

Summer Special

The Billboard

JUNE 24, 1950

25 CENTS



featuring...
**COMPLETE
FAIR LIST**

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

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means bigger popcorn profits—because
it has better features



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



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Manley, Inc.

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



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

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Business.....
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ALFRESCOS OUT OF ROUGH

BILLBOARD BACKSTAGE

By Joe Csida

It's a happy thing to be getting re-acquainted with our favorite people, the readers. Several nice letters last week about the Joe Wilson column, from people who knew Joe. This one, from Irving Sarnoff, Bruno—New York topper, a gent who knew him well, is typical:

"I returned from Joe's Wilson's funeral this morning and I had occasion to read your *Backstage* in the June 10 issue of *The Billboard*.

"I certainly concur with every word that you utter, and there is a great deal more that could be written about this extraordinary individual. He was a man of great character. (See *Billboard Backstage* on page 14)

Who's Got Dinah? Nets, Waxers in Air

HOLLYWOOD, June 17. — Dinah Shore has been offered the starring role in a radio show next season by NBC in an effort to swing the lass from Columbia to RCA Victor Records. NBC talent exec Manie Sacks, long-time friend and advisor to Miss Shore, has promised the thrush a half-hour musical stanza if she signs with Victor, as well as a tele show whenever she is ready.

Not to be outdone, CBS has likewise pledged Dinah an air show equal in stature and importance to NBC's offer. Dinah, meanwhile, has made no decision on future waxing affiliation, but is lending a ready ear to offers and counter proposals from both networks and their diskery subsids. Proposed air show would augment thrush's work in the CBS-Oxydol five-a-week series, which has been renewed for next season.

Twist May Put FM in Black

New System Gives Outlets Multi-Service

Many Shows at Once

By Sam Chase

NEW YORK, June 17.—A new FM development, designed to turn FM broadcasting from a red-ink industry into a medium with muscles, was in the process of being unveiled here this week. A product of a new firm called Multiplex Development Corporation, the device would enable FM stations simultaneously to air not only their regular programs to the general public, but a group of specialized subscription services such as transit radio, storecasting, music-casting, facsimile, automobile service (See *Multiplex Builds* on page 5)

Music Sees Rainbow Ahead; Song Crop Heavy for Fall

By Hal Webman

NEW YORK, June 17.—Optimism is the keynote for the fall music and record business season among most leading trade execs. High hopes are being predicted upon an unusually heavy schedule of early fall legit musicals and flicker song-and-dance epics which are being scored by leading songwriters including Richard Rodgers and Oscar Hammerstein, Irving Berlin, Frank Loesser, Hoagy Carmichael, Johnny Mercer, Harry Warren, Mack Gordon, Arthur Freed, Burton Lane and E. Y. Harburg, Cole Porter, Johnny Burke and Jimmy Van Heusen. It is expected that this multi-million dollar tunesmith combine will have prepared in the vicinity of 100 songs which will hit the market in a three or four-month period beginning in mid-August.

Diskers, peering past the current slow-moving business pace, are particularly delighted with the possibilities of this giant-sized batch of class writer material. Of course, the diskers have been thru fall season song splurges which stacked up on paper as being sure-fire but which ended as fizzles. Last fall's product, sparser than usual, did little to enliven the pace of the business, which turned to gimmicks, novelties, hillbillies and revivals to survive the year. It is to be remembered that not a single substantial hit song emerged from the past season's fall legiters, which highlighted *Lost in the Stars*, *Gentlemen Prefer Blondes*, *Arms and the Girl* and *Texas L'il Darlin'*. Likewise, musical movies failed to produce more than a negligible amount of top song material.

Most Impressive List

But diskers agree that the coming fall's list is one of the most impressive in recent music business history. A couple of artist and repertoire (See *Music Sees Rainbow*, page 11)

Whist!

NEW YORK, June 17.—Indie agent Sam Tishman ran into Joe Morris (Morris and Ryan) on the street walking with Harry Martin.

"How's about buying a drink," said Tishman.

"Okay, let's go into the Friars," said Morris.

"Friars!" broke in Martin. "You can't go there. You flunked gin!"

Percenter's Gird Loins For Battle

It's ARA Vs. AGVA

NEW YORK, June 17.—Agents all over the country, particularly those affiliated with agency organizations, are girding themselves for a battle with the American Guild of Variety Artists (AGVA) as a result of the union's announced intention of breaking all relations with the percenter's.

An emergency meeting of all agents affiliated with the Artists Representatives' Association (ARA) is scheduled to be held here Tuesday (See *AGENTS READY* on page 41)

Wurlitzer Uses TV Promotion To Fight Video Competition

NORTH TONAWANDA, N. Y., June 17.—While free television in taverns has cut seriously into juke box play, the Rudolph Wurlitzer Company here has turned the competitive medium into a weapon for popularizing coin music generally and promoting greater placement of Wurlitzer's new phonograph.

Two television shorts have been prepared and furnished free to Wurlitzer distributors across the country. In at least six cities to date (Milwaukee, Pittsburgh, Dallas, Boston, Louisville and Minneapolis) the outlets have bought video time and put the one-minute spots to work plugging the coin phonographs.

Patrons of taverns, as well as viewers in the home, see a close-up of Wurlitzer's new Model 1250, showing its illuminated plastic top, and the 48-selection record changer. Ac-

tors choose a tune and the music begins to play, demonstrating the mechanism's quick response to the deposited coin. Over the picture an announcer is heard describing the features of the new machine.

The audience of most direct interest to Wurlitzer, tho, is the tavern proprietor himself. Probably an owner of an outdated juke, it is hoped he will be sold on the unit after seeing and hearing it in operation. Soundless time is provided at the end of the film for the live announcement of the local distributor's name and address.

Ed R. Wurgler, general sales manager, said the distributors would use the inquiries to provide active leads for local operators. "Distributors are enthusiastic over the reaction which the project is obtaining," he declared. (See *Wurlitzer Uses* on page 163)

Urban Dates Lead, Rural Take Tighter

No Miracles Expected

By Jim McHugh

NEW YORK, June 17.—With the spring semester tucked away, alfresco showmen have pined in their belts, drawn on reserves and, in some instances, put the bite on bankrollers for fresh money in anticipation of a bountiful season yet to come. Despite the fact that the considerable rain and mud encountered has made it impossible for all but a few units to count a portion of their grosses to date as profits, consensus is that experiences thus far justify the optimistic outlook.

Strengthening the happy feeling are the documented examples of increased per capita spending in both (See *Alfrescos Out of Rough*, page 51)

Union Claims Record Field Vocal Talent

New Scales Offered

NEW YORK, June 17.—American Federation of Radio Artists (AFRA), Thursday (15), presented to record companies a set of proposals covering scale and minimum conditions for performers—other than musicians—on disks. Present at the session, in addition to AFRA execs, were representatives of RCA Victor, Columbia and MGM diskeries.

The initial proposals, which constitute the take-off point for negotiation (See *AFRA Hands Disk* on page 12)

Diskers Get Year On "Dirty" Rap

CINCINNATI, June 17.—The government's drive against the sale of obscene records resumed here this week with the sentencing of Carl J. Burkhardt, local record manufacturer, to a year and a day in prison by U. S. District Court Judge John H. Druffel. Burkhardt had been on (See *Jail Burkhardt* on page 11)

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There's Tax Shake-Up Ahead

Capital Gains Gimmicks On Way to Limbo

Revenuers Back Move

WASHINGTON, June 17. — The House Ways and Means Committee is moving to narrow any future chances of entertainers' negotiating capital gains deals to save taxes. The group voted this week to write into the excise bill a provision taxing as ordinary income "the proceeds from sales of inventions, books, artistic works or similar properties which are the product of the taxpayer's personal effort."

The committee also voted a provision sharply restricting the establishment of so-called "collapsible corporations," a practice used occasionally in the movie industry to save on taxes. Gains of stockholders from such corporations would be taxed as ordinary income, except in cases where there is a non-tax reason for setting up a quickie firm.

Besides severely restricting any future deals such as the Jack Benny and Amos 'n' Andy cases, the committee capital gains provision, if enacted, would outlaw any possible ex- (See CAPITAL GAINS on page 8)

British Cut Tax On Vaude Spots

WASHINGTON, June 17. — The British government is proposing to grant a sharp cut in the amusement tax for theaters presenting stage-shows, the Commerce Department reported this week. The new finance bill submitted to Parliament by the chancellor of the exchequer contains a clause stating that, after August 5, 1950, if a stagershow takes up at least one-fourth of the total theater program, the tax will be cut to one-seventh the present levy.

The new policy, which Commerce feels certain will be approved by Parliament, is designed to provide additional employment for performers. The only drawback is that there are few movie houses in Britain that will be in a position to add stage-shows without expensive alterations.

Meanwhile, British performers will have increased opportunity for work in films. The British film subsidy, consisting of a revolving fund to aid film producers and renters, is to be increased by 1,000,000 pounds. This would raise the fund to a total of 6,000,000 pounds.

A number of British stars, actors, directors and writers have subscribed to a plan whereby, for the first time, a labor union—cine-technicians union—will produce films in an attempt to relieve unemployment. The first union film is budgeted at 100,000 pounds, Commerce said.

Excise Levy Reductions In the Works

Balanced Bill Needed

WASHINGTON, June 17.—As the House Ways and Means Committee prepares to consider hikes in the corporation tax rate, prospects are brightening for enactment of the omnibus tax bill, which includes cuts in various showbiz levies.

Democrats on the committee held a special conference this week and were reported near agreement on a corporation tax increase which would narrow the gap between the billion-dollar excise cuts and the half-billion to be gained thru elimination of tax loopholes. Speaker Sam Rayburn was hopeful after the Dem confab that the committee will vote a sufficient increase to put the entire measure in a fiscal balance and so persuade the President to sign it. Truman has said that he will veto a bill that does not make up in other tax gains the losses from excise reductions.

Should the committee report out a balanced tax bill, there are still hitches in the way of its progress to the President. There is no assurance that either the House or the Senate will approve a rise in corporation taxes. Both Houses appear likely to go along substantially with excise cuts and loophole provisions voted by the House tax committee. Without the corporation tax increase, however, revenue losses would outweigh gains by about a half-billion dollars.

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

HOLLYWOOD, June 17. — Continued clashes between opposing counsels marked the opening sessions of the Federal Communications Commission (FCC) hearings of news distortion charges against G. A. Richards, owner of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland. Bitterest battle is being waged over Richards's ability to take the stand. Hugh Fulton, chief attorney for the station owner, introed affidavits from medicos stating that (See Richards' Health on page 48)

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

Consumer Veepee Becomes Generalissimo in Field

NEW YORK, June 17.—Tho no official announcement has yet been made, it was learned this week from authoritative sources that the "re-organization" at the RCA Victor division of Radio Corporation of America following the recent death of Executive Veepee and General Manager John G. (Joe) Wilson will be as follows:

Admiral Walter Buck, who was operating vice-president under Wilson, will assume the post of general manager of the division, tho for the time being at least he will not be appointed exec veepee.

Joseph Elliott, vice-president in charge of consumer products, will

take on a great many (probably the majority) of Wilson's field duties and supervisory activities. There is little doubt, for example, that the distribution department, under Veepee Robert Seidel, will report directly to Elliott, rather than to Buck, who is substantially an inside man. This obviously is the result of the fact that Elliott is the highest top level executive in the division with more than 20 years of actual in-the-field experience and that his contacts with distributors and dealers thruout the (See Buck, Elliott Inherit, page 11)

U. S. and Swiss Talk Tax Ease

WASHINGTON, June 17. — State Department is preparing to negotiate with Switzerland for another in its series of treaties insuring against double taxation on incomes of entertainers and others who work in two nations during a year. The agency is gradually broadening the number of countries with which tax agreement has been reached and hopes eventually to have pacts with every nation. The Swiss treaty is expected to be along the lines of a dozen earlier ones which would give taxing rights on a working traveler to the foreign country if the worker is employed there more than half the year, and to the worker's own country if he works in a foreign nation less than six months.

