de (See New York on page 167)

### Indianapolis:

**William H. Smith**, of the Colonial Music Company, returned from a successful fishing trip in Wisconsin. . . . **Hal Bailey**, collector for the Janes Music Company, also is spending his vacation in Wisconsin. . . . Operators are arranging to pay the federal tax on coin-operated phonographs due July 1.

The Decca Distributing Company is occupying the quarters formerly occupied by the Indiana Simplex Distributing, Inc., formerly exclusive Wurlitzer distributors at 2451 North Meridian Street. **Don Jackson**, who formerly managed the Columbia Records branch here, has been appointed manager. . . . **Abe Fleig**, treasurer of the Music Operators of Indiana, Chapter 2 (MOI), and **Mrs. Fleig**, celebrated their 39th wedding anniversary June 22. Abe says the celebration was a very quiet one, having been spent at the Circle Theater enjoying a movie.

**Sen. Homer E. Capehart**, of the Packard Manufacturing Company, was the guest speaker Friday at the Indianapolis Optimist Club in the Hotel Severin. He spoke on "America's Priceless Asset—Our Form of Government." . . . Music Operators of Indiana, Chapter 2, Inc., will hold its meeting July 5 in the Indianapolis Athletic Club.

## Calendar for Coinmen

- July 12—Music Operators Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis.
- July 12-16—Amusement Machine Association of Philadelphia (AMAP), regular meetings on second and fourth Tuesday of each month, Broadwood Hotel, Philadelphia.
- July 14—Washington Music Guild (WMG) monthly meeting scheduled for this date, and for August 11, canceled. Will resume with September 8 meeting.
- July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.
- July 27—Michigan Miniature Bowling Association (MMBA), monthly meeting, Jericho Building, Detroit.
- August 1—Amusement Machine Operators of Greater Baltimore (AMOGB), monthly meeting, 2441 N. Charles Street, Baltimore. (Association officials are invited to submit convention and scheduled meeting information to the Coin Machine Editor, *The Billboard*, 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

# COINMEN YOU KNOW

## Chicago:

(Continued from page 159)

Hotel last week. Paul's firm had approximately 90 cigarette merchandisers on location which is actually a sideline to L & L's wholesale tobacco and candy trade. During the war Leven was a B-17 pilot, saw service in the European Theater of Operations. . . . Walter Tratsch, A.B.T. Corporation's chairman of the board, was a visitor to The Billboard's new Chicago offices.

Lindy Force, AMI's sales manager, says that the firm's latest tele-juke combo featuring slave units for

booth installations, is another step in the AMI's plan to leave no stone unturned in an effort to link tele and music on a coin-operated basis. . . . Paul Derringer, erstwhile star pitcher for the St. Louis Cardinals, Cincinnati Reds and Chicago Cubs, was in town last week to check over his milk vending routes in industrial plants and to participate in a golf tourney. Derringer also has locations in Indianapolis which handle chocolate and white milk and orange drinks. His major league career lasted from 1927 thru 1946 and he looks like he could still do a nine-inning stint.

Leo Weinberger, Southern Automatic Music Company, with offices in Louisville, Cincinnati and Lexington, Ky., and Hymie Zorinsky, of H. Z. Vending & Sales Company, Omaha, were in to see Dave Gottlieb at the Gottlieb plant. Hymie was accompanied by his son, Ed, who is also in the coin field. The plant closed for vacations Friday (1) and will reopen Monday (18) morning. Some of the Gottlieb officials will spend the holiday at Eagle River, Wis., where Dave has a summer home.

## Washington:

(Continued from page 159)

shuttle-service cars to take voters to the polls, but the warm, humid weather made it difficult to persuade farmers to leave their tobacco planting. The County Ministerial Association also drove a few voters to the balloting places after they had instituted a last-minute door bell ringing campaign. While taverns were closed by law, placards were posted on their doors reading, "Closed today until 8 p.m. to vote for legalization of amusement devices. Suggest you do the same."

The new law provides that only registered voters or property owners can be licensed to operate the machines. The operator's fee is \$150 for each machine with one chute, and \$25 more for each additional coin receptacle. Distributors must be five-year county residents who voted in the last election. They must pay a \$2,000 annual fee.

Revenue from taxes will be distributed as follows: 40 per cent to lower real estate taxes 30 per cent to the reduction of outstanding school bonds, 30 per cent for fire companies, the county library, Physicians' Memorial Hospital and the salary of the license inspector.

The Coca-Cola Bottling Company of Washington donated 10 cases of cokes for the Montgomery County (Md.) safety patrol picnic held recently at Glen Echo Amusement Park.

Evelyn Knight's rendition of "Be Goody, Good, Good to Me" was named the Eddie Gallaher juke box record of the week for June 19-26.

Fred Turner, of Decca Distributing Corporation, was recently in New York looking over new disks.

## Los Angeles:

(Continued from page 159)

Allen, of Long Beach, were also in town last week.

Fred Gaunt, of General Music, spent the week-end at Laguna Beach. Mrs. Gaunt and family have trained out for an Eastern vacation. . . . Johnny Lantz, South Gate operator, just returned from a vacation with his family. . . . Tom Boddey was in from his Lomita headquarters.

Mary Solle, of the Leuenhagen Record Bar, has been plugging "Shuffleboard Blues." It's been pressed by Castle Records. Lyrics are by Wally Reed and music by Virgil Phemister. Scaf Caruthers made the recording. . . . Al Anderson was in town from Shafter. Also Glenn McCarter, Beaumont opera-

tor. Another recent visitor was Al Anderson, who operates in the Shafter area.

Sam Lewis, of Chicago Coin, covered the territory with Phil Robinson, the firm's West Coast rep. Robinson reports that he's awaiting new shipments of Bango. The five-ball, Champion, is going well, he says. . . . Mac Sanders is busy since the vacation season opened covering the games he has spotted in miniature golf courses in the Los Angeles area. . . . Glenn C. Hall, Redlands operator, was in town. . . . Ivan Wilcox made one of his frequent visits from his Visalia headquarters.

**100%**  
Return privilege within 10 days if not satisfied with our reconditioned equipment.



**WURLITZER 616**  
Fully repainted  
Perfect condition  
Ready for location  
**\$79.50 (Crated)**  
1/3 With Order, Balance C. O. D.  
Send for Complete List.

**DAVID ROSEN, INC.**  
Exclusive AMI Distributor  
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**HERE IT IS! MERO'S NEW DOUBLE FACED SCOREBOARD**



**★ OPERATES ON POINT SYSTEM**  
**★ OPERATES ON FRAME SYSTEM**  
**★ OPERATES ON POINT & FRAME COMBINATION**

Retail Price  
**\$189.50**

Here is the last word in Shuffleboard Scoreboards. Working parts are simple, efficient and easy to get at. Smartly finished in maple and walnut trim with mirror face. LARGE ABT COIN BOX.

**MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP**  
Slicker-Faster than any other playing field!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.

**MERO INDUSTRIES**  
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**finest RECONDITIONED EQUIPMENT IN THE NATION**

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As-Is" Games. Every Machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

TROPICANA w/f	\$ 39.50
MANHATTAN w/f	44.50
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# Universal Enters One-Ball Field With Photo-Finish

(Continued from page 141)

equipped for free play are convertible for one or five-ball play. Fully automatic models are also available.

Binks also announced that Universal's distributor organization is now complete. The list, including firm heads, follows:

Baltimore—General Vending Sales Corp., Biddle and Howard Streets; Irv Blumenfeld.

Boston—Trimount Coin Machine Co., 40 Waltham Street; Dave Bond.

Buffalo—Hacola Co., 265 Franklin Street; Conrad Meir.

Chicago—Empire Coin Machine Exchange, 1012 Milwaukee Avenue; Gil Kitt.

Cincinnati—Southern Automatic Music Co., 228 W. Seventh Street; Leo Weinberger.

Cleveland—Cleveland Coin Machine Exchange, 2021 Prospect Avenue; Morris Gisser.

Columbus—Central Ohio Coin Machine Exchange, 525 S. High Street; Wolf Solomon.

Dallas—Commercial Music Co., 726 N. Ervay Street; Ray Williams.

Des Moines—Atlas Musi Co., 221 Ninth Avenue; Phil Moss.

Kansas City, Mo.—Consolidated Distributors Co., Inc., 1910 Grand Avenue; Irv Weiler.

Lafayette, La.—Louisiana Coin Machine Co., 423 St. John Street; Jack Young.

Lexington, Ky.—Southern Automatic Music Co., 240 Jefferson Street; Leo Weinberger.

Los Angeles—C. A. Robinson & Co., 2301 W. Pico Boulevard; C. A. Robinson.

Louisville—Southern Automatic Music Co., 624 S. Third Street; Leo Weinberger.

Macon, Ga.—Heath Distributing Co., 217 Third Street; Ed Heath.

Memphis—Music Sales Company, 1082 Union Avenue; Buster Williams.

Miami—Taran Distributors, 2820 N. W. Seventh Avenue; Sar Taran.

Minneapolis—Silent Sales Co., 200 11th Avenue, South; Bill Cohen.

Nashville—Frank Swartz Sales Co., 515-A Fourth Avenue; Frank Swartz.

New Orleans—Music Sales Co., 704 Baronne Street; Ed Roberson.

Omaha—H. Z. Vending & Sales Co., 1205 Douglas Street; Hymie Zorinsky.

Portland, Ore.—Western Distributors, 1226 S. W. 16th Avenue; Budge Wright.

Salt Lake City—Stewart Novelty Co., 1361 S. Main Street; Dan Stewart.

San Antonio—Commercial Music Co., 901 E. Houston Street; Ray Williams.

San Francisco—Advance Automatic Sales Co., 1350 Howard Street; Lou Wolcher.

Seattle—Western Distributors, 3126 Elliot Avenue; George Trambitas.

St. Louis—Central Distributors, 2334 Olive Street; Norwood Veach.

St. Louis Firm Seeks Writ

ST. LOUIS, July 2.—Central Distributors, Inc., filed a petition Tuesday (21) for a writ against the Board of Police Commissioners asking the Circuit Court for a review of a board hearing June 10 which ordered the destruction of a one-ball game seized on the firm's property May 24. In the action, Central claims that Capt. Joseph Wren, of the police gambling squad, and men under his command had no search warrant when the game was seized. The company also contends that at the June 10 meeting no evidence was submitted to show that the game had been used for gambling.

and that the title of the legislation was "misleading" because it referred to the machines as amusement devices. Innocent cause of the invalidation was a Montgomery County operator who wanted only a clause specifying county residence thrown out and had filed a suit for that purpose.