2 Coast Grid Teams Offered Gate Guarantee for TV Rights

HOLLYWOOD June 17.—NBC tele station KNBH has made two local colleges a firm offer to televise this fall's football sked on a "guaranteed attendance" basis by which the station would underwrite attendance at all contests and reimburse colleges in cash should the stadium business fall below predetermined goals. Offer was made by Tom McFadden KNBH manager, to Wilbur Johns, University of California at Los Angeles (UCLA) athletic director, and Willis Hunter, holder of the same job at University of Southern California (USC). Final decision is being held pending clearance by Pacific Coast Conference of rights to televise games of all Conference colleges.

McFadden's plan hinges on per capita attendance figures over a period of years for each game at Los Angeles Coliseum. Average number of payers would then be used as a quota for each gridiron fray. Should attendance fall below quota, KNBH would reimburse the schools. KNBH would pay nothing for telecasting rights and would be permitted to peddle games to sponsors acceptable by the colleges.

Colleges will receive a further break should attendance figures surpass estimated quotas. In such a case KNBH would pay the schools the full amount of dough received from sale of rights to a sponsor. (See GATE INSURANCE on page 6)

Film Musical Review Tune Feast Saves 'Duchess of Idaho'

HOLLYWOOD, June 17.—Duchess of Idaho (Metro-Goldwyn-Mayer) can thank its lucky songs for saving it from a fate worse than boredom. Technicolor extravaganza's glitter and glamor proves too cumbersome for its flimsy, implausible plot. Each time the Esther Williams-Van Johnson starrer threatens to bog down, bright song material hypos it along for 98 minutes.

Connie Haines sparkles on the screen. Cast as a vocalist with a band fronted by Van Johnson, Miss Haines's chirping brightens many a dull spot. Al Rinker and Floyd Huddlestone wrote three tunes ideally suited for this flick, with Miss Haines capturing eye and ear on all. Two are bright rhythm ditties, *Let's Choo, Choo, Choo*, to Idaho and *You Can't Do Wrong Doin' Right*, and a palatable ballad, *Of All Things*.

Miss Haines particularly shines in a Pullman car scene early in the film, when she and the band are en route (See Songs Left "Duchess," page 14)

Agent in Jam, Faces Loss of Lewis-Martin

Failed To Fill Philly Date

NEW YORK, June 17.—Abner J. Greshler is facing a lawsuit for \$14,000, plus costs, filed last week in Philadelphia by Harry Steinman, operator of the Philly Latin Casino. Steinman charged that Greshler signed for the appearance of Martin and Lewis at his club. The two boys said they had never been consulted nor had they authorized Greshler to make the agreement. In addition to (See Agent in Jam on page 41)

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MULTIPLEX BUILDS FM BODY

Two More NAB Resignations Grease Up Economy Wheels

WASHINGTON, June 17.—With G. Emerson Markham and Arthur C. Stringer added to the National Association of Broadcasters' (NAB) list of resignations almost on the eve of next week's board meeting, the board is expected to get a report showing the trade association already well-gearred to its economy program preparatory to the upcoming membership drive (*The Billboard*, June 17).

General Manager William B. Ryan is prepared to report the association's operating expenses running at least 10 per cent below the current \$750,000 budget. This slash has been necessitated by the withdrawals of CBS and ABC and their owned-and-operated stations.

The Ryan report to the board, it was learned, will disclose that despite the withdrawals of the two webs and their o.-and-o. stations, the NAB

membership is greater than at any time except 1949. This, it will be pointed out, is a healthy situation, contrary to pessimism which followed the departure of CBS and ABC. Ryan has spared no economy efforts while paving the way for the NAB's biggest member-recruiting drive.

Since Ryan took office some weeks ago, the NAB staff has had four major resignations. Two will not be replaced. The other two posts will be filled at lesser pay. Savings are expected to exceed \$40,000.

Resignations of Markham and Stringer were announced yesterday (16). Markham has been serving as head of the association's TV department at a salary of \$17,500. Markham's successor will have a lower salary. Stringer, who has been with the NAB 13 years and who has been acting as promotion director, head of the special services department and director of the FM department, is not expected to be replaced.

Nor is any replacement planned for George Revercombe, whose salary as assistant treasurer was \$8,000. A revision in the legal set-up is planned as an economy move to take care of the resignation of Don Petty from his \$15,000-a-year retainer as head of the legal division.

The board is expected to okay Ryan's blueprint for the membership drive. The finance committee will meet tomorrow (18), and a board-orientation session will be staged the following day. The board will meet behind closed doors Tuesday, Wednesday and Thursday (20-22). The membership committee will meet after the board winds up its proceedings.

"Hit" Simulcast May Ankle NBC

NEW YORK, June 17.—Altho the American Tobacco Company is planning to air a few simulcasts of its *Hit Parade* over NBC this summer, the sponsor is reported considering the possibility of shifting to another web this fall. The reason is that the simulcast is possible during the current period, when the NBC *Shows of Shows* is on hiatus. However, come fall, *Hit Parade's* 9 p.m. radio time will prevent simulcasting when *Shows of Shows* returns to the air.

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

Pix Stall TV of Martin - Lewis?

NEW YORK, June 17.—Indications this week were that a proposed Dean Martin-Jerry Lewis TV series for Buick was stalled because of the comedy team's prior film commitments. They are scheduled to do one picture for Hal Wallis, with an option for another, and to do one for their own film company, York Pictures.

This means that the only way they might be available is on film, but Buick, it appears, is reluctant to spend 30G a week for a film show. The Kudner Agency handles the account.

With Bath

NEW YORK, June 17.—The Sunday edition of *Tea and Jinx* on WNBC, New York, was sold this week by the station. The show, which airs from noon to 12:20 p.m., was picked up by Beechhaven Apartments, Inc., of Brooklyn.

Guess the apartment shortage is over.

Allen May Be Ready for AM Fall Comeback

NEW YORK, June 17.—Fred Allen this week was reported to be ready to make his radio comeback next fall. The comic's doctor examined him recently and came up with the decision that while radio would not overly tax him, TV might be too tough to take. Thus he has decided to forego video for the time being.

The insertion of Allen into the NBC radio line-up would further strengthen the web in its programming battle with CBS. The comedian, coupled with Groucho Marx on Sunday evenings, might present a twin threat to CBS's rating dominance on that night.

TVA-SAG Fight On Jurisdiction In Hopeful Turn

NEW YORK, June 17.—The jurisdictional battle between the Screen Actors' Guild (SAG) and Television Authority (TVA) over TV talent this week took a turn for the better when representatives of the labor orgs were called into a joint huddle with the federal mediator Friday (16). The meeting is purely exploratory, but with the government applying the pressure, insiders feel, there may be hope the unions can settle their differences amicably.

Meanwhile on Thursday (15) a meeting was held here by the National Labor Relations Board (NLRB), with the unions and video management spokesmen to get further briefing on the status of union talent in the TV industry. This meeting is one of the first of a long number expected to be held before an NLRB election can be scheduled.

'Political Clause' Stirs RWG War

NEW YORK, June 17.—The Radio Writers' Guild (RWG) Thursday (15) set-up a strategy committee to make plans for action to combat the so-called "political clause" recently inserted in CBS scripters' contracts. The clause prohibits, on pain of the pact's cancellation, the "insulting or offending of any segment of the community," but its interpretation, most writers feel, may hamstring them to the point of curtailing their already limited creative scope. Arnold Perl heads the committee.

Meanwhile, the RWG was getting ready to meet with the advertising agencies to define which free-lance writers will vote in the election to be held by the National Labor Relations Board (NLRB) for RWG representation as the scripters' bargaining agent.

Gives Outlets Power With Multi-Service

All Aired at Once

(Continued from page 3)

calls and educational broadcasts to schools. A single outlet could handle all these services at one time without one interfering with any other. Existing transmitter facilities would be utilized, with the addition of special equipment, making the combination of services possible.

The system, called Aural Multiplex, will shortly begin a 90-day experimental trial from the facilities of FM Station WGYN, New York, which ironically was forced to shutter operations April 26 after a decade of heavy losses. During this period, the Federal Communications Commission (FCC) will be given a series of field test demonstrations aimed at approval of the technique for general adoption by FM broadcasters.

OWI Used Process

President of the sponsoring firm is William S. Halstead, veteran electronics engineer, whose firm during the war developed the first Multiplex broadcast system, utilized by the Office of War Information (OWI) to send trans-oceanic military messages via regular short-wave facilities without conflicting with regular OWI transmissions. The vice-president is Fred Willis, who from 1929 thru 1940 was with CBS, as assistant to then-President William S. Paley. The co-owner is attorney Alvin Untermeyer and the secretary-treasurer is Homer J. Belanger of the accounting firm of Barnett, Bulogne & Belanger. Halstead, Willis and Belanger comprise the board of directors along with Spencer S. Pinkham of the law firm of Holthusen & Pinkham.

The effect of the Aural Multiplex system on the struggling FM broadcasters may well be the most dramatic since the medium supposedly went commercial. The onrush of FM's more glamorous big brother, television, took the spotlight away, and advertisers who might otherwise have been interested in the better-reproduction aspects of the medium jumped instead into video. The result is that FM stations, groping for some means of balancing the books, have turned more and more to one of the various sideline services which could all be utilized by stations operating with Aural Multiplex.

The various "subscription" services all would be transmitted over the single assigned station frequency, and would in effect provide for greatly expanded facilities and channels without increasing the number of stations, affecting the efficiency of any portion of the operation or changing the basic frequency allocation pattern. The FCC, in all likelihood, would have to set some new standards for FM's use of Aural Multiplex and the various offshoots into which stations could move.

Subscription Offshoots

These "subscription" offshoots all would necessitate special equipment by subscribers, and would be secure from bootleg reception. Thus, a music-cast deal could be set up with restaurants and taverns; storecasts with groups of retail markets; mobile call service to automobiles for subscribing physicians and service (*See Multiplex Builds FM, page 10*)

TV Asks \$ for Per-Program ASCAP Talks

WASHINGTON, June 17.—A fund-raising drive to bulwark the television industry's negotiations with the American Society of Composers, Authors and Publishers (ASCAP) on per-program contracts has been launched by the industry's special negotiating committee. The committee hopes to raise between \$75,000 and \$125,000 to assure successful negotiations, it was indicated this week in the wake of a talk on the situation by Stuart Sprague, of New York, counsel to the committee, before the board.

NBC Has 'McGee' On Sales Block

HOLLYWOOD, June 17.—NBC has put *Fibber McGee and Molly* on the sales block, following cancellation of the comedy show by Johnson's wax. Web, which owns the *Fibber* package, is reportedly close to a deal for sponsorship by the Hunt Foods Company. So far, the Hunt Company is talking only radio, altho the food firm will be given first option at combined radio-televé deal.

Resale price is unknown, but it has been reported that bankroller can buy both radio and video versions for packaged price of \$25,000. Radio show last season cost well over \$15,000. Stanza will probably stay put in current Tuesday evening time slot, following the Bob Hope comedy show.

McNeil To Sign 10-Yr. ABC Pact

NEW YORK, June 17.—Don McNeil this week was due to sign a new contract with ABC, covering TV as well as AM. The pact is said to encompass a marathon length, covering 10 years with an option for another 10 years.

Altho details of the contract are not yet known, the deal is believed to guarantee McNeil close to \$1,000,000 annually from his broadcast activities, as well as from such kindred items as personal appearances, books, etc.

GATE INSURANCE PITCH BY TV

KNBH Casts Bait Before Coast Schools

Guarantees Attendance

(Continued from page 4)

Station estimates each game will cost about \$10,000 for rights, thus schools can benefit not only from exploitation and tele coverage but can assure themselves of an extra 10G weekly if attendance tops quotas.

Certainly one of the most radical plans advanced locally for college football telecasting, KNBH's proposal puts station on the defensive, since schools have nothing to lose, while video ops can drop plenty of cash if gates drop drastically due to such unpredictable conditions as weather, quality of teams developed and local interest in visiting teams. Station's only benefit is in snagging the juicy sports plum as a prime feature for the fall season and recovering only actual telecasting expenses.

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

Outcome of the offer will not be known until after July 2, at which time the tele committee of the Pacific Coast Conference is sked to meet in San Francisco. Conference concluded principal confabs in Victoria, B. C., this week and ruled that conference games will be televised only if all schools in Los Angeles, San Francisco and Seattle agree on lensing.

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

Prockter Films 26 Police Yarns

NEW YORK, June 17.—Bernard Prockter this week was preparing to produce a series of 26 whodunit films, to be sold to local and regional advertisers. Titled *Police Story*, yarns will be reality sagas taken from the dockets of various cities' gendermeries.

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

BRIEF AND IMPORTANT

Como May Miss CBS-TV Chesterfield Wagon

Indications last week were that Perry Como would not go into the 7:45-8 slot on CBS-TV, Mondays, Tuesdays and Fridays for Chesterfield. The sponsor and the singer are said to have differences which may lead to Como's being bought out of his \$5,000-a-week pay-or-play contract. In that event, the leading candidates to replace the vocalist are comics Wally Cox or Robert O. Lewis. Lewis, especially, is said to be favored by Chesterfield.

BBD&O Spikes Lucky Ankle Rumor With Exec Shift

Rumors that Lucky Strike would switch agencies were spiked last week when Batten, Barton, Durstine & Osborn shifted account executives on the cigarette account. Tax Cummings, formerly account executive for Goodrich, was brought in to replace Jack Denove, an agency veepee, who will handle some other important client. The agency refused to state the reason for the change.

Norge Eyes Unsold NBC-TV 8:30 P.M. Thursday Spot

Norge Refrigerators this week was eyeing the unsold 8:30-9 Thursday evening slot on NBC-TV. The manufacturer hasn't put a program together yet, but its willing to place a firm order for the time. The deal is said to hinge on Norge's taking one of the NBC-TV packages. "Studs Place" is the current web sustainer in the slot. J. Walter Thompson is the agency.

CBS-TV Preps 1/2-Hour Live, Pic Grid Show

CBS-TV is putting together a half-hour football show for next fall, probably to go into the 7-7:30 p.m. slot Thursdays. The program will combine live with film, with football coaches as guests and Red Barber as commentator. The initial pitch will be to Esso, which has already bought CBS-TV Saturday afternoon football games.

Newspaper-Owned TV Outlets Set Film Syndicate

Reps of 16 newspaper-owned tele stations attended a meeting called by The Los Angeles Times pubber, Norman Chandler, for the formation of a film syndicate. Two-day session (12-13) resulted in those present agreeing as to the need for a film syndicate, with plans now in the works for a prospectus outlining the pic plan to other prospective participants. Originally, syndicate was to serve only newspaper-owned outlets, but the plan was altered to admit other telecasters. Plan calls for participants to share in the cost of 30-minute telepix to be produced by The Times-CBS owned KTTV. Budgets per seg will approximate \$6,000.

Schwartz Sets Up TV Film Company

Eagle-Lion film producer Jack Schwartz will head the newly formed Hollywood Television Film Corporation, set up to handle sales and distribution of TV pix thru 12 major offices thruout the country. Seymour J. Fisher, former Columbia pix distribution exec, has been made veepee and general sales manager of the outfit. Company will copy film distribution methods in peddling TV films in order to provide a central distribution set-up for indie pic producers who own tele rights to flicker products.

Reynolds Bows Radio, TV Package Firm

Stuart Reynolds, one time Batten, Barton, Durstine & Osborn exec and more recently Don Lee, Hollywood, sales staffer, is the latest to enter video with formation of Reynolds Productions for the packaging of radio and tele properties. Associated with Reynolds will be Paul Raymond, ex-NBC staffer, and Elizabeth Stewarts. Firm's first sale was to Mutual, which brought "This Changing World" commentary starring Harrison Wood. Reynolds tele properties include "Mystery Is My Hobby," starring Glenn Langan; "Diary of Fate," mystery series, and a fantasy kid show featuring Billy Gilbert.

Electrical Strike at CBS Costly But Teaches Execs

NEW YORK, June 17.—When the two-day strike by the International Brotherhood of Electrical Workers (IBEW) ended Wednesday (14), CBS found itself with a great deal of exec technical know-how on its hands but a bill for many thousands of dollars caused by canceled TV shows. Among programs not televised were *Studio One*, the *Goldbergs*, *Suspense*, a wrestling co-op and the *Ford Theater*.

The CBS practice will be to reimburse sponsors for time and any out-of-pocket expenses they may have incurred while getting the shows ready for presentation. Fortunately most of the programs were CBS packages, which meant that the web had already paid preliminary tabs. The sole exception was the *Ford Theater*, which decided not to take CBS's offer to let the alternate

week show be televised two weeks in a row.

In radio, however, CBS fared very well. Only 45 seconds of program time was lost by the strike, an unusual record considering the lack of experience by the CBS execs. Meanwhile the differences between the IBEW and CBS were not settled, but only tabled. The Federal Mediation Service, which prevailed upon the union to return its members to work, will explore them thoroly beginning Monday (19).

During the strike CBS sent pink slips to 25 IBEW engineers employed by the web, but agreed to take them back as part of the bargain for the ending of the walk-out. Differences include a regular meal period for engineers, extended vacations and other smaller matters.

Wash. Grabbers' Grab of Free Air Generates Heat

WASHINGTON, June 17. — The problem of free air time for lawmakers is fast developing into a major one for broadcasters and the government as the result of the rapidly expanding use of Congress's Joint Recording Facility (*The Billboard*, June 10). Ever since *The Billboard's* exclusive story on the bonanza which the Joint Recording Facility has given congressmen who send platters to radio stations and get free air time, the issue has been getting increased attention here. *The Washington Post* columnist, Robert C. Albright, reprinted parts of *The Billboard* story and national columnist, David Lawrence, expanded on the theme to suggest an investigation of free radio and TV time given to public officials.

With the Federal Communications Commission (FCC) taking the view that regular broadcasts by legislators "not in connection with an election campaign" do not come under the communications act section requiring equal air time for answers, some radio legalists are asking the FCC for a specific definition of public service broadcasts. Several legalists revealed they are advising clients to stop giving free air time, in campaign years at least, unless the stations are prepared to give equal time for replies.

FCC's attitude is that stations need give equal time to opponents only if the canned talks are political in nature, with informational platters deemed to require no equal facilities. FCC leaves it up to the stations to decide whether the talks are political or informational. This policy, according to some radio legalists, leaves stations out on a limb if they happen to make a mistake in interpretation. For instance, asks one legalist, if a congressman's gratis-aired platter outlined his voting record, is his broadcast to be interpreted strictly as a "public service" or is he attempting to corral votes. If he is seeking votes, or if his topic is in any other way controversial, then presumably the broadcast station stands in jeopardy of having to provide free equal time to the lawmaker's campaign foes, the legalists point out.

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

HOLLYWOOD, June 17. — After examining its gate receipts for the current season, board of directors of Hollywood Stars baseball club this week-end gave KLAC-TV the green light to continue telecasting of all home games for remainder of the season. Ball club spokesman told *The Billboard* that biz for the present year is off 9.7 per cent over last season, which management feels is not enough to kill telecasting.

KLAC-TV was credited with helping to save the day for tele by an intensive plugging campaign launched on KLAC-TV and sister AM station, KLAC, which included several contests and drives for season ticket sales.

Town's other ball club, Los Angeles Angels, whose home games are aired by KFI-TV, was also set to continue for rest of the year. Franchise is owned by P. K. Wrigley, whose pro-video stand assures continued coverage even in the face of declining gate receipts.

WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

TV BAGMEN MAY MISS BUS

Schlitz May Buy 12 Silver Films

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

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

C&P May Get Nestle Discount

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

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

BRIEF AND IMPORTANT

Bristol-Myers Weighs Daytime TV for Fall

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

CBS Readies Jan Murray, Rob't Alda Shows

CBS last week was readying two new shows for radio and TV. "Songs for Sale," starring Jan Murray goes simulcast in the Friday night 9-10 slot, beginning July 17. Robert Alda will emcee another new show called "By Popular Demand," which starts Saturday, July 2 in the 7:30-8 p.m. time period.

Donald To Replace Lester as "Cavalcade" Emcee

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

Chevy To Sponsor Half of WPIX Garden Events

The Chevrolet Dealers' Association, Inc., will sponsor 60 of 120 sports events skedded to be televised by WPIX, New York, from Madison Square Garden during the 1950-'51 season. The contract, which is reportedly one of the biggest ever signed by a local TV advertiser, was negotiated by Campbell-Ewald Company, Inc. The WPIX pick-ups will tee off October 15 and run five days a week (Sunday thru Thursday) until spring 1951, covering professional and amateur hockey, professional and college basketball, the horse show, the rodeo, the dog show and track meets.

"You Bet Your Life" Gets TV Audition

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

Full Skeds May Shut Out Late Accounts

Big Sponsors in Scramble

NEW YORK, June 17.—A great number of potential TV sponsors are currently finding that this fall they are likely to remain potential. With the NBC and CBS video networks practically S. R. O., and ABC-TV filling up fast, some major advertisers will be unable to get time slots. A partial list of clients seeking the tele coverage includes such heavy spenders as Buick, United States Rubber, Cities Service, Campbells Soup and among the smaller accounts Jergens, Pepsi-Cola, Ever-sharp, Revlon and Hudson.

The remarkable stampede for TV time in the past two or three weeks was underlined by the terrific flow of business to ABC this week (see separate story). A notable aspect of this situation is the dramatic decision by a number of sponsors to contract for shows even before their fall budgetary appropriations are set, in order that they will not be frozen out completely. Others, like Chrysler, which bought time on ABC-TV this week, inked without even consulting their dealers who have to foot part of the bill. The approach now (See TV Bagmen May Miss, page 10)

"who dis man?" "dis that ole Alan Kent"*

"what he doin' in dis paper?"

(note: skip screwy dialogue and drop to straight)

Who *could* it be but the famous (he occasionally insists on being called infamous) Alan Kent of the once sound-renowned team of Kent & Johnson.

Alan is now on WOR every Saturday at 3:00 P.M. He's in this paper because WOR feels that his show has all the ingredients that have for more than 28 years made WOR the greatest producer of sales-making shows in America.

Oh, yes — the show's called "The Alan Kent Show". The title's that simple and so's the show. But Alan's selection of popular records which appeal to *all* the family, interspersed with his erudite, but always appealing comments — label this as a standout and a growing rating-ranker.