Prospective legal tests in the other Maryland counties are concerning operators since Charles, St. Marys and Calvert are all in the same judicial circuit presided over by Judge Marbury. Anne Arundel is in a separate circuit.

The "misleading" title objected to by the judge in the Prince Georges law is similar to those contained in the legalizing statutes of the other counties. Charles and Calvert laws are the only ones which modify the Maryland gambling code; legislation in St. Marys and Anne Arundel neglects that phase as does the invalidated Prince Georges law.

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## Candy Bell

CHICAGO, July 2.—A giant-size bell machine, awarding candy as prizes on a 100 per cent basis, dominated one of the display booths at the National Candy Wholesalers' Association, Inc. (NCWA), convention at the Stevens Hotel here this week.

Set up in the Quaker City Chocolate & Confectionery Company booth, the bell, replete with three reels and handle, carried boxes of firm's Good and Plenty candy package as symbols. Each time the reels were spun, they stopped at a winning combination and paid out a package of candy.

## MMBA Has Regular Meeting in Detroit

DETROIT, July 2.—Monthly meeting of the Michigan Miniature Bowling Association was held Wednesday (29) here with a representative turnout of operator-members. President Michael Benson presided for the first time following his election last month.

A general but brief business discussion was held on current industry matters, followed by the introduction of several non-member operators. In practically all cases, they expressed the intention of joining the group.

Adjournment was followed by the serving of refreshments and an informal social gathering. Individual operating problems were discussed by informal groups, and a friendly exchange of experience and information followed.

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1-2-3 ... 130.00	Puddin' Hd. ... 139.50
Thrill ... 109.50	Holiday ... 135.00
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**FAMOUS BASEBALL STARS**  
SEE PAGE **72**

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**P. O. BOX 2913**  
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**FOR SALE**  
10 Citations ..... \$300.00 Each  
4 Gold Cups ..... 175.00 Each  
2 Trinidads ..... 60.00 Each  
2 Singapores ..... 50.00 Each  
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- ★ "WILD FANS" for each scoring section!
- ★ "FEATURE RACE" ★ A-B-C-D ★ SPELL NAME

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the game that is revolutionizing 1-ball play!



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CHICAGO 24, ILL.

## Record Reviews

(Continued from page 33)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD

40-69 SATISFACTORY • 0-39 POOR

ARTIST

TUNES

LABEL AND NO.

COMMENT



ARTIST

TUNES

LABEL AND NO.

COMMENT



### POPULAR

RAY LAURENCE & ORK-HAYES GORDON

(Dana 2046)

Loving You

67--67--67--67

The music-comedy warbler shows a fine big bary voice, but the lightweight bolero ballad and ordinary ork arrangement don't do right by him.

Good for You

72--72--71--73

Ray Laurence & Ork (Patsy Garret-Loren Becker)

Side has more commercial value than flip, with Miss Garret sparkling on a boy-gal duet of a cute bounce ditty.

MINDY CARSON

(RCA Victor 20-3480)

One More Time

78--78--78--78

Thrush's debut on the Victor label is auspicious, as she pipes a likely new ballad in attractive, relaxed voice.

Twelve O'Clock and All Is Well

72--72--72--72

More pretty piping, tho material doesn't have impact of flip tune.

TEX BENEKE & ORK (Tex Beneke & the Moonlight Serenaders)

(RCA Victor 20-3476)

Lavender Coffin

83--84--80--84

This dinking captures much of the mechanical rhythm which sparked the old Glenn Miller crew. It's a bright treatment of the amusing yet somber blues ditty.

A Kiss and a Rose

81--82--80--82

Tex Beneke & Ork (Glenn Douglas)

Perfect reincarnation of the Miller clary-led reed ballad sound on a pretty ballad. Douglas' vocal is not on a par with the musical quality.

JAN SAVITT (Bon Bon)

(Brunswick 80108)

720 in the Books

72--73--73--69

Reissue of disk classic by the late Jan Savitt's excellent shuffle-rhythm band. Plenty worthy of new business.

Alla En El Rancho Grande

74--75--73--73

Another fine record by Savitt with good Bon Bon vocal and big beat. Jockey spins could help sell a lot of copies of this side.

DORIS DAY (The Mellomen & Jon Rarig & Ork)

(Columbia 38517)

It's a Great Feeling

87--90--85--85

Dodo turns in another superb dinking, this time of the title tune from her newest flick. Tune should get plenty of performances as an opening number for singers. Spinners will like too.

At the Cafe Rendezvous

83--85--83--81

She turns on a thick French accent for another ballad from her flick score. Accent or no, she sings wonderfully. The Rarig backing is excellent.

JERRY WAYNE (Hugo Winterhalter & Ork)

(Columbia 38525)

Room Full of Roses

86--87--85--85

Superb reading of the fast-rising country-styled ballad. Wayne's in good voice. Winterhalter's backing is tremendous.

I'll Keep the Lovelight Burning (In My Heart)

87--89--87--87

New Benjamin - Weiss ditty carries plenty promise. This reading should give it a shove in the right direction.

### POPULAR

FRANKIE CARLE & ORK (Marjorie Hughes & Band)

(Columbia 38518)

Rue De Romance

82--83--81--81

Fine mood, a fistful of Carle piano, a Carle-Sky-lar song and a good cleffing makes for an appealing dance record.

Love Is a Beautiful Thing

89--89--88--90

(Sunrise Serenaders & Ork)

This is a "Cruising Down the River" type thing which is done up to a crisp by Carle and his vocal corps.

JAN GARBER

(Capitol 57-674)

Farewell Waltz

67--67--67--67

Pleasant etching of a not-hard-to-take waltz ballad.

Cryin' for the Carolines

73--75--72--72

Garber brings back an excellent oldie in a new albeit not stirring rendition.

PEGGY LEE (Dave Barbour & Ork)

(Capitol 57-670)

You Can Have Him

70--70--70--70

Disappointing is Peggy's treatment of a smart piece of material from the Berlin "Miss Liberty" score.

At the Cafe Rendezvous

81--82--81--80

She's more herself in the intimate treatment of the new ballad from the "It's a Great Feeling" flick.

TED BLACK & ORK (Dick Edwards & Ensemble)

(Manor 1193)

In My Dreams You're Always Near Me

50--50--50--51

Not much happens here.

Lazy Summer

49--49--48--50

The best thing about this side is its title.

RUSS CARLYLE & ORK (Russ Carlyle & Ensemble)

(Coral 60081)

Roly-O-Rolling Out on the Roly Coaster

71--70--70--78

One of those rolisterous community sing deals which gets pretty noisy.

The Golden Sands of Hawaii

71--73--70--70

(Russ Carlyle and The Mellolarks)

Carlyle does a nice job with the Dave Franklin oldie.

DUKE ELLINGTON & ORK (Dolores Parker)

(Columbia 38519)

Take Love Easy

73--75--73--71

Duke does one of the songs he wrote for "Begar's Holiday" with John LaTouche. It's a fine song and is handed excellent treatment by the band. Johnny Hodges' alto and Dolores Parker's vocal.

I Could Get a Man

67--68--67--66

Another Duke tune doesn't impress as much as does the topside.

MEL TORME (Frank DeVol & Ork)

(Capitol 57-671)

The Four Winds and the Seven Seas

91--92--90--90

Torme makes his best wax effort for Capitol in this unusual treatment of a sure-fire hit ballad.

It's Too Late Now

88--89--88--88

The Velvet Fog tosses off a promising rhythm tune effectively to make a perfect mating for the topside.

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40-69 SATISFACTORY • 0-39 POOR

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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**POPULAR**

**BARCLAY ALLEN & ORK**  
(Capitol 57-668)  
Carocita 63--64--62--63  
Allen struts his facile keyboarding in this Latin-styled item.  
Waltz 71--75--71--68  
This is Chopin's Waltz in C Sharp minor set in a Latin-flavored cleffing. Gives Allen plenty opportunity at the piano.

**BETSY GAY (Frank DeVol & Ork)**  
Darlin', Don't Do it to Me, Darlin' 59--59--58--60  
Not much in this country-flavored rhythm novelty.  
Cigars, Cigarettes, Souvenirs 59--59--58--60  
Betsy Drake-Andy Parker (The Plainsmen-Frank DeVol & Ork)  
More of the same save for a bit more production.

**RHYTHM & BLUES**

**CHARLES BROWN**  
(Johnny Moore's Three Blazers)  
(Exclusive 111-X)  
B. & O. Blues 82--82--80--84  
Brown sings a wonderful hushed mood blues in his patented style, with class support from the group.  
I Hate Myself 74--74--74--74  
Smooth, easy-on-the-ear rendition of a pleasant little ballad.

**WINGY MANONE & ORK**  
(National Records 9080)  
Face on Bass 54--54--53--55  
Wingy's chanting and horn work don't lift this tired Dixie novelty out of the doldrums.  
Can't Get You off My Mind 70--70--70--70  
Engaging Mannone chanting on a pretty slow ballad of his own cleffing.

**BILL GOODEN & TRIO**  
(Abbey Records A-66)  
Steady Roll 85--ns--84--86  
Altogether intriguing, amusing and catchy rendition of a familiar double entendre blues. Gooden's engaging warbling and patter, such like Fats Waller's best five style, takes all the purple out of the number and leaves high good humor.  
Song of the Woodpecker 80--ns--80--ns  
This ditty, to the tune of "Organ Grinder Swing," is an unblushing play on words. Again, however, Gooden's pleasant delivery makes it funny. But it's hardly suitable for public rendition anywhere.

**BIG JAY McNEELY**  
(Exclusive 108-X)  
Hoppin' With Hunter 82--82--80--84  
Sanctified honk tenor opus with driving riff background has the ingredients.  
Tondalayo 66--66--64--68  
Medium jump blues featuring McNeely's tenor again doesn't sock like flip.

**DOLES DICKENS QUINTET**  
(Gotham G-185)  
You're the One 65--65--63--67  
Vocal-instrumental group do a light getoff on an easy little ballad tune.  
Arnold Fine 38--38--38--38  
From the import of the lyric. Mr. Fine is a journalist for whom the Doles Dickens Quintet have the highest regard. This nice thought is framed in a jump boogie arrangement with a touch of hop. With a different lyric, or none, it would have been a pretty piece.