And ss-sh — it's *not* expensive. Call any of us here at WOR about it — quick. "The Alan Kent Show" won't have time open for long!

— heard by the most people where the most people are
— from Maine to North Carolina

WOR

*Right, indeed. But not in years, nor in an overwhelming charm that creates air miracles.

ABC IS ON SPONSOR SPREE

10 Tele Pacts Add 6 Million To Net's Till

Gets Some Rival Overflow

NEW YORK, June 17.—The last 10 days have seen ABC go on one of its wildest sponsor-signing splurges in the web's history. In that period the network has either signed for or virtually set pacts for 10 television programs, encompassing a gross revenue of about \$6,000,000.

The sudden onrush of business has come on the heels of an extended calm in the ABC sales department. While TV bankrollers hitherto were fighting each other for prime periods on CBS and NBC, sudden realization that those webs are about sold out has set advertisers and their agencies to beating down ABC's doors. The feeling seems to be that network time, or what there is left of it, had better be grabbed now or the sponsors will be shut out come fall.

Two sales closed late last week were the Arthur Murray dancing school stanza, *Champagne Cup*, which gets the 9 to 9:30 Thursday time until September 7, then moves to a Sunday night time, and the Chico Marx *Sugar Bowl* stanza, bought jointly by American Safety Razor and Heed Deoderant, probably for the 8 to 8:30 Sunday slot. Since then, clients and impending clients include Dodge, Permacuff, Bendix, American Dairies Association, Chrysler, Ironrite, Swift, Philco and Minnesota Canning.

Dodge Virtually Set

Dodge is virtually set with the American National Theater and (See ABC on Spree on page 10)

Puerto Rican Exile Can Save Taxes For Ed Gardner

WASHINGTON, June 17.—Ed Gardner, of *Duffy's Tavern*, would remain free of income tax if he "exiles" himself in Puerto Rico, an Internal Revenue Bureau official told *The Billboard* in giving an informal interpretation of the loophole-plugging action of the House Ways and Means Committee this week.

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

The tax official said it was his understanding that Gardner has moved "bag and baggage" to the island, thus qualifying the comedian for a continued exemption even under the committee amendment. It was further stated that Gardner could travel State-side whenever he likes without affecting his Puerto Rican residence. The spokesman added, however, that if the actor "worked for a month or two in the United States he might lose the exemption." In any case, taxes would have to be paid on any income made in this country.

The chief effect of the committee provision, if enacted, would be to prevent any income tax avoidance by persons commuting regularly to the island, earning their pay there and still maintaining U. S. residence. Under present law it is possible to do exactly that and be free of taxes on income from Puerto Rican sources if such sums amount to the greater part of an individual's annual income.

Capital Gains Gimmicks Seen On Way Out

(Continued from page 4)

isting chance for a non-professional songwriter to write a jackpot ballad based on his life and sneak it in under capital gains where the maximum tax is only 25 per cent. Internal Revenue Bureau officials admitted that there's an outside chance that such a thing could happen under present law, based on the precedent set when Gen. Dwight D. Eisenhower got his book proceeds taxed under capital gains on the grounds that he is a non-pro writer. The provision would wipe out the Eisenhower precedent for the future.

Armed with the proposed legislation, Internal Revenue feels it could make sure that full income tax is paid on any capital gains maneuver attempted by entertainers in the future. The sale of the collection of Amos 'n' Andy scripts which was the chief basis of the capital gains transaction involving the comedians would have been taxed on income tax rates by the bureau, had the legislation been law at the time of the deal.

The scripts would be considered as products of the comedians' personal efforts, the bureau feels, while the inclusion of their services in the contract would be considered the same as the hiring of any employee by an employer. It is, of course, possible, that any future similar case—if the legislation is approved—might still be considered by the tax court as coming under capital gains. But the clear intent of the House tax committee's provision is to put an end to the practice.

The new provision is designed to go into effect for the first taxable year after enactment of the tax bill. If the omnibus excise measure manages to hurdle numerous pitfalls and becomes law this year, the capital gains provision as far as individuals are concerned would take effect January 1, 1951. None of the capital gains transactions already completed by entertainers would be affected.

Air Income Tax Stick Aimed at Nonprofit Orgs

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

The committee voted to write into the omnibus excise tax bill a provision taxing, with a \$1,000 exemption, the "unrelated active business income" of such groups as labor unions; educational, scientific and research organizations, and Chambers of Commerce and Boards of Trade. This could possibly extend to revenue from sports rights.

Whether commercial stations operated by schools and unions are "unrelated" to their main function will depend upon the definition of the term which is expected to be interpreted by the committee in the next couple of weeks.

Among stations which would be taxed if the committee decides to include broadcasting in the provision are WOI and WOI-TV, operated at Ames, Ia., by Iowa State A&M; WCFL, Chicago, operated by the Chicago Federation of Labor, and numerous FM stations run by unions. Non-commercial educational stations would not be taxed, regardless of the interpretation committee staffers said.

House Group Mulls Bill To Drop Duty On Foreign Records

WASHINGTON, June 17.—A bill to amend the Tariff Act of 1930 and exempt from duty sound recordings transcribed abroad for radio or TV news broadcasts in the U. S., was introduced in the House of Representatives here last week and is now being considered by the Ways and Means Committee. The bill was proposed by Congressman Aime J. Forand (D., R. I.) at the suggestion of Abe Schechter, Mutual veepee in charge of news, who terms the U. S. Customs' interference on taped news recordings being brought into this country, "an infringement of the freedom of the press and the freedom of speech clause in our constitution."

The present Tariff act, which was written before the medium of radio tape recordings existed, has become a terrific headache to radio newsmen since the end of the war, said Schechter, "because we now go after more feature material broadcasts than spot news, and it's more practical to transmit these features via tape than short wave."

Last month Mutual commentator Cecil Brown sent thru some tape from Manila, and Customs confiscated (See *House Group Mulls* on page 10)

ATTENTION
TALENT BUYERS
A NATURAL FOR T.V.
RUSTY FIELDS
AND HIS GREAT NEW
SOCK COMEDY REVUE
AVAILABLE FOR YOUR CLIENTS
REP. AL DVORIN AGENCY
54 W. Randolph St.
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Glossy Professional
8x10 PHOTOS
Fan mail glossy photos and post cards.
Low prices. Satisfied customers coast to coast. Our 14th year of honorable court-cous service. Reproductions as good or better than your original. Send today for price list. FREE samples, etc.
MULSON STUDIO
BOX 1941
BRIDGEPORT 1, CONN.

ATTENTION ENTERTAINERS!
100-8x10 PRINTS
\$7.50 PLUS POSTAGE
There is no better salesman than a well-planned, clear cut, pleasingly attractive photograph to put your message across! Our photo reproductions will SELL YOU or YOUR PRODUCTS. Satisfied customers from the Atlantic to the Pacific! FREE samples and price list upon request.
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AVAILABLE FOR TELEVISION
FLEXIBLE PROGRAM AND COSTS INQUIRIES
EVANS-CHILDERS CIRCUS
236 West 48th St. New York, N. Y.

FINANCIAL BACKERS
FOR
DAILY TELEVISION NEWSPAPER
Write BOX D-379
Care Billboard Cincinnati 22, Ohio

8x10 GLOSSY FINISH
PHOTOS
5 1/2¢ EACH 100
No NEGATIVE CHARGES OF ANY KIND! 50% DEPOSIT, BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST.
QUANTITY FOTO CO.
P.O. BOX 816 • BRIDGEPORT, CONN.

GENUINE 8x10
GLOSSY PHOTOS IN 1 DAY!
5¢ EACH In 5,000 Lots
5 1/2¢ In 1,000 Lots
7.99 per 100
Postcards \$23 per 1000; Mounted Enlargements (30x40) \$3.85
Made from your negative or photo.
NO NEGATIVE CHARGE—NO EXTRAS
Unsurpassed in quality at any price.
Made under supervision of famous James J. Krigsmann
ANY PRODUCT PHOTOGRAPHED, 'S
COPYART Photographers
Plaza 7-0233
165 West 48th St.
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WE DELIVER WHAT WE ADVERTISE

PHOTOS in MILLIONS
QUALITY PHOTOS IN QUANTITY
8x10—5¢, Postcard—2¢,
Blowups, 20x30—\$2, 30x40—\$3.
NEW NATURAL COLOR PHOTOS
Postcard—1¢, 8x10—12¢ in quantity. All other sizes.
Write for FREE sample & list BB
MOSS PHOTO SERVICE 153 W. 46, N.Y. 19

At the Mayor's Desk

Reviewed Thursday (15), 8-8:30 p.m. EDT. Sustaining on WPIX, New York. Producer, Clifford Evans; director, Bud Gammon; emcee, Mayor William O'Dwyer. Guests, Commissioners Robert Moses, Frederick Zermuhlen, Dr. John F. Mahoney and Deputy Mayor William Reid.

Mayor William O'Dwyer flubbed the first shot at a chance for personalized salesmanship of himself and his administration, afforded by the new WPIX tele series, *At the Mayor's Desk*. Back in the days when Fiorello LaGuardia made weekly radio reports to the citizenry, his outings were close to the best listening on the air. With video's added potency, the present incumbent should have gone the Little Flower a few better. The fact is, however, that the preem show was just plain dull from every point of view.

The subject matter concerned administrative work on the city's hot weather problems, including health, parks and water pollution at the beaches. A group of city officials clustered about the Mayor's desk at City Hall, and he quizzed them individually about their respective activities. Some of the talk was so highly technical, as that about the mechanics of sewage disposal and water purification operations, that the average viewer likely tired of it all early.

The show was at its best during a brief and zingy interchange between Mayor O'Dwyer and Dr. John H. Mahoney, when the Mayor inquired whether water at the beaches is safe. Mahoney's reply was a laugh, and a reluctant, "We must say yes." Whereupon Mayor O'Dwyer interpolated, "You mean they are polluted."

Informality? Huh-uh

Efforts to place the show on an informal level were sporadic, and generally made it a losing cause. The program resembled a panel show featuring the board of directors of a banking house, and Mayor O'Dwyer, unfortunately, proved no threat to Kip Fadiman as emcee. He did open proceedings by addressing the viewers as "neighbors," at intervals lit and puffed at a pipe and closed saying "Good night and God bless you, everyone." But it takes more than that to achieve real intimacy.

Perhaps interjection of a smooth pro mikeman handling the questions with the Mayor could liven things up a bit. Greater use of the vernacular, in the old LaGuardia fashion, wouldn't hurt either. And the Mayor would probably do well to leave politicking out. It seemed a bit strange to hear him plumping for passage of the sewage rental bill (See *At Mayor's Desk* on page 39)

The Saint

Reviewed Sunday (11), 7:30-8 p.m. EDT. Sustaining via NBC, Hollywood. Producer, James L. Saphier; director, Helen Mack; music, Von Dexter. Cast: Vincent Price, others.

Judging by the initial episode, *The Saint* ain't what he used to be. As played by flicker actor, Vincent Price, he is suave, soft-spoken, and, let's face it, frightfully dull. Suspense-wise, last Sunday's mystery about a prize fight fix went down for the count after the first scent. The opener, which had the Saint picked up on a bus by a sneezing fem, showed considerable zip, but the rest of the script was confusing and slow-paced. Atho some of the airer's sly digs at typical gangster dialog sparked a brief brightness, the overall effect was as soporific as the crime's solution, in which a crooked handler rubbed ether on the murdered pug's face so he'd stay down when hit.