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
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**RHYTHM & BLUES**

**EDDIE WOODLAND ORK**  
(J. B. Summers)  
(Gotham G-186)  
Stranger in Town 64--64--63--65  
Engaging fast blues shout in the "let's have a ball" vein is a solid ear-catcher, but the co-featured tenor sax solo is notable more for application and diligence than excitement.

**Jumpin' With Pio** 53--53--52--55  
Small combo jump built around a tenor solo all the way. The tenor doesn't have what it takes.

**SNUB MOSLEY'S SEXTET**  
(Ken Rickman)  
(Penquin 0658)  
Claire 64--64--64--64  
Slow sweetheart ballad has its points, but neither the warbling nor ork work does much for it.  
I'm a Fool About Mama 64--64--64--64  
Melange of vocal, patter, instrumental solos and background chanting doesn't come off.

**HENRY "RED" ALLEN & ORK (Red & Higgy)**  
(Brunswick 80110)  
Dark Eyes 72--72--70--74  
Red blows a jivey "froelich" chorus, warbles a fly gag vocal with assistance from Higgy, then the boys cut and jump. A light, gay side.  
Red Jump 59--59--57--62  
The group does one of their Sheedan Square groove rifiers brought lightly up to date with the injection of a mild bop figure. Doesn't come off.

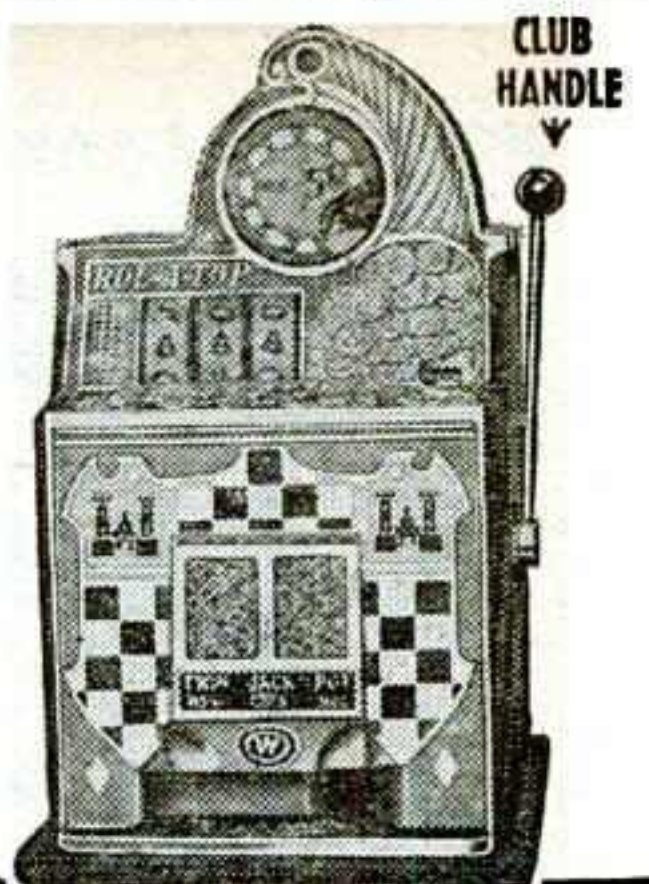
**DONALD GARDNER-DOC BAGBY & ORK**  
(Gotham G-181)  
Again 79--77--80--80  
Gardner, who owns a distinctively wobbly and vibrato-full voice, should be able to pick up new business for the smash tune.  
Dearest Darling 74--74--73--75  
Gardner's bad singing is just the kind of thing which could make a quick buck. This tune isn't terribly much.

**EDDIE WILCOX-JIMMIE LUNCEFORD ORK**  
(Freddie Bryant)  
Ooh! That's What I Like 50--49--49--51  
(Manor 1187-A)  
An inconsequential effort.  
Fatigue 47--48--46--48  
This instrumental certainly does dirt to the Lunceford tradition.

**DANNY (MR. ALTO) TURNER & HIS QUARTET**  
(Gotham G-183)  
Give Me Some More of That Real Fine Loving 55--55--53--57  
Maybe Mr. Alto was given his nickname by people who heard him playing tenor. Vocal by himself on a rhythm ballad of little account is supportable.  
Midnight Moan 55--57--55--59  
Blues instrumental show-cases the alto, which is correctly but uninspiredly played.

**TOMMY EDWARDS TRIO**  
(National 9079)  
Just Love, My Sweet 78--78--77--79  
Edwards, sort of a cross between Charlie Brown and Frankie Lane, continues to sound promising as he wades thru a rather ordinary ballad.  
Help! Help! 59--60--57--60  
Ain't nobody going to be able to help Tommy on this rhythm nonsense.

(Continued on page 164)



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5c-10c-25c PLAY

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TO  
MARRY?**

**SEE PAGE 72**

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## Record Reviews

(Continued from page 163)

RATINGS  
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST	RATINGS				ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR		OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES					TUNES				
LABEL AND NO.					LABEL AND NO.				
COMMENT					COMMENT				

### RHYTHM & BLUES

**FREDDIE MITCHELL & ORK**  
(Derby 711)  
**The Slider** 83--83--82--84  
New label bows with an admirable slow rock instrumental here, featuring a catchy riff opening, a pleasing cornbread-ish baritone and a hard preaching tenor.  
**The Derby** 64--64--62--66  
The similar in pattern to flip, this one doesn't hang together.

**SKIP HALL & BAND**  
(Jamboree 1001)  
**Two Left Feet** 77--77--77--77  
Buddy Tate and Buck Clayton blow some sanctified jump blues to a fine, pushing beat. One for the juke boxes as well as the collectors and jockeys.

**Skip a Page** 83--83--83--83  
Relaxed rock blues, with a great Tate opener solo, a fine Clayton horn go, and matching 'bone chorus by George Stevenson. The rhythm is there.

**ROY BROWN (and His De Luxe 3226-A)**  
**Mighty-Mighty Men** 86--86--85--86  
**Riding High**  
Another winner for the high-riding Mr. Brown and His Mighty-Mighty Men.

**Please Don't Go (Come Back, Baby)** 81--82--80--82  
The superb blues shouter turns in another vibrant performance.

### COUNTRY & WESTERN

**TEXAS JIM ROBERTSON**  
(The Panhandle Punchers)  
(RCA Victor 21-0074)  
**Slipping Around** 81--81--80--81  
Tune, a refreshing departure from conventional pop tune morality, has direct appeal, and Robertson's warm bass brings it out attractively.  
**Wedding Bells** 76--74--76--78  
Song's a hit, and this okay rendition should latch on to some of the gravy.

**CLIFF RODGERS**  
(Donett Hit Records 777)  
**The Letter I Never Did Mail** 62--64--62--60  
Warbler, guitar-accompanied, does a pretty range torcher sympathetically, but without sufficient projection.

**Horse Pickin'** 65--65--65--65  
Comic Western ditty registers stronger than flip.

**PAUL HOWARD**  
(Arkansas Cotton Pickers)  
(King 789)  
**I've Been Lonesome Since You Went Away** 62--62--60--64  
Routine jump Western ditty and performance.  
**You Left a Red Cross on My Heart** 62--62--60--64  
Similar to flip.

**WAYNE RANEY**  
(King 791)  
**Don't Know Why** 70--70--70--70  
Nasal hill harmonizing is well done, but song isn't anything extra.  
**Why Don't You Haul Off and Love Me** 83--83--83--83  
Catchy lyric and idea, with an insistent beat and catchy rhythm pattern. Raney's vocal and the string and mouth-organ backing are strong.

### COUNTRY & WESTERN

**HAWKSHAW HAWKINS**  
(King 793)  
**Would You Like To Have a Broken Heart** 80--80--80--80  
Clever idea catches attention right off, as Hawkins sings it strong.

**The Longer We're Together (The More We Drift Apart)** 86--86--86--86  
Here's a potent entry in the hillbilly hit race—a wonderfully sincere and hard-hitting Hawkshaw vocal on a tune with honest sentiment and immediate appeal.

**RED PERKINS (Pee Wee King)**  
(King 792)  
**Aggravatin' Lou From Louisville** 81--82--80--81  
Good rhythm ditty has plenty of pop potential. Perkins does a fine job with the song. Disking should win biggest action in city locations.

**Hoe-Down Boogie** 80--80--80--80  
Fine hoe-down fiddle and guitar plus Perkins's expert blues warbling makes this an excellent pairing.

**GEORGE MORGAN**  
(Columbia 20594)  
**Room Full of Roses** 85--85--85--86  
The hot Mr. Morgan spreads his fine pipes over an expert disk of a ballad which, tho better suited for the country, is doing handsomely as a pop.

**Put All Your Love in a Cookie Jar** 80--80--80--80  
An obvious follow-up to "Candy Kisses" hasn't the charm of that hit, but has enough to pull plenty of play.

**MABELLE SEIGER (Sons of the Plains)**  
(Keystone K-102)  
**A Smile Will Chase Away a Tear** 72--72--70--74  
Thrush and male vocal group do a lively job with a zestful Western. Solid beat boots.

**Brush Those Tears From Your Eyes** 60--60--60--60  
Nothing special about the Western treatment of one of last year's pop hits.

**LESTER FLATT & EARL SCRUGGS (Foggy Mountain Boys)**  
(Mercury 6200)  
**Baby Blue Eyes** 62--61--62--63  
Flatt goes it alone, in deep back woods style, with string accompaniment in the same manner, but his warbling isn't especially impressive here.

**Bouquet in Heaven** 83--83--83--83  
Flatt is joined by a vocal trio here to fine effect on a good mountain weeper. Orking is excellent in spontaneity and spirit.

**20TH CENTURY PIONEERS (Tex Martin)**  
(20th Century TC-20-93)  
**Coyote Joe** 81--81--80--82  
Group shows class in a sparkling rendition of a catchy jump Western. Tex Martin's solo chanting and group harmonizing in back are strong.

**Blue Ranger** 66--67--66--65  
(Eddie Brainard)  
Pretty range ballad gets an okay but unsensational vocal from Eddie Brainard.

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SEE PAGE 72

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RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
40-69 SATISFACTORY • 0-39 POOR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER OPERATOR

**HOT JAZZ**  
**WALTER HENRY & HIS  
KC CATS**  
(Imperial 5043)  
Down Home Parts I & II 46--43--46--48  
Two-sided instrumental blues to a "Honeydripper" rhythm pattern lacks zest and feeling, the solos are creditable. Poor recording job is partly responsible for side's failure.

**SERGE CHALOFF & THE  
HERDSMEN**  
(Futura 3003)  
**Chickasaw** 64--67--65--60  
Well-conceived and executed bop solos and group figures by this group of Herman sidemen, but the excitement attained by the good Woody disks isn't here. Playing is mechanical and unfelt.  
**Bopscotch** 64--67--65--60  
As with flip.

**JACK TEAGARDEN &  
ORK**  
(Brunswick 80113)  
**Blues Have Got Me** 61--61--62--60  
The only thing that's worthy on this reissue is the always refreshing Teagarden singing and tram.  
**Blue River** 68--69--68--67  
There's a little more tune for Big T to dig into on this side.

**EARLE SPENCER & ORK**  
(Black & White 875-A)  
**Box Lunch (At the  
Factory)** 71--75--77--60  
The always interesting Earle Spencer has a potent, futuristic, impressionist work here. Complex orking, stratospheric brass figures, intricate rhythms and a terrific scream trumpet chorus make this a sure bet for amateurs of the super-modern.  
**Sunday Afternoon** 62--67--65--55  
(Toni Aubin)  
Thrush shows modern vocal style on an Ellington-ish slow ballad that soon palls.

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER OPERATOR

**HOT JAZZ**  
**LOUIS ARMSTRONG &  
ORK**  
(Brunswick 80107)  
**You Are My Lucky Star** 73--75--75--68  
This is a disking sliced in 1935. Louis sings magnificently and blows some of his simple, big-toned and tasteful trumpet.  
**I'm in the Mood for  
Love** 70--75--70--65  
Another 1935 side with more grand Louis. Pairing should especially interest collectors.

**JACK TEAGARDEN &  
ORK**  
(Brunswick 80111)  
**St. James Infirmary** 75--80--75--70  
Teagarden's etching of this blues classic is one of the best. It's a welcome reissue.  
**(What Did I Do To Be So)  
Black and Blue** 75--80--75--70  
Likewise is this plattering of the fine old Fats Waller song.

**MILDRED BAILEY**  
(Brunswick 80109)  
**Lover, Come Back to  
Me!** 81--83--80--80  
Certainly one of the great jazz records by one of the greatest jazz singers. Sounds wonderful after a decade. Dave Barbour plays guitar on this side.  
**It's So Peaceful in the  
Country** 78--79--78--78  
(Delta Rhythm Boys)  
Another fine Bailey effort on a beautiful Alec Wilder ballad.

**JACK TEAGARDEN &  
ORK**  
(Brunswick 80112)  
**Nobody Knows the Trouble  
I've Seen** 71--72--74--68  
Teagarden's vocal and trombone on this reissue are of a high order.  
**Lonely Blues** 69--72--69--66  
The great jazzman is in his medium with this blues.

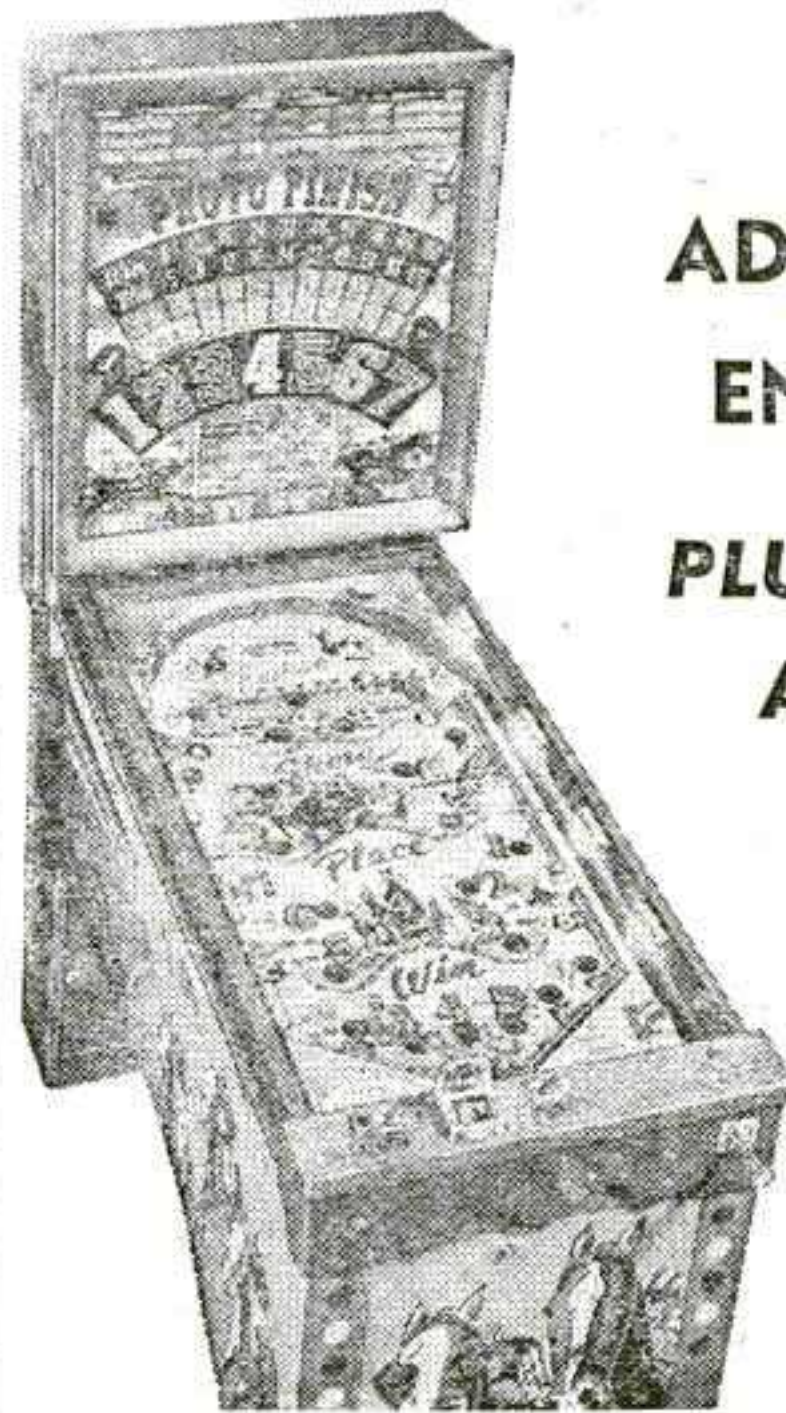
**SPIRITUAL**  
**ELDER BECK**  
(Gotham G-611)  
**Handwriting on the  
Wall (Parts I & II)** 80--80--80--ns  
Top notch preaching recording with Elder Beck serving up religion to his rhythmic congregation.

**THE NORFOLK FOUR**  
(Gotham G-610)  
**Sleep On, Mother** 71--72--70--70  
Fine spiritual singing group turns in a first-rate etching.  
**He's a Battle Axe** 81--82--81--80  
The group really takes off on this spiritual and propels a gigantic beat with the excellent material.

**MAHALIA JACKSON**  
(Coral 65011)  
**God Shall Wipe All Tears  
Away** 75--77--77--71  
Miss Jackson's powerful pipes are at their finest here. She's aided by an organ.  
**Oh My Lord** 75--77--77--71  
She works up a big beat on this bit of gospel with only a piano to help.

**INTERNATIONAL**  
**FRANKIE YANKOVIC &  
HIS YANKS (Frankie  
Yankovic & Johnny  
Pecon)**  
(Columbia 12414-P)  
**Bye Bye, My Baby** 83--84--82--84  
Lively polka effort should rack up another winner for the hot Mr. Yankovic.  
**St. Bernard Waltz** 81--81--80--81  
Yankovic's crew does a pleasant job with this English waltz import.

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Seeburg W1-L56, 5c, Wireless	29.00	Seeburg DSB-1Z, 5/10/25 3-Wire Baromatic	19.00
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### New Equipment

Bango (skill game)—Chicago Coin Machine Company, Chicago.  
 Bowling-Pool (amusement game)—Pin Pool Company, Badger, Ia.  
 Candy - Mart (non - refrigerated candy bar vender)—Alco-Deree Company, Chicago.  
 The Duplex (all mechanical console)—Mills Industries, Chicago.  
 Icette (cup vender beverage)—General Construction Corporation, St. Petersburg, Fla.  
 Oklahoma (five - ball) — United Manufacturing Company, Chicago.  
 Photo Finish (one-ball)—Universal Industries, Chicago.  
 Shuffleboard—Green Bay Shuffleboard Company, Green Bay, Wis.  
 Shuffleboard weights—The Net Machine Company, Inc., Jackson Center, O.  
 Shuffleboard supplies—Kelly Press, Columbus, O.  
 Star Series (five-ball)—Williams Manufacturing Company, Chicago.

## Trade Directory

### New Firms

The Three G Dispenser Company, Detroit. To manufacture a new type of dispenser or faucet unit for beverage vending.  
 Tar Heel Transcription, Inc., Raleigh, N. C. Recording and transcriptions service.

### New Offices

Cusson Distributing Company, 325 Southeast Hawthorne Boulevard, Portland, Ore.

### Purchases

National Gas Equipment Company, Terrell, Tex., purchased the Guiberson Corporation's bottle vender.