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



Radio and Television Program Reviews

Designates Radio Review



Designates Television Review

There's Music in the Air

Reviewed Tuesday (13), 10-11 p.m. EDT. Sustaining on CBS. Producer, James Fassett; director, Oliver Daniel; emcee, Hiram Sherman; musical director, Al Goodman. Soloists, Eileen Farrell, Earl Wrightson.

Someone should have discovered long ago that Hiram Sherman deserves a featured radio slot. He's been doing a bit of guesting recently before the mikes and cameras, and CBS finally has found a place for him, on this summer radio airer. Even tho the first program was somewhat spotty, Sherman flashed enough to indicate that he could be built into a major radio personality.

Fundamentally, this is a musical show, spotlighting tunes from Broadway and film productions as rendered by Al Goodman's excellent orchestra and sung by Eileen Farrell and Earl Wrightson. On succeeding editions, Hayes Gordon will take over the male vocalizing. As pleasing as this aspect of the program was, it was still Sherman's collection of showbiz anecdotes, coupled with his wry delivery, which set it off from dozens of other musical airers.

Big City Willson

A legit veteran, Sherman's style is that of a big city Meredith Willson. He evoked spontaneous laughs from the band and cast, reminiscent of those gained by the *Kukla, Fran and Ollie* show. Tho some of the humor was a bit contrived, there is every possibility that with succeeding shows Sherman will smooth out his material and gauge what can and cannot be done successfully. CBS could well lend some thought about utilizing Sherman's obvious ability on a permanent airer come autumn. He should make an ideal emcee on a panel show, for one thing.

The melodic aspect of the program was in fine taste, well performed and sung. The series should make for fine weather listening.

Sam Chase.

Guy Lombardo

Reviewed Sunday (10), 7-7:30 p.m. Sponsored by the American Tobacco Company thru Batten, Barton, Durstine & Osborn via CBS. Producer-director, Harlan Dunning; music, Guy Lombardo and His Royal Canadians; vocalists, Bill Flannigan and Kenny Gardner; announcers, Andre Baruch, John Laing and L. A. (Speed) Riggs.

The perennial popularity of Guy Lombardo and His Royal Canadians makes the unit a good choice for a summer replacement show. Lombardo combines a style that is sweet, swiny in a non-hep cat vein and eminently danceable with an unerring selection of sock tunes to cater to the tastes of most everyone in the family.

The ork offered such numbers as *Bewitched*, *As Times Goes By*, *When the Organ Played at Twilight*, *All of Me*, *Time On My Hands*; a new novelty, *Yes, No*, and a prediction of a hit to come in *Here, Pretty Kitty*. Most of the songs featured vocals by Kenny Gardner whose clean singing style and absence of vocal tricks goes well with the band.

Luckies, the sponsor of the program while Jack Benny is vacationing, accented its "never a rough puff" commercial theme. The fact that so many cigarette companies are selling mildness in their products certainly does not lend originality to the Luckies claim.
Leon Morse.

Three's Company

Reviewed Thursday (8) 7:45-8 p.m., EDT. Sustaining via CBS-TV. Producer, Barry Wood, Director, Frank Satestein. Vocalist, Martha Wright. Pianists, Stan Freeman and Cy Walters.

After a long trial, CBS-TV has come up with a 15-minute format that's gay, diverting and good video, vocally, visually and musically. With fetching Martha Wright on hand for singing and veterans of the keyboard Stan Freeman and Cy Walters for pianistics, the blend makes for a good show.

Miss Wright seems to have gained materially in grooming, poise and vocal technique since the days when she was on TV with Lanny Ross. Not only is she easy on the eyes, but her interpretations of *My Foolish Heart* and *Looking at You* both were top-drawer TV singing.

Pianistics Top Drawer

Freeman, who sings a strong novelty, also lent his vocal talents to a duet with Miss Wright on Cole Porter's everlasting *I Wish I Were in Love Again*. Both pianists are far ahead of the current crop. Their two-piano version of *Fine and Dandy* had that extra in the way of a sock arrangement.

The camera work and direction were very good. The lensmen offered some very interesting shots of the team thru the upraised lids of the pianos. However, there was a tendency to concentrate too much on Walter's finger work.
Leon Morse.

Armstrong TV Theater

Reviewed Tuesday (13), 9:30 to 10 p.m. EDT. Sponsored by Armstrong Cork on NBC-TV thru Batten, Barton, Durstine & Osborn. Producer, Hudson Faussett; director, Hal Keith; writer, Ira Avery; announcer, Nelson Case. Cast, Stuart Erwin, Jason Johnson, Alexander Campbell, Lionell Wilson, Ann Summers and George Haggerty.

Based on the stanza caught, Armstrong Linoleum's video drama series will run toward use of the same cliché situations and characterizations which have marked the same sponsor's radio programs. The bank-roller's philosophy seems to be to present nothing really potent either in story line or presentation, but to stick to bland, simple yarns which presumably delineate average life as he would like to believe it is lived.

Stu Erwin, capable character comedian of film fame, was featured in the item caught, cleft *The Jackpot*. This was a switch on the movie of other years, *If I Had a Million*. It had a work-worn white collar automaton suddenly win \$25,000 and prepare to exhibit his real feelings toward his boss. Instead of emulating Charles Laughton's performance of fond memory, with the long walk to the boss' office followed by a loud Bronx cheer, this year had the employee get only as far as drawing a deep breath. Then followed a series of phone calls and other interruptions, pointing out what a tough job the boss had and what a good guy he really is. The result was, Erwin wound up investing his dough in the company's stock. *Pollyanna* not only did it first; it did it better. The production was generally above the script's quality. Commercials were for ceiling and wall lining and linoleum, and were dull.
Sam Chase.

STABILIZED



from now on...

WWJ-TV is taking circulation for granted! The number of television sets in the Detroit market has passed the quarter-million mark!

from now on...

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

from now on...

We will back our belief in the stability of television with our new rate card (#8) which will be guaranteed to advertisers for one full year!

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THE GEORGE P. HOLLINGBERRY COMPANY
ASSOCIATE AM-FM STATION WWJ

WWJ-TV
NBC Television Network

BRIEF AND IMPORTANT

WKRC-TV Goes to 100 Hours a Week

Hulbert Taft Jr., executive vice-president of Radio Cincinnati, Inc., announced last week that WKRC-TV, CBS outlet, is planning to expand its weekly programming to more than 100 hours in the fall. U. A. Latham, the station's general sales manager, announced that Don L. Chapin, formerly with WLW-T, will take over as WKRC-TV local sales manager June 26.

Enoch Moves to WXLW, Indianapolis, Gen. Mgr. Post

Robert Enoch, former general manager of KTOK, Oklahoma City, moved into the general manager post of WXLW, Indianapolis, Thursday (15). Parker Smith, ex-commercial manager of WKYW, Louisville, has been named commercial manager for the Indianapolis indie.

Esso Buys Eight Grid Games for CBS-TV With Barber

Esso last week bought TV rights to eight football games to be telecast over CBS-TV next fall on Saturday afternoons. The first game will be the Army-Colgate clash from Michie Stadium on September 30. Others will include such important contests as Army-Michigan, Navy-Southern California and Columbia-Cornell. Red Barber will handle the TV play-by-play, bowing out of the Saturday afternoon CBS radio football round-up. Marshalk & Pratt is the agency.

Godfrey Quits TV for Hi-V After June 20 Show

Arthur Godfrey and his uke go off TV for Hi-V Frozen Foods after his June 20 telecast. The program is on CBS-TV Tuesdays and Fridays 7:45-8 p.m. Godfrey is part owner of the company. Franklin Bruck is the agency for the product which will not return to video next season.

Studio Grappling Spreads to WLW-T

The second chapter in what may become a nationwide sports trend begins July 3 in Cincinnati when studio wrestling is inaugurated at WLW-T. Favorable ratings garnered by the same sort of presentation at Dayton's WLW-D have resulted in extension of the idea by Robert E. Dunville, Crosley Broadcasting Corporation president; Al Haft, wrestling impresario, and Ross Leader, Cincinnati promoter. As in Dayton, Cincinnati grapplers will hold forth in a large video studio, under controlled lighting and optimum camera arrangements. Cincinnati matches are scheduled each Monday night from 8 to 9:30 p.m., and announcement of sponsorship is expected soon. Red Top Brewing Company, Cincinnati, pays the bill on the Dayton-originated matches. Cincinnati rattle sessions will be relayed to Dayton and Columbus.

Ford's Kyser TV Summer Sub May Be Haley Variety

The Ford dealers summer replacement show for Kay Kyser's TV "College of Musical Knowledge" is expected to be a musical variety show starring Jack Haley. The warm weather show is budgeted at half the 22G a week paid by Ford for the Kyser program. J. Walter Thompson is the agency.

NBC Sunday 8:30 Slot To Feature Powell in Comedy

William Powell will be featured in a new radio situation comedy titled, "My Mother's Husband," which will go into the 8:30 to 9 p.m. Sunday period on NBC. The show will run for eight weeks, starting July 2, as summer sustainer in the first 30 minutes of the U. S. Steel "Theater Guild" time. Charles Taswell will write, and Jeff Alexander's band will furnish the backing. The deal was set thru the Music Corporation of America.

State Dept. Eyes TV Plan as "Voice" Supplement

State Department is studying the bill authorizing a special commission on international policy which would investigate the possibility of setting up TV networks to supplement the "Voice of America." The bill was hopped last week by Senator Karl Mundt (R., S. D.) after he received assurance that the TV idea would get consideration. The commission would also examine the effectiveness of the "Voice."

FCC Hears Arguments on Construction Ban

Federal Communications Commission (FCC) was to hear oral arguments June 19 on its proposal to ban the sale of construction permits prior to the time the authorized station begins program tests. Lined up in opposition are National Association of Broadcasters (NAB), Federal Communications Bar Association (FCBA) and individual stations.

Skiatron Readies New TV Subscriber System

A new system of subscriber TV will be demonstrated to Federal Communications Commission (FCC) next fall, the Skiatron Corporation said in a letter to the agency last week. As outlined, the system—tabbed Subscriber-Vision—is similar to Zenith's Phonevision, but the unscrambling of the image is accomplished without the telephone connections used in the Zenith system.

Sarnoff's \$200,000 Top Radio Execs' 1949 Salaries

The \$200,000 salary paid RCA Board Chairman David Sarnoff in 1949 topped radio executive wages, according to a corporation salary report from Securities & Exchange Commission (SEC) last week. RCA President Frank Folsom drew \$140,000, while \$100,000 salaries were listed for NBC Chairman Niles Trammel; CBS Chairman William Paley, and CBS President Frank Stanton. Mark Woods, ABC vice-chairman, received \$75,000, while ABC President Robert Kintner drew eight cents less than \$50,000.

American Oil May Televis Redskins' Road Games

The Washington Redskins pro football club is negotiating with American Oil Company for televising the team's road games. According to Dick McCann, general manager, Washington is not included in the National Football League deal with ABC for televising one pro game a week to points 75 miles from scene of the games. For the eighth straight year, American Oil will pick up the tab for radio broadcasts of all home and road games of the Redskins, McCann said.

"Beat Clock" Aims for Sponsor Participation

Slated to go once a week as a replacement for Ken Murray this summer, "Beat the Clock" will also be made available to potential sponsors on a participation basis. This means that in addition to its Wednesday night wrestling show, CBS will be offering another participation program to advertisers who want to get their feet wet in TV. The program will be marketed on that basis Saturday, July 8, in the 8 to 9 slot.