### Personals

Nicholas Angelus was appointed sales manager of Alco-Deree, Chicago.  
 Michael Benson, Michigan Nickel Company, elected president of the Michigan Miniature Bowling Association (MMBA). New officers of MMBA are James Brown, Brown Vending Company, vice-president; Maurice Feldman, Central Coin Machine Exchange, secretary-treasurer; new board of directors includes Mark Linkner, Linkner Amusement Com-

pany; R. L. (Duke) Kiefer, University Supply; Jordan Spring, Spring & Minkwic Company, and Jack Attis, independent operator.  
 Coven Distributing Company, Chicago, added three new salesmen: Hy Tinkler will cover Wisconsin and Northern Illinois; Carl Christiansen, Central Illinois, Central and Southern Indiana, and Larry Schatz, Northern Indiana, Southern Michigan, Chicago and surrounding counties.  
 W. W. Finlay, formerly with Guiberson Corporation, joined National Gas as vice-president in charge of vending operations.  
 Curran (Pat) Kelley appointed sales manager at Vendall Company, Chicago. (See Trade Directory on opp. page)

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King Cole ..... 109.50	Tropicana ..... 32.50
Honey ..... 20.00	Temptation ..... 114.50
Manhattan ..... 32.50	Tennessee ..... 79.50
Merry Widow ..... 104.50	Virginia ..... 89.50

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## SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

(Continued from page 25)

Songs	Publisher	Heard in N. Y.	Commercial Vocal				Commercial Instrumental				Add	Sur Tot			
			SI	SV	CI	CV	SI	SV	CI	CV					
Dreamy Old New England Moon	Leeds	4	11	1	4	3	8	1	6	1	12	0	3	128	
Everytime I Meet You (Beautiful Blonde From Bashful Bend)	Feist	6	26	1	4	9	15	1	4	12	27	0	3	4	217
Everywhere You Go	Lombardo	0	4	0	7	1	6	5	8	6	9	0	6	2	146
Five Foot Two	Feist	4	4	1	3	3	8	3	2	2	8	1	0	4	88
Girl From Jones Beach (Girl From Jones Beach)	Harms, Inc.	5	5	1	2	3	7	2	3	5	5	0	0	0	76
Havin' a Wonderful Wish (Sorrowful Jones)	Paramount	4	8	1	2	4	11	1	3	4	11	1	1	1	105
How It Lies	E. H. Morris	2	10	0	8	1	6	1	9	2	17	0	7	10	180
I Don't See Me in Your Eyes Anymore	Laurel	1	6	0	4	0	3	0	4	2	5	0	4	0	79
It's Summertime Again	Republic	2	4	0	5	0	1	0	5	11	7	0	4	0	93
Just for Me	Peer	4	14	2	1	5	15	1	2	3	1	0	0	0	93
Kiss Me Sweet	Advanced	5	6	0	3	0	10	1	3	3	8	0	2	0	91
Love Is a Beautiful Thing	Porgie	0	3	0	3	0	3	0	3	4	15	0	3	1	83
Lovers Gold	Oxford	6	12	1	7	2	5	0	6	2	5	0	6	0	155
Merry-Go-Round Waltz	Shapiro-Bernstein	3	5	0	3	8	7	1	2	5	8	0	2	0	87
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	6	9	0	7	8	12	0	8	11	12	0	6	3	178
Riders in the Sky	Mayfair	0	4	0	10	1	2	4	9	0	2	0	9	10	151
So in Love (Kiss Me, Kate)	T. B. Harms	1	5	1	3	5	3	1	3	4	2	0	3	0	72
Some Enchanted Evening (South Pacific)	Williamson	3	16	3	8	4	19	5	10	3	12	0	8	2	234
Someday You'll Want Me	Duchess	3	7	2	4	2	4	1	4	2	13	0	4	0	112
Swiss Lullaby	Southern	8	13	1	4	8	13	2	5	2	3	0	4	0	137
There's Yes, Yes in Your Eyes	Witmark	7	5	1	3	2	9	1	3	1	2	0	1	0	76
Wedding Day	Famous	1	11	1	8	5	11	2	7	0	1	0	4	4	141
Who Do You Know in Heaven?	Robbins	2	11	0	2	3	9	0	2	1	2	0	1	4	74

## RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks to date	POSITION Last Week	POSITION This Week	Record	Artist	Label
16	7	11	FOREVER AND EVER.....	P. Como-M. Ayres.....	Cap 20-3347, 47-2892—ASCAP
7	17	12	RIDERS IN THE SKY.....	P. Lee.....	Cap 57-608—ASCAP
5	14	13	ROOM FULL OF ROSES....	S. Kaye Ork-D. Cornell-The Kay-dets.....	V 20-3441—BMI
5	27	14	BALI HA'I .....	P. Como-M. Ayres Ork.....	V 20-3402—ASCAP
1	—	15	THE FOUR WINDS AND THE SEVEN SEAS.....	S. Kaye Ork.....	V 20-3459, 47-2923—ASCAP
13	9	16	"A" YOU'RE ADORABLE...	P. Como-Fontaine Sisters-M. Ayres Ork. V 20-3381, 47-2899—ASCAP	
6	16	16	AGAIN .....	T. Dorsey Ork-M. Lutes.....	V 20-3427—ASCAP
2	24	18	BALI HA'I .....	F. Sinatra.....	Col 38446—ASCAP
4	—	18	SOME ENCHANTED EVENING .....	F. Sinatra.....	Col 38446—ASCAP
7	29	20	AGAIN .....	A. Mooney Ork.....	MGM 10398—ASCAP
5	21	21	A WONDERFUL GUY.....	M. Whiting-F. DeVol Ork.....	Cap 57-542—ASCAP
8	22	22	BALI HA'I .....	P. Lee-D. Barbour Ork.....	Cap 57-543—ASCAP
4	20	22	BLACK COFFEE .....	S. Vaughn.....	Col 38462
12	13	24	FOREVER AND EVER.....	M. Whiting.....	Cap 15386—ASCAP
15	17	25	THE HOT CANARY.....	P. Weston-P. Nero.....	Cap 15373—ASCAP
15	15	26	FOREVER AND EVER.....	R. Morgan Ork.....	D 24569—ASCAP
12	29	27	FOREVER AND EVER.....	D. Shore-H. Zimmerman Ork.....	Col 38410, 1-134
3	26	27	SOME ENCHANTED EVE-NING .....	B. Crosby-J. S. Trotter Ork.....	D 24609—ASCAP
5	—	29	RIDERS IN THE SKY.....	B. Crosby-D. Darby Singers.....	D 24618—ASCAP
4	24	30	BABY, IT'S COLD OUTSIDE.	S. Kaye Ork-D. Cornell.....	V 20-3448, 47-2914

# Trade Directory

(Continued from opp. page)

Ben Holsinger resigned as promotional sales manager for the Rudolph Wurlitzer Company to become advertising and promotion manager of the Colonial Radio Corporation, a subsidiary of Sylvania Products Corporation.

Purveyor Shuffleboard Company, Chicago, added to staff: Vincent Hotten and Kenneth Del Re, Chicago sales staff, and Leonard Hartjen, to direct all Purveyor tournament promotion.

W. J. (Bill) Ryan appointed vice-president and general manager of Universal Industries, Chicago. He recently resigned from a similar post at O. D. Jennings & Company.

Fred J. Steffens, promotional sales manager of the Walter Johnson Candy Company, appointed vice-chairman of the NAMA, 1949 Convention.

### Distributors

AMI, Inc., Chicago, appointed J. Rosenfeld Company, St. Louis.

Aireon Manufacturing Company, Kansas City, Kan., appointed Ace Phonograph Company, Cleveland, for Northern Ohio.

Futuramic Machines, Inc., New York, appointed Koffee King Vendors, Inc., Chicago, for Wisconsin, Minne-

sota, Iowa, Nebraska, North and South Dakota and Cook and Lake counties in Illinois; Finot Service Corporation, St. Louis, will cover Missouri, Kansas and all of Illinois except Cook and Lake counties.

Oak Manufacturing Company, Los Angeles, appointed Hankin Distributors, Inc., Atlanta, and Empire Coin Machine Exchange, Chicago.

Vendall Company, Chicago, appointed State Electro Distributors, Cleveland, for Indiana, Ohio, Pennsylvania, West Virginia and Kentucky; S. V. Bowen Jr. Company, Richmond, Va., for Virginia and North Carolina areas.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed Music Distributing Company, Pittsburgh, for the Pittsburgh territory.

## Beach Club Latest Nasco Conversion

PHILADELPHIA, July 2.—Beach Club, a conversion from the five-ball novelty game, Lucky Star, is the latest Nasco product to be introduced by Nate Schneller, Inc. Claiming "lots of action" and improved player appeal, Lennie Schneller, exec in the firm, says the game has been extensively location-tested before being offered to the trade.

"Now that we are finally set in our new quarters," he said, "we intend to speed up our production so that conversions will come off the line on a regular schedule." The company, which specializes in pin game conversions, recently took possession of a new plant at 1427 North Broad Street here.

### Hartford, Conn.:

(Continued from page 159)

hearing, reported that he was not convinced that the business was of the type over which the board asserts jurisdiction.

Lee Hartstone, of Mercury Distributors, Chicago, was a recent visitor at the office of Ralph Colucci, head of State Music Distributing Corporation, Hartford. . . . Izzy Goldman, general manager for State Music, participated in his first golf match of the season the other afternoon at West Hartford.

Employees of M. H. Rhodes, Inc., Hartford, makers of parking meters, held their annual summer picnic last week.

### Detroit:

(Continued from page 159)

ing a Laundromat in Wyandotte.

Arthur J. Walege and John H. Forrester Jr. are forming the Washer Rental Company. . . . Edward A. Gorney reports that the Mercury Athletic Scale Company is readying two new machines, including a new scale and a quiz type machine. . . . Benjamin N. True, of the Curtis Weighing Company, one of the city's largest scale operators, is planning on moving South, where he has some property. . . . Art Levin, of the Lynco Coin Machine Company, has been confined for two weeks with a back injury.

Frank C. Kaminski is establishing Casey's Self Service Laundry in the downriver suburb of Lincoln Park. . . . Maurice J. Feldman, of the Central Coin Machine Exchange, was called to Chicago by the death of his mother. . . . Michael Benson, new president of the Michigan Miniature Bowling Association, reports the meeting nights have been changed from Monday to Wednesday. . . . Maurice Goldman, president of the Michigan Automatic Phonograph Owners, is vacationing in Minneapolis.

### New York:

(Continued from page 159)

termine what games ops are most anxious to convert at this time. Earlier Schneller conversions are well represented in those areas, he says.

Members of Local 786, International Brotherhood of Electrical Workers, AFL, the union which services most of the town's juke boxes, are giving a testimonial dinner Tuesday (12) for their business manager, Frank Calland. Affair will be held at the Cardinal Restaurant.

## FOR SALE

- 10 Advance Rolls. Each . . . . . \$40.00
- 1 Chicken Sam Gun . . . . . 35.00
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- CAMERA CHIEF, New Model . . . . . 24.50
- SPIN IT, 5¢ Nut Vendor . . . . . 18.50
- ABT TOTAL SCORE . . . . . 52.50
- ABT STRIKE-A-LITE . . . . . 45.00
- KICKER and CATCHER . . . . . 34.50
- GRIP VIEW (Burlesque Photo) . . . . . 44.50
- PEANUT & GUM VENDOR, Advance . . . . . 11.90
- WINDMILL, Muto., with Stand . . . . . 35.00
- CHARM KING, Ball Gum and Pistachio . . . . . 13.95
- THE HUNTER (Pistol-Gun) . . . . . 45.00
- TARGET KING (Pistol-Gun) . . . . . 45.00
- MERCURY GRIPPER . . . . . 49.50
- SILVER KING Hot Nut Vendor . . . . . 29.95
- STAMP VENDOR, 3 Col. Shipman . . . . . 39.50

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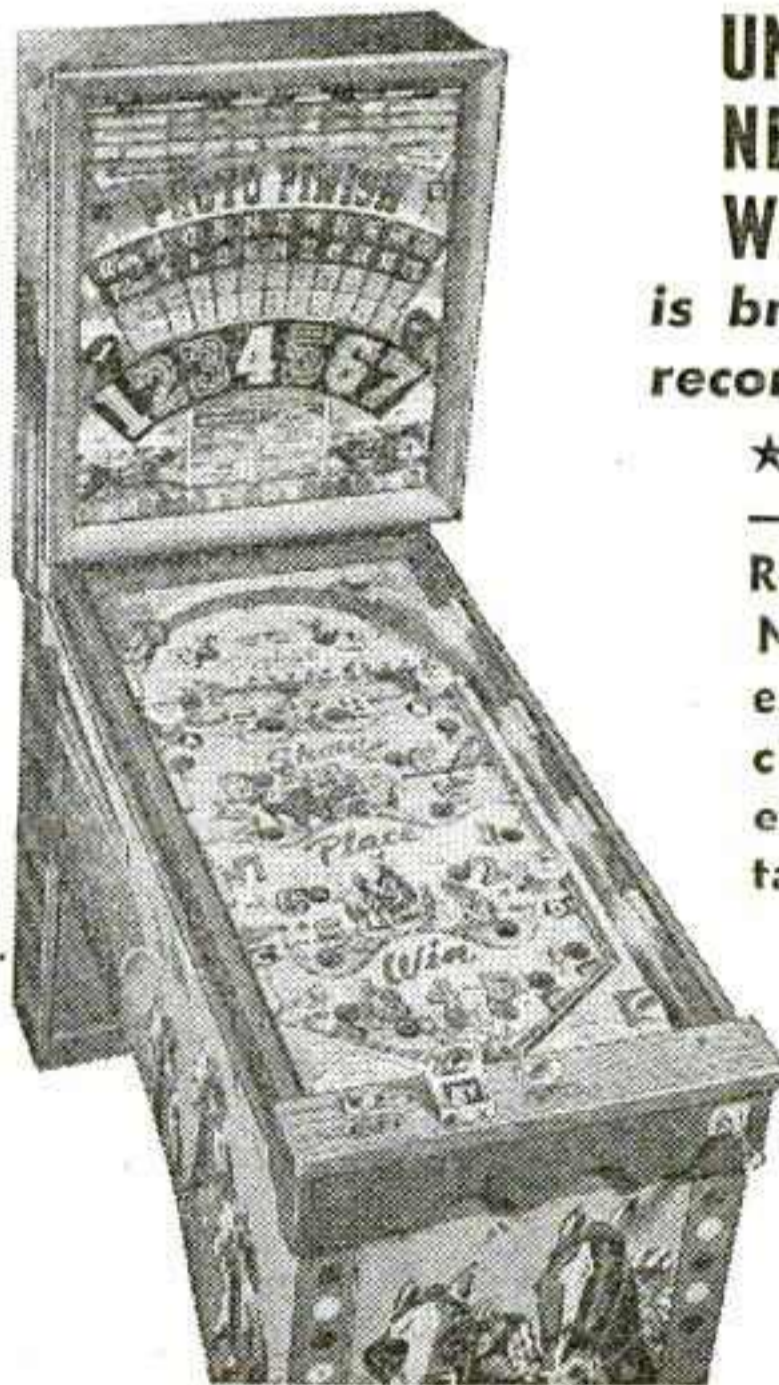
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# It's Penny Year for Arcades; Promotions Keep Takes High

(Continued from page 141)

player pianos and music boxes which he reports has brought his park lots of publicity and curious crowds. In St. Louis, an operator has placed a battery of four shuffleboards at the entrance of the park which he claims has brought in new trade. His point here was to cash in on the present interest in shuffleboard by the St. Louis populace.

#### Modernize Layouts

Downtown arcade operators have also made a sincere effort to win new trade. In Chicago and New York, most operators who have not modernized their establishments in the postwar period took time out this year to catch up on this detail. In addition to investigating better ways to situate machines and install new

equipment, these owners have gone overboard in improving arcade fronts. In both outdoor and indoor arcades, operators have made it clear that they are willing to roll up their sleeves and dig in for whatever business is available.

In Atlantic City and New York's Coney Island, the weather has been favorable and the crowds heavy but spending, operators claim, has been off. Too many patrons at these resorts are inclined to spend their time enjoying the ocean breeze and seem slow to part with coins for mechanical amusement. In Atlantic City part of the drop in business is attributed to the number of competing arcades. There are 20 operating along the Boardwalk, the limit permitted by local ordinance. Operators claim that because of the 20 arcades the business is spread thinly.

#### Detroit Biz Off

In Detroit the arcade business is considerably below last year in downtown locations. Coin men attribute this in part to the prolonged Ford strike and also to the fact that all amusement trade has been off since the first of the year. However, in the past two weeks some recovery has been noted and operators of arcades say there is reason for optimism for the next eight weeks. Park arcades started off 30 per cent below last year and are now running some 10 per cent behind the 1948 season. In the up-State parks indications are that they will average better than Detroit and may match last year's business. Silver Beach Amusement Park, near St. Joseph, Mich., is now reporting an upturn in business after a slow start. This spot draws heavily from Chicago and other Illinois cities and towns as well as from Michigan and Northern Indiana and cannot get a good line on its business until the July Fourth week-end.

Chicago's Riverview Park also had a slow beginning but has reported an upswing in business since the schools closed last week. Its three arcades have been refurbished with new equipment, and much of the equipment on nickel play last year is now set for penny operation. Art Moss, arcade division manager, says the penny move has helped the arcades a great deal. One of the arcades houses 12 Dale guns, manufactured by Exhibit Supply, and this modified shooting gallery, Moss claims, has been one of the few successful nickel operated units at Riverview thus far.

#### Davenport Gains

In Davenport, Ia., A. W. Beckman, in charge of arcade equipment at the Mississippi Valley Amusement Park, claims his penny machines are running slightly ahead of the 1948 season. He explains that many of his units were changed from nickel to penny play soon after the park opened on a slow note. Prior to July 4 Mississippi Valley is open on week-ends only. After that date it runs on an afternoon and evening basis for the remainder of the season. Beckman claims that with any break in the weather, the arcades will at least match last year's trade. Thus far he credits penny play with holding up grosses.

Altho off to a slow start St. Louis's Forest Park Highlands and Chain of Rocks amusement parks are now beginning to show improved business in their arcade division. Carl Trippe, veteran coinman, recently bought the Chain of Rocks and has already done a noticeable remodeling job. He claims there is a need for 36-foot skee ball alleys which have not been made for several years. Only this week he junked the last one remaining in his park when he found he could no longer get repair parts. But even while this unit was on its last legs it was still attracting play, Trippe says. Trippe is a park operator who has made a success of shuffleboards on park locations. The four boards

he has there now will soon be augmented by additional boards shipped direct from the tournament floor of the Coliseum in Chicago, where Standard Shuffleboard (Rock-Ola) recently staged its \$15,000 Four-States Tourney.

#### California Report

Arcade business in Southern California is off from 15 to 30 per cent with one notable exception. The bright spot is the arcade in Al Anderson's Balboa Fun Zone, Newport Beach, operated by Paul Blair. Business has been hyped by changing most nickel machines to pennies. For example there were formerly eight nickel pin games, but these have now been cut to three, the rest going for the 1-cent play.

Another draw here is a collection of antique player pianos and music boxes. Important, so the operators feel, is changing the music three times weekly so the crowds don't lose interest by hearing the same old tunes. The main thing today, the operators have found, is to hold the crowds once they set foot in the arcade. This automatic music line-up, coupled with a schedule of prices that feature pennies and nickels instead of nickels and dimes, is paying off. The arcade has been completely repainted inside and out and equipped with new awnings. Some new equipment also has been added.

Crowds at Balboa are better this year, according to the operators, due to the prevalent short money which has knocked many families out of taking long trips and forced them to seek amusement in the proximity of their homes.

#### Less Money

The old Louis Sallee Arcade on the Pike in Long Beach, now owned by Frank Zambreno, is off 30 per cent from '48, and last year was 20 per cent under '47. This is one of the larger arcades with approximately 180 machines, designed principally to please the kids. While there are as many kids on the Pike as formerly, the moppets are short of money. During the war they came in with \$5 and \$10 bills. Today they have small change. Keep prices down and give the kids cheap entertainment is Zambreno's theory. Some new equipment has been installed since last year and the arcade has been completely repainted.

Business at Mission Beach, near San Diego, is approximately 15 per cent off, according to operator Roy Hurd. With 86 pieces of equipment he finds the hot items to be Ray Guns, Strikes and Spares and Western Baseball. Kids here still seem to have money. Night play is heavy with sailors from the San Diego Naval Base. The majority of machines here are of the nickel variety.

No new equipment has been purchased this year by Hurd as he wants to check on business conditions before making further investments. He took over the arcade two years ago.

The arcade on the pier at Ocean Park is also 15 per cent under '48 according to Joe Rose. As a consequence of the slump he is investing in no new machines, feeling prices on equipment are still too high. This arcade, which has been in operation nine years, features 31 skee ball alleys, but the game is off so far. Kids feature most of the daytime play while adults take over the after dark business.