Kate Smith 4 to 5 on New NBC Daytime Schedule

NBC's daytime TV program plans were shaping up last week, with the hour-long Kate Smith show seen getting the 4 to 5 p.m. slot across the board. Sked likely will open at 3 p.m., when web option time starts. Casualty of the new set-up, which will begin in the fall, is the "Judy Splinters" seg now in the 5:15 slot, which probably will go to make way for a 30-minute show.

Center Theater TV Deal Reported Brewing

Gus Eysell, managing director of Radio City, New York, and Center Theater producer Arthur Wirtz were reportedly in a confab Friday (16) about a proposal to turn the Center Theater into a TV house. The deal under consideration is said to be with NBC or CBS.

Pinky Lee May Sub for Dave Garroway

Summer replacement for "Garroway-at-Large" probably will be the Pinky Lee show by kine from Hollywood. It was undecided as of June 17 whether the kine would originate in Chicago or New York.

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

The much-shifted Faye Emerson is slated for still another time shift on CBS-TV next fall. Tho her program for Arnold Bread is now on Sunday nights 10:30-11 and she is expected to go into the 9-9:15 spot Sunday when Fred Waring takes his hiatus this summer on CBS-TV, her eventual fall time period will be 11-11:15 p.m. Sundays, following Stopette's "What's My Line?"

Household Finance Renews "Platform" for Fall

Household Finance last week renewed its "People's Platform" show on CBS-TV for next fall and made plans to shift it into another slot. Beginning late in September the program goes into the 5:30-6 p.m. slot on Sundays. It is now being programmed on Friday nights 10-10:30.

MULTIPLEX BUILDS FM

(Continued from page 5)

trucks; educational airings to schools, colleges and trade schools; facsimile newspaper reproduction, into homes and offices. Equipment probably would be made available for stations going into Aural Multiplex, for dissemination among subscribers to various services.

Another potential use of the system would be for continuous airing of various types of programming by a station. Thus, a subscriber with proper receiving equipment could get from a single station at any time a choice of news, music, education, etc. However, since commercial possibilities here are limited it is deemed less likely that the system would be put to such use generally at first.

Preliminary tests already have been made successfully from the old WGYN facilities without use of the antenna. FCC approval, received this week, will enable commencement of full-scale field tests, winding up with a demonstration before the FCC of the device, its capabilities and its possibilities of enabling FM operators to stock up with black ink.

HOUSE GROUP MULLS

(Continued from page 8)

the programs at La Guardia Airport, on the basis that they were equivalent to a musical recording and subject to duty and clearance. A similar situation arose last January when Mutual had several records flown in from Europe by the American Express Company, and New York Customs "dated" the reports by holding them more than two weeks. Under the present law, Customs is required to value all tape-recorded material on a cost-plus basis (production costs, reporter's salary, etc.)

GATE INSURANCE

(Continued from page 6)

Coast tele centers at present and all must come into tele scene—or none can videocast. Conference is also insisting on minimum attendance guarantees from telecasters. Thus, the KNBH offer is right in line with the current thinking of college athletic directors.

ABC ON SPREE

(Continued from page 8)

Academy revue, featuring top legit names, but trimmed to 30 minutes. The time will likely be 7:30 to 8 p.m. Sundays. Bendix is buying *Chance of a Lifetime* for 7:30 to 8 p.m. Wednesday. The dairies are expected to pick up the Paul Whiteman TV Teen Club tab, shortly to expand to 60 minutes, 8 to 9 on Saturdays.

Chrysler is buying *Treasury Men in Action* for the 8 p.m. Monday time. History of this show's landing on ABC is typical of the "over the transom" business lift. The original kine was made with NBC putting out about \$7,000. When NBC couldn't find time for the show, it was handed to CBS which also had no room. The beneficiary was ABC.

One of the biggest deals of all at ABC is still pending for an hour-long Don McNeil video show. His AM sponsors, Swift and Philco, have first refusal on the stanza and are expected to ink the deal within a few days. The show is apt to get the 9 to 10 slot Wednesdays. Minnesota Canning is buying Art Linkletter at 7:30 Fridays. Ironrite Appliances will take the 7:30 spot Mondays, but has no show as yet. Permacuff also is about set to negotiate a contract, with property and time still undecided.

TV BAGMEN MAY MISS

(Continued from page 7)

seems to be sign first and ask questions afterward.

Admen Unprepared

The responsibility for would-be sponsors missing the boat falls directly upon the shoulders of the advertisers themselves, tho it is true that many agencies, too, have misread the TV timetable. Fearful of video costs and cognizant of its slow growth, they were unprepared for its emergence as a major entertainment medium.

The fact also is that a great number of new advertisers have taken TV to their bosoms, altho they never used radio. Thus TV is in its heyday as a sellers' market, a condition which seems likely to continue for a long while.

MUSIC SEES RAINBOW AHEAD

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

Consumer Veepee Becomes Generalissimo in Field

(Continued from page 4)

country are matched by few people in the industry.

L. W. Teagarden, veepee in charge of the tube division, unquestionably will take on a good many additional duties, too, including virtual direct supervision of the distributors in the tube end of the business.

John West, veepee in charge of public relations, probably will assume many of the high level public relations activities which Wilson carried on.

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

Trade speculation that Joseph McConnell, president of the National Broadcasting Company, might return

at least partially to the Victor division as a result of Wilson's death are without foundation, at least for the present.

Truth is that McConnell has been doing such a solid job of wrapping up the vast reorganizational program at the network that he can hardly be spared now. In addition to his administrative and organizational duties McConnell, in recent months, has played an increasingly large part in NBC's talent scouting and raiding activities.

Capitol Prexy Reports on Wax Biz in Europe

HOLLYWOOD, June 17.—Capitol Prexy Glenn E. Wallich, back from a five-week look-see at Europe's disk industry, found keen interest among waxers in the new speeds (45 and 33 1/3 r.p.m.). European disk biz, according to Wallich, is still going thru its postwar readjustment, and is presently suffering from various governmental restrictions and the general state of economic conditions. His trip took him to England, France, Belgium, Germany, Italy, Holland and Switzerland. In each country he huddled with diskery execs and visited music stores and record distributors.

According to Wallich, Cap's top names have enthusiastic over-seas followings, with Peggy Lee and Benny Goodman as Germany's faves, Jo Stafford, Margaret Whiting and Stan Kenton big in England, and Kenton and Nat Cole enjoying sizable recognition in France and Holland. Wallich said he did not negotiate or conclude reciprocal agreements with any European label.

While in Germany, Wallich huddled with Telefunken's Herbert Grenabach, Karl Richter and Hans Lieber. Discussions treated inclusion of some classical works not now a part of its catalog. In England, the U. S. major's topper conferred with E. R. (Ted) Lewis of British Decca, and E. M. I.'s Sir Ernest Fiske and B. Mittell. In Switzerland, Wallich huddled with Turicaphon's H. Landis and Hans Ostreicher, and in Holland with disk execs C. N. Rood and G. P. Vrugt.

Jail Burkhardt On Obscene Wax

(Continued from page 3)

erating the Queen City Plastics and Northside Music & Appliance firms here. A \$1,000 fine was suspended pending determination if Burkhardt is bankrupt.

Burkhardt was linked to the records after Detroit police seized 1,500 in a raid. The FBI estimated he had contributed 100,000 of the disks in 16 States, but Harry Abrams, Burkhardt's attorney, said the obscene records were a small part of his business. Stay of execution was granted until June 26.

Rep for MPPA

NEW YORK, June 17.—In our story last week covering the symposium on sheet music sales held at Songwriters Protective Association (SPA) offices, we erred in saying that Walter Douglas was at the confab representing the Music Dealers Service.

Douglas, prexy of Music Publishers Protective Association (MPPA), was at the confab strictly as an MPPA spokesman.

Pix, Legit List, Top Penners' Happy Epics

Most Impressive in Years

(Continued from page 3)

bosses have opined, after hearing previews of a substantial portion of the coming bonanza, that it includes a host of "great songs in the tradition of the 1930s and early 1940s." They point out that the failure to turn out top-grade contemporary material has led to the current flurry of revivals of such tunes as *I Can Dream, Can't I*, *Bewitched* and *I Wanna Be Loved*. These revivals, they claim, are the indicator that the public readily will buy a quality song, in spite of the general belief that novelties and gimmick tunes are the thing.

Among the legit musicals due in the August-September-October period, are the Rodgers and Hammerstein music-and-words approach to *Anna and the King of Siam* which will star Gertrude Lawrence, Frank Loesser's *Guys and Dolls*, Irving Berlin's *Call Me Madam* which will feature Ethel Merman and which will be backed by NBC in exchange for TV, radio and original cast recording rights, a Cole Porter show, a Johnny Mercer-Hoagy Carmichael show, and a Burton Lane and Yip Harburg score.

Musical at MGM

In Hollywood, the tunesmiths are particularly busy on the MGM lot, where some seven musical movies will be released in the next six months. *Summer Stock*, with a Harry Warren and Mack Gordon score, is the first of the key flicks skedded for release. Warren is busy collaborating with three other lyricists for a trio of additional MGM flicks. He is working with Johnny Mercer on the score for *The Belle of New York*, with producer-songwriter Arthur Freed on *Pagan Love Song*, and with Dorothy Fields on still another untitled score. Frank Loesser is represented in the movie field with his songs for the forthcoming Fred Astaire *Let's Dance* movie, while Burke and Van Heusen have patterned their first out-and-out musical score in some years for the Bing Crosby-Peggy Lee *Mr. Music* flick. The score includes 12 new tunes, of which at least four are due for publisher action from the Paramount movie factory's publishing subsid.

The top flight tunesmiths' fall song haul will be spread among no more than a half-dozen leading publishing houses and figures to give the small non-legit publishers a considerable headache. The sheer weight of the number of songs which the major diskeries will slice for fall releases to match movie and legit showings figures to make a dent in the amount of major diskery activity which will fall to the lesser publisher. It is anticipated, especially if the fall crop is a good one, that the smaller pubber will turn to the smaller diskers with their material in hopes of stirring "sleeper" interest.

(16) as head of the NAB's TV department (see story on NAB board meeting). A successor to Markham will be picked soon, the NAB announced.

Rene to Coast As RCA Victor A. & R. Director

NEW YORK, June 17.—Henri Rene, musical director on the New York RCA Victor Records artist and repertoire staff, this week takes over as the a. and r. director for the West Coast. In this spot he replaces Walt Heebner, who resigned.

Rumors of Heebner's resignation have been around for some time and there has been considerable speculation as to his successor, with names such as Paul Weston, Axel Stordahl and others mentioned. Rene was at last week, however, when West Coast RCA Victor Veepee Hal Maag came to New York on in confabs with Veepee and Record Department Manager Paul Barkmeier, Artist and Rep Director Charlie Grean and Artists Relations Director Manie Sacks, decided to move Rene into the spot vacated by Heebner.

For the time being there will be no replacement for Rene on the New York a. and r. staff. It will continue with Grean as head and (See *Rene to Coast* on page 16)

Freed Resumes Cleffing Career

NEW YORK, June 17.—Arthur Freed, top flight songwriter turned MGM studio movie producer, after a number of years has resumed his tune cleffing career in a collaboration with Harry Warren on a score for a forthcoming MGM musical epic. The flick is based on the title of one of Freed's better known tunes, *Pagan Love Song*. Prior to embarking on his production career, Freed helped pen such outstanding ditties as *Temptation*, *You Were Meant for Me*, *Singing in the Rain*, *Pagan Love Song*, and the score for the first *Broadway Melody* movie. Among his movie credits are such musical ventures as *Anchors Aweigh* and the current smash, *Annie Get Your Gun*.