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2 Acme Shoe Shiners	Write

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10¢ Corn Vendors	\$89.50
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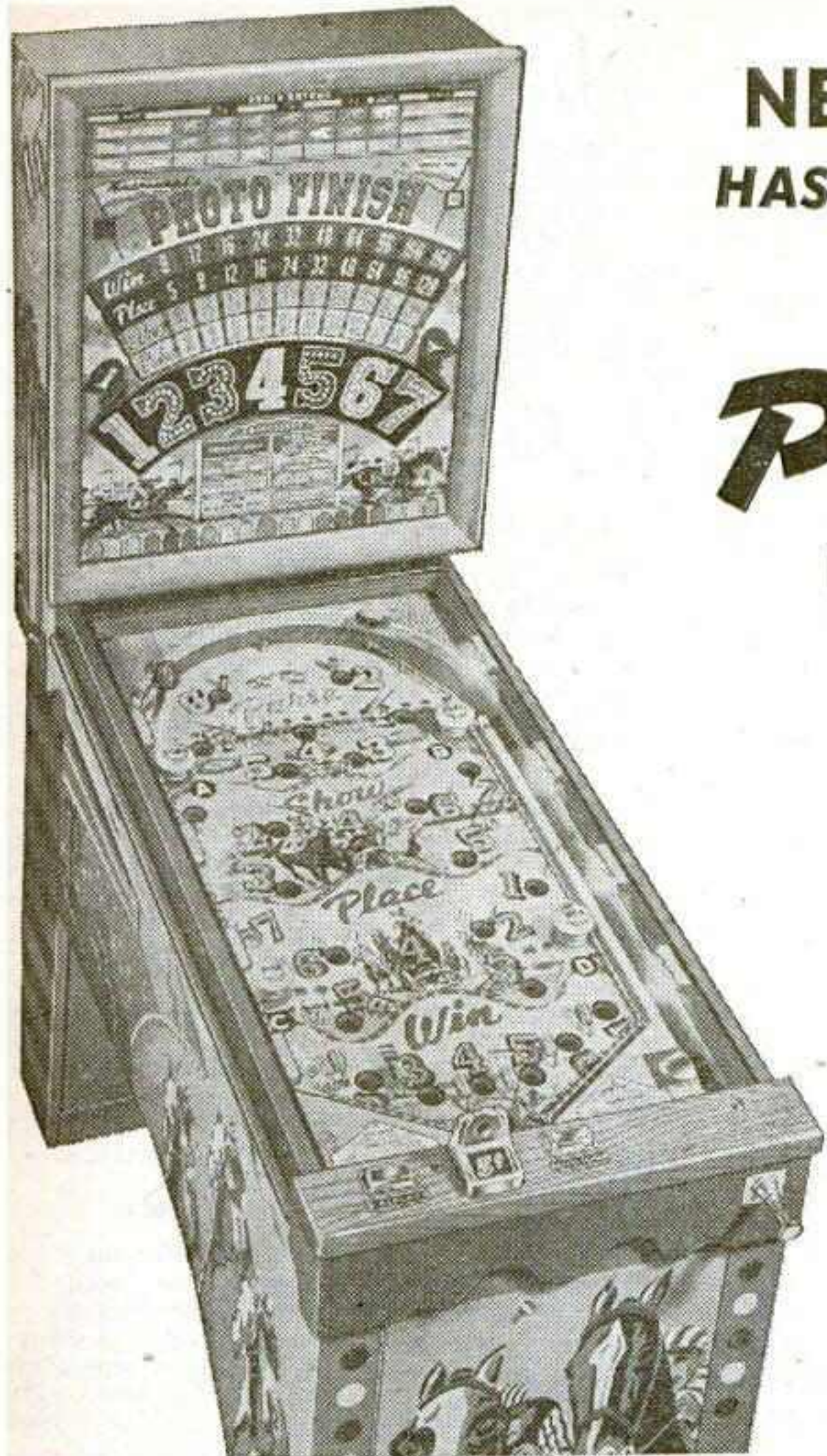
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SEE PAGE 72





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  - SEEBURG CLASSIC, RC Hideaway, With 2 Wall Boxes ..... 99.50
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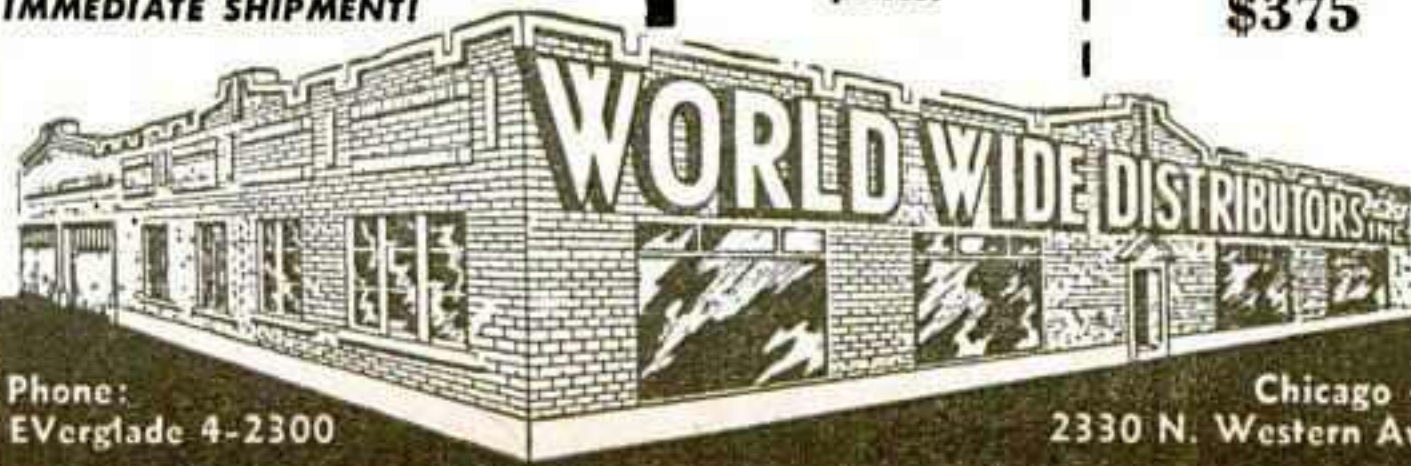
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SEE PAGE 72

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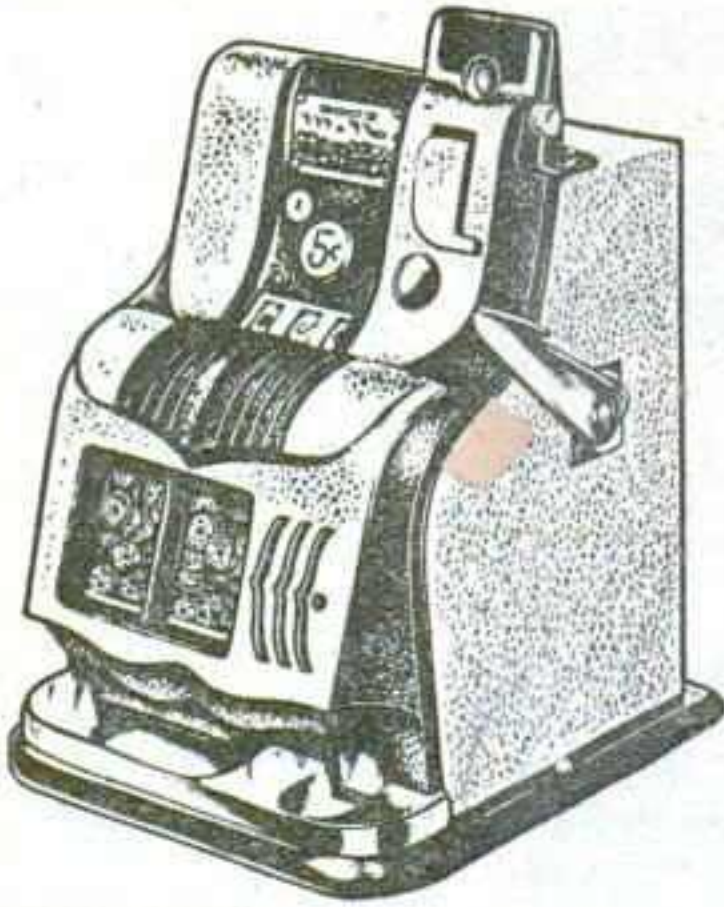
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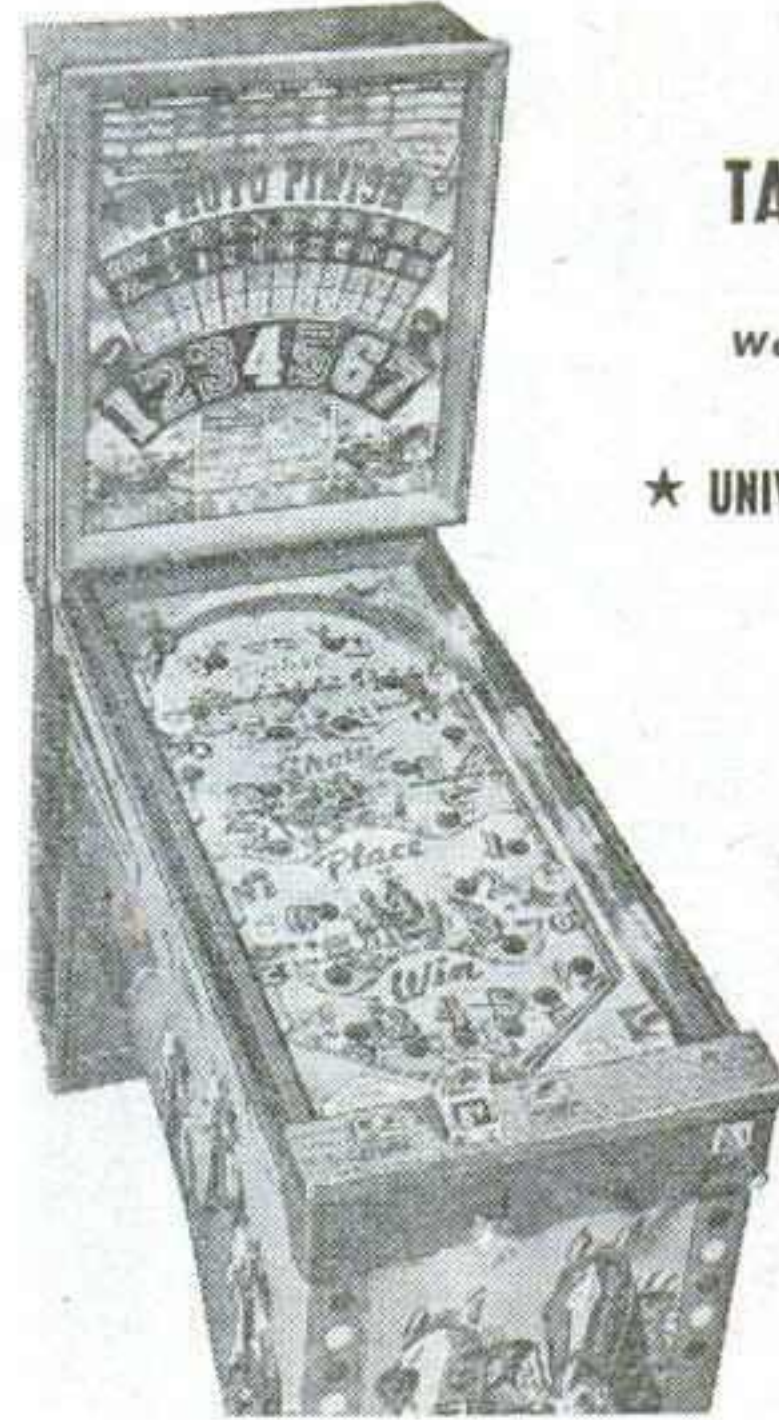
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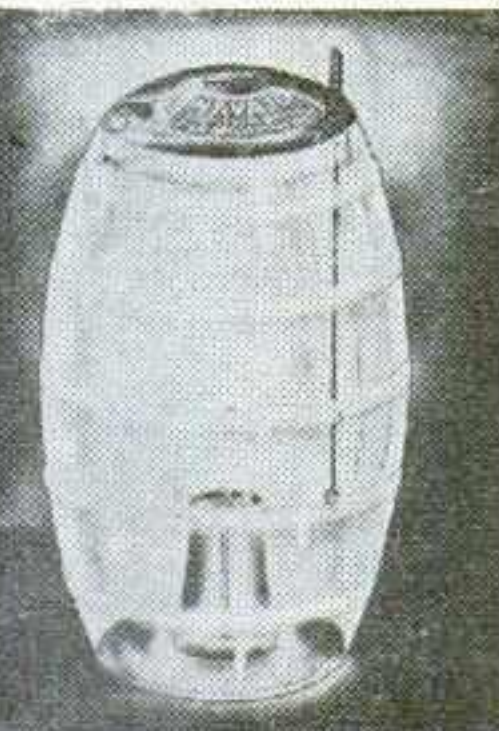
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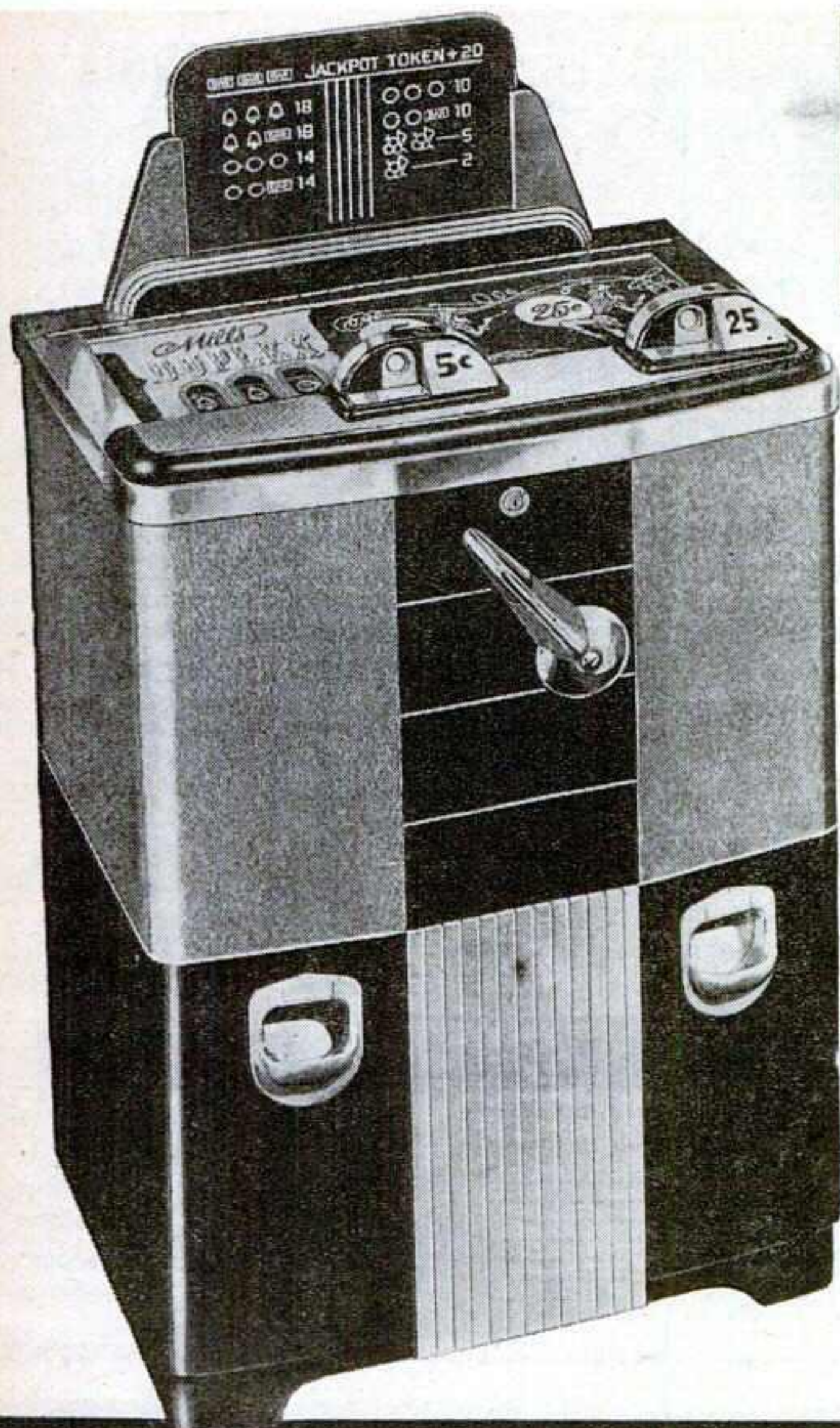
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SEE PAGE 72

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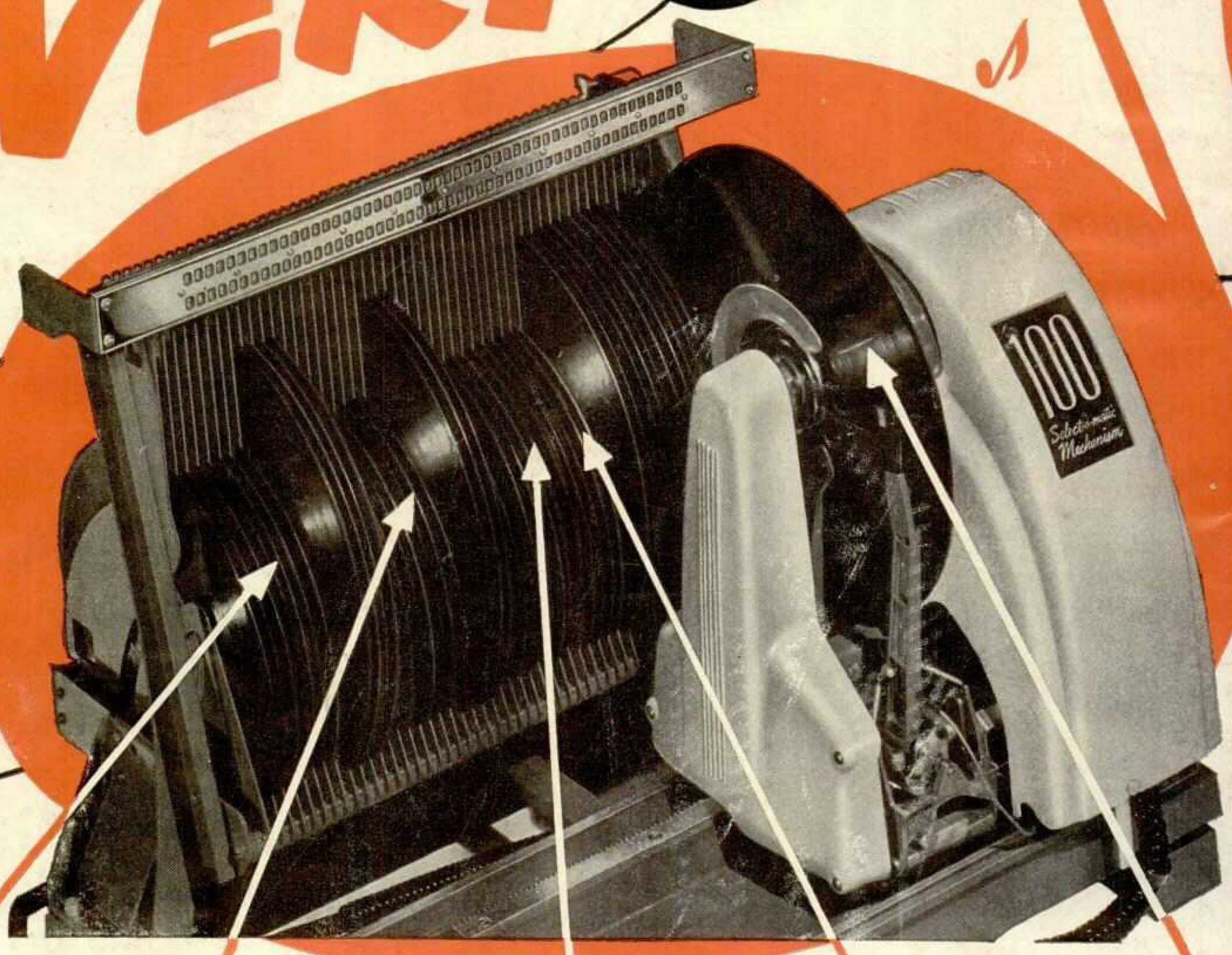


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