MGM To Enter Classical Field, With Limitations

NEW YORK, June 17.—MGM Records' Prexy, Frank Walker, is laying the foundations for the diskery's entry into the classical field on a limited basis in early fall. Walker said the diskery intends to pursue a small-scale longhair operation which would stay clear of the competitive classic "warhorses," concentrating on certain limited appeal items. MGM also will include its acquired catalog of Musicraft longhair matrices in the execution of its longhair plans. These include the only recording of the Shostakovich Seventh (Leningrad) Symphony.

The waxery also is planning some domestic longhair recording and has already kicked off this program with the slicing of a group of Debussy piano pieces by keyboard artist George Copeland. The diskery also will accent lighter classics.

Merchandising Not Set

Walker was not certain how the MGM classical line will be merchandised. He is making a study of the percentages of sales to determine which of the prevalent and money-making speeds are for the field.

In addition to the domestic recordings and the Musicraft catalog, there have been unconfirmed rumors that MGM's classical output will be strongly amended by English and continental sources which are affiliated with the firm contractually for foreign rights to the firm's wax.

TV Asks \$ for ASCAP Talks

(Continued from page 5)

fore the Federal Communications Commission Bar Association (FCCBA).

Sprague, it was learned, told the FCCBA that negotiations have been proceeding harmoniously but that it is uncertain when a conclusion can be reached. With networks operating under separate blanket contracts with ASCAP as the result of negotiations and with per-program contract terms still unsettled between the TV industry and ASCAP, stations have agreed tentatively to retroactive payments for per-program use on the basis of a final model contract negotiated by the committee and ASCAP.

The National Association of Broadcasters (NAB) board of directors will be given an outline of the situation by Robert D. Swezey, general manager of WDSU, New Orleans, a member of the industry negotiating committee. NAB's liaison with the committee has been G. Emerson Markham, who resigned yesterday

Royalty Law in the Works

Plan Would Pile Up \$'s For Tootlers

All Mechanicals Included

WASHINGTON, June 17. — Representative Arthur G. Klien (D., N. Y.) revealed this week that he may introduce a bill this session to amend the federal Copyright Act to grant performing rights to musicians. He disclosed he has been in communication with American Federation of Musicians (AFM) Prexy James C. Petrillo, who voiced support for legislation of this sort at the Federation's Houston convention last week (*The Billboard*, June 17). Klein said he plans to consult with the American Society of Composers, Authors and Publishers (ASCAP) as well as with the AFM.

While any major copyright legislation introduced at this late date in Congress would have no chance of committee action this session, the step would clear the way for preliminary studies this year, making it possible for the House Judiciary Committee to stage hearings next session. Klein said he would encourage a "slow-but-sure" course for any such legislation, pointing out he wants to make sure that the AFM, ASCAP "and all other interested groups and persons will get ample opportunity to participate in deliberations." The copyright office of the Library of Congress and the Department of Justice's anti-trust division would be certain to be invited to make exploratory studies preparatory to committee deliberations.

Study Promised at Once

Klien said that the complex nature of the subject may possibly delay actual introduction of a bill until next session, but he added that, in any event, "steps will be taken without delay to shape a course of bill-drafting on the subject." This will mark the first serious move this year to introduce major revisions to the Copyright Act.

The House judiciary subcommittee on copyrights and patents has made overtures in the last few years to overtone revision of the act, but no final blueprint for action has yet been drafted. Subcommittee leaders have declared that revision is long overdue as the result of technological developments—such as TV, radio, disks tape recorders and talkies—since the last major revision of the Copyright Act in 1906.

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

Friends in Trade Give Rich a Lift

HOLLYWOOD, June 17.—Showbiz again showed its big-heartedness when former CBS batoner Freddie Rich became paralyzed. L. Wolfe Gilbert and Lud Gluskin recalled a yesteryear fave penned by Rich, Riveria, and called on pubber, Harms, Inc., for its re-release. With Harms working on it for a revival, Gilbert and Gluskin are combining forces for an all-out plugging campaign. Disks will be set with Rich to gain the royalties for use toward medical expense.

AFRA Hands Disk Majors Non-Musician Pay Proposal

(Continued from page 3)

tions, are predicated on performances on regulation 78-r.p.m. disks. The scales proposed, per side, are: Actors and announcers, \$50; narrators, \$75; singers (soloists), \$75.

The proposed scale for group singers varies, the rates differing for 2, 3, 4 and up to 14 voices. In the case of two voices, the rate per voice per side is \$55. This rate decreases as the number of voices increases, gradually working down to \$15 per voice per side for group of 14 voices.

AFRA's proposals also include a rehearsal fee of \$10 per hour for everybody on the disk, with one hour of rehearsal required.

Diskers To Study

Diskery reps took the proposals back with them to mull over. It is expected they will bring back a counter-proposal.

AFRA, which claims jurisdiction over recording artists, will first try to set scales with major diskeries, then will tackle the indies. Currently there are no set scales in the business. Some diskeries are known

1948 when Petrillo in testifying before a House Education and Labor Committee, urged that some sort of action be taken to give musicians a share in the "take" from disk sales, radio and TV.

Subsequently, Rep. Carroll D. Kearns (D., Pa.) sought futilely to draft a bill which would have imposed a tax payable by disk manufacturers on all commercial-use records. The revenue from the tax would have gone to performers. Kearns ran into difficulty in trying to devise an administrative plan for collecting the tax. Especially obnoxious was the question of how the government could keep check on whether disks sold ostensibly for home use were being played commercially by, say, radio broadcast stations. Validity of the legislation also was questioned. It was agreed generally, however, that the broad aim of the amendment was constitutional.

Bills Offered in 1947

The issue came in for a lot of attention in congressional committee deliberations in 1947 after Rep. Hugh D. Scott Jr. (R., Pa.) introduced a bill proposing to authorize royalties for performers. Scott's bill received extensive hearings before a House judiciary subcommittee which refused to report it out. Another bill by Scott, identical to one sponsored by Rep. Frank Fellows (D., Me.); proposed to authorize royalties on juke box record plays. The latter legislation, supported by ASCAP, was favorably discharged by the judiciary subcommittee but pigeonholed in full committee.

The Scott bill to authorize royalties for performers had the backing of the National Association of Performing Artists (NAPA). Scott announced early in January, 1949, that he did not intend to reintroduce either the performing rights bill or the juke box bill in the present Congress which ends this year. There is now some possibility that he might toss the bill in again in the final weeks, but Scott, like Klein, prefers an exhaustive study preparatory to bill-drafting to make sure that any new measure is offered in its most palatable form. Klein already has begun assembling transcripts of hearings on the Scott and Fellows bills, and he is preparing to consult with officials of the copyright office, the department of Justice and the Treasury Department as well as with AFM and ASCAP executives.

to give what are considered fair rates; others pay as little as they can. The different execs heading the different categories within any artist and repertory department generally do their own negotiating with talent and agents. A good number of small indies try to get talent cuffs, advancing the argument that the disk is good promotion for an artist and helps the artist obtain engagements in night clubs and vaude.

Recording artists, incidentally, are the only major group of performers who are as yet not covered by union scales and conditions. These same artists, of course, are covered when playing in legit, films and night clubs.

Bookers Feeling Action of ACU

CHICAGO, June 17.—Concrete evidence of the movement on the part of the Association of College Unions (ACU) to put a stop to what it feels are evils in collegiate talent date booking has started to reach the major booking offices, it was learned this week. The ACU reps, at their annual convention in May, voted to set up one permanent rep for each college to handle all talent booking (*The Billboard*, May 13). The student union heads of the approximately 170 colleges and universities, which are members, felt that both the bookers and the colleges' headaches could be lessened if a responsible party handled all talent skedding for the school.

Check of the major offices here revealed that schools, such as Indiana University and the University of Nebraska, have sent in lists of fall and early winter dates, asking each office for submissions. The college reps have set as their objective a \$1,500 top for all student attractions booked by the official school booker. Only one list thus far stressed this top figure.

Mercury Asks Court Dismiss Castle Suit

NEW YORK, June 17.—Mercury Records and Norman Granz, according to answers filed in New York Federal Court this week, ask for dismissal of the suit brought against them by Castle Music Corporation (*The Billboard*, May 6). Castle has charged that its tunes, *Repetition* and *Rhumbacito*, were used without consent in Mercury's album, *Jazz Scene*.

In its answer, Mercury declared that the action fails to state a claim against them. Mercury asked the court to compel Castle to offer up as evidence copies of the two unpublished tunes. They also asked that Castle be directed to make some definite statement about the manner in which they became owners of the two tunes.

AUSSIE PUBBER DIES

SYDNEY, June 17.—George Sutherland, managing director of one of Australia's noted music houses, Allan & Company, died recently at the age of 73. He was also a director of three AM stations, the Broadcast Exchange of Australia, Macquarie Broadcasting Service and the Australian Performing Rights Association. He joined Allan & Company in 1891 as a messenger boy.

File Suit Over "Heart of Gold"

HOLLYWOOD, June 17. — Copyright infringement suit asking \$115,000 in damages and legal fees was filed in U. S. District Court by Dan Franklin and Carol Thomas against Florence Rosen, Ted Mossman, Bill Anson, Berle Adams's Pic Music pubbery, Coral, Decca, Four Star and Victor record companies. Plaintiffs charge that their tune, *Heart of Gold*, copyrighted in September, 1949, and later disked by Al Morgan for London, was lifted by tunesmiths Rosen, Mossman and Anson. Threesome, according to the charge, in March, 1950, copyrighted *Heart of Stone*, which, the plaintiffs contend, is a direct take-off on *Heart of Gold*.

They further claim that Dan Franklin had played *Heart of Gold* for Miss Rosen prior to its release, and that Miss Rosen, according to the charge, had lifted the melody on that occasion. Plaintiffs are represented by attorney Simon Taub. Anson, on the other hand, claims Miss Rosen can prove priority to the tune via registration date of 1946, and charges that the plaintiffs are guilty of infringement. Legal rep for the defendants has not as yet been named.

Admiral Preps Entry Of 7-Inch Kidisks, Readies 3-Speed Line

NEW YORK, June 17.—The young Admiral Record Company, which has been showing some strength in the kidisk field, is readying a three-speed line for August 15 release. The diskery, headed by General Manager Jerry Lipskin, also will enter the seven-inch kidisk field and is wrapping up several names for an entry into rhythm-blues, hillbilly and Latin-American waxing.

In the minidisk line, Admiral will eschew single 25-cent platters in favor of four-disk folders to retail at \$1.15. These will be sold thru regular distributors. The 45 r.p.m. disks will be priced at 79 cents. Two LPs will be issued initially—one to feature jazz pianist Johnny Guarneri, and the other, children's stories enacted by radio actor Arnold Stang.

"Denny Dimwit" Deal

Admiral has inked a deal with Martin Branner, originator of the *Winnie Winkle* comic strip, for exclusive disk use of the character *Denny Dimwit*. Special disk material and songs are being prepared by Charlie Abbott, with the tunes to be published by Admiral Music, Inc., new publisher affiliate of the diskery.

Admiral Music is publishing eight originals, all of which will be issued on Admiral wax. Professional copies are being sent out within the next two weeks.

Decca Pacts Apaca For Hawaiian Tunes

HOLLYWOOD, June 17. — Decca a. and r. topper Dave Kapp this week signed Hawaiian vocalist Alfred Apaca to do a series of Island platters. Apaca, known as the "Crosby of Hawaii," was spotted by Kapp during his recent Hawaiian vacation. Singer flew to Hollywood for initial cutting session late this week.

Plattery recording exec Paul Cohen also brought two new folk artists into the Decca family, inking vocalists Porter Johns and Les Anderson to term pacts. Anderson, ex-Spade Cooley ork crooner, will be given a fat build-up via band frontings. Plattery has disked first Anderson sides using large band and is plotting promotion with Anderson doubling as ork leader and vocalist on local area one-nighters.

Proper Plugs Hold Back Cuban Music in US, Says Havana Roca

NEW YORK, June 17.—The only thing holding back Cuban music in this country is the lack of proper publisher pushing, according to Ernesto Roca, Cuban music factotum who arrived here Wednesday (14).

Roca, general manager of the Cuban Federacion de Autores de Cuba, a major composers' society, is also RCA Victor's regional recording director, and owns one of the largest music stores in Havana. He is general advisor to the Cuban musicians' union and until recently headed the government copyright office. He is here to plot future recordings with Victor's Latin-American artists and repertoire chief, Herman Diaz. He plans to leave Monday (19).

Roca, for 15 years head of Ralph Peer's Cuban office, ankleed that pubbery last year to join Hill and Range's new Rumbalero subsidiary as head of its Havana office. Disappointed with the way this deal has turned out, Roca told *The Billboard* that he may retire from the publishing business to devote more time to RCA Victor. He emphasized, however, that he was now free from any publisher links and may represent anybody. He denied having a new agreement with Hill and Range, as claimed by that pubbery (*The Billboard*, June 10), claiming that his only tie is as recipient for continuing profits as provided for in the original deal. He pointed out that, while Rumbalero has just closed its Cuban office, in the past year he had signed 40 Cuban cleffers to exclusive Rumbalero contracts. Most of these pacts have three years to run, none less than two years.

The failure of Cuban music to pay off here is not entirely due to the new emphasis on the mambo and guaracha to the exclusion of the more melodious ballads, Roca insisted. He feels that the American outlets have failed to exert proper plug effort. Plenty of melodies have been turned out by such writers as Osvaldo Farrez, Gonzalo Roig, Elisio Grenet and George Anckermann, but most of them are simply put in a drawer here. Success of many is deterred by English lyrics, he feels.

Consequently, Cuban cleffers have been holding onto their ballads under the impression that only dance stuff will sell. This impression is fed by the fact that there is no movie industry in Cuba to nurture production pops. Mexican ballads, on the other hand, have benefited considerably from film plugging. Also, most of the pop crooners, such as Pedro Vargas and Fernando Fernandez, come from Mexico, and in their Cuban engagements will perform nine Mexican tunes to every Cuban song.

To secure a better deal for Cuban composers, Roca is currently leading a drive to broaden the base of per-

Cap Wooing Yiddish Biz With Katz Wax

HOLLYWOOD, June 17.—Capitol Records is invading the Yiddish disk field for the first time with a Mickey Katz couplet. Material is similar to his comedy cuttings for Victor. Sides include *The Baby*, *The Bubbe and You*, a dialect take-off on *Bibbidi-Bobbidi-Boo*, backed by *Yiddish Mule Train*. National release date is July 3, but disks will be rushed here next week to coincide with the local opening of Katz's *Borschtcapades*.

In hitting the Yiddish facet of the wax biz, Cap will make a direct pitch at dealers specializing in that field. Both tunes in Katz's initial Yiddish release have been added to the *Borschtcapades* review. Katz, formerly with Spike Jones, was featured on Victor only in Yiddish comedy selections. He moved to Cap last year and to date has stuck to English comedy fare.

formance fee collections. While the Federacion, which taxes radio, juke boxes, dance halls, cabarets and theaters (there is no TV in Cuba), collecting \$6,000 to \$9,000 monthly, Roca estimates that with official backing of the government, this take can be raised to about \$20,000. Such support is coming soon, he predicted.

Regarding the status of Yankee music in Cuba, Roca stated that its dominance has fallen in the past 20 years. Today, however, 40 per cent of the music in Havana niteries is provided by American-styled bands, just as most New York spots feature rumba bands. Thanks mainly to the Miami radio stations, most tunes that hit here also become popular in Cuba. Show tunes, especially those of Cole Porter, seem to have a special appeal to Latins. There is not yet a personal appearance market for American performers, however, because Cubans won't accept the biggest names if they can't speak the language.

Court Ruling Vs. Paramount May Affect Musical Rights

NEW YORK, June 17.—G. Ricordi & Company, publishers of Italian music, won a summary judgment in U. S. District Court this week against Paramount Pictures, Inc., declaring that motion picture rights in the opera *Madame Butterfly* are the exclusive property of the plaintiff.

The case, which was pleaded by Attorney Arthur Garmaize for Ricordi, is regarded as pointing the way toward determination of ownership of film and TV rights in many other musical works developed from separate source material as *Madame Butterfly* was.

The action was brought by Ricordi last year after the pubbery learned that Paramount was claiming flick rights in the opera. The flickery based its claim on the fact that it had obtained film rights on both the original John Luther Long novel, also titled *Madame Butterfly*, on which the opera was based, and in a David Belasco stage adaptation. These rights were obtained in 1913, 1919 and 1932 from Long and Belasco and, after their deaths, from their estates.

Ricordi first obtained opera rights in 1901—these rights covered the libretto and all dramatic rights in the opera in all languages thruout the world. Ricordi commissioned

CHICAGO, June 17.—What augurs to be an important ballroom dynasty was set up in Joplin, Mo., this week when Carl Fox, former op of a string of Minnesota danceries, and Vic Schroeder, dean of Midwest territory ork skedders, organized Fox Ballrooms, Inc. Fox and Schroeder, when contacted by *The Billboard*, said that they are currently forming the corporation as groundwork for "ballrooms" which they intend to buy now and in the future.

The duo's first important acquisition was made last week when they took over the Holiday Inn, Joplin terperly, from Mrs. Geraldine Garrison, wife of Joe Garrison, who formerly operated the spot both as a nitery and an occasional one-nighter spot. The inn is 160 by 100 feet and has a seating capacity of 1,200. Schroeder will act as managing director of the inn. The ballroom is already in operation, with Friday and Saturdays already booked two weeks in advance. It's intended to utilize

Puccini to do the music and a librettist team the libretto. The finished opera was copyrighted in 1904. Renewal rights were obtained from Puccini's son in 1933.

In 1932 Paramount made a talking picture based on the Belasco dramatization, with instrumental music from the Puccini score. Limited rights in the latter were applied for and granted by Ricordi.

A key issue in the recent decision, handed down by Judge Conger, was Paramount's contention that Ricordi's rights expired when the first 28-year copyright period of the Long novel was up. The pubbery should have applied for a new grant, the defendants argued, when the copyright on the novel was renewed. Judge Conger disagreed, stating that the original Ricordi-Long contract of 1901 was not merely a licensing arrangement but a complete assignment of the opera rights, which then remained Ricordi's exclusive property. This particular opinion could have ramifications in many future music copyright situations, it was pointed out by trade legalists.

Paramount spokesmen, queried as to their stand on an appeal, had no comment.

Industry Submits TV-Film Terms, Eyes AFM Royalty

NEW YORK, June 17.—The industry committee representing television networks, packagers and film companies this week submitted to the American Federation of Musicians (AFM) a set of proposals covering scales and conditions for musicians on TV film. This action was indicated in *The Billboard* last issue. A letter was sent registered mail to AFM Prexy James C. Petrillo, urging a meeting between industry and AFM reps as soon as possible.

It was learned that the industry's proposals are essentially what *The Billboard* indicated—namely: Hollywood pic scale for films produced for theater and/or television; a big reduction in rate—perhaps 50 per cent—for films produced exclusively for TV.

Queried as to the industry's position on the matter of a royalty clause, it was stated by a committee spokesman: "We have not accepted the royalty agreement made by some of

the independents."

The statement is regarded as a very important one, and indicates that the AFM chief may be making headway in having the industry accept the royalty philosophy. A few weeks ago, the industry committee stated it was firmly opposed to a royalty payment. While not stating that it is now in agreement with such a principle, the answer is taken as an indication that the committee is in a bargaining mood and would perhaps be amenable to a royalty—preferably of less than the 5 per cent figure which Petrillo obtained from the indies he signed.

The AFM, it was learned, would make every effort to hold to the scales and conditions established in the initial pacts. This is essentially Hollywood film scale, based on \$39.90 per sideman for three hours or less, of which one-half hour may be used for recording, and two and one-half hours for rehearsal.

Fox, Schroeder Form Nucleus Of New Terpalace Dynasty

both territory and name pop bands, and one night per week will probably be given over to country music orks, for the spot is located on the Missouri and Oklahoma border.

Schroeder, who started as a territory band booker in 1931 in Dallas and moved to Omaha in 1935, headed the largest territory ork booking set-up in the country. He is currently lining up a buyer for his Omaha office. He said the front-runner in the list of buyers is Paul Moorhead, one of the veteran orksters whom he has been skedding. Since 1935 Schroeder has developed such bands as Lawrence Welk, Leo Pieper, Skippy Anderson, Morton Wells, Jimmy Barnett, Mal Dunn, Eddy Haddad and Jack Swanson. Schroeder said that Nadine Dunn, Mal's wife, and Peggy McCandless, his veteran assistants, have signified that they will remain with the new owner of the office. Schroeder has been extremely instrumental in stimulating ballroom promotions thru his widely circulated *Ballroom News*, a monthly terp publication. He acted as secretary of the Nebraska Ballroom Operators' Association, State seg of the National Ballroom Operators' Association. According to present plans, Schroeder said the new owner will continue to use the name "Vic Schroeder Agency." The office is now booking a dozen territory orks.

Fox has been out of the ballroom biz since December, 1946, when he swung the biggest ballroom sale deal in history with Ken Moore and Bill Karzas, of Chicago. At that time he sold the Terp, Austin, Minn.; the Surf, Clear Lake, Minn., and the Prom, St. Paul, to the local duo for a price estimated to be in excess of \$250,000. In 1949 Fox took an option on the Blue Moon from Johnny Dotson, owner of the Wichita, Kan., dancery, and later sold the property to Karzas and Moore, who changed the name to the New Moon. Fox is well known to the dance industry, having stepped down from the presidency of the National Ballroom Operators' Association when he sold his Minnesota interests to Moore and Karzas in 1946.

When queried as to where the next purchase would be made, Schroeder and Fox said they were looking over other properties but had no definite commitments. Emergence of Schroeder and Fox into the chain ballroom field makes the third terp syndicate. Moore and Karzas and Tom Archer, the Des Moines ballroom baron, are the others.

Suit Charges Piracy Of 'Blk. Coffee' Tune

NEW YORK, June 17.—Remick Music and Advanced Music filed suit in U. S. District Court this week against Leeds Music and Blossom Music, contending that the defendants' tune *Black Coffee* infringed on their tune, *What's Your Story*.

Remick and Advanced assert that *What's Your Story* was composed prior to October, 1940, by Mary Lou Williams, Jack Lawrence and Paul Webster. The writers assigned the rights to Advanced, who in turn assigned the rights to Remick.

The plaintiffs charge that portions of *Black Coffee*, which Blossom published about April, 1949, were copied from *What's Your Story*, and that Blossom and Leeds exploited the song as an original, allegedly written by Paul Francis Webster and Sonny Burke.

The plaintiffs set forth that they served notice of infringement in May, 1949, but that it was disregarded. They ask for an injunction and an accounting of all monies made from public performance of *Black Coffee*. Spokesman for the defendants had no comment on the suit.

Music Conference Sings Sweetly Of Promosh Pushing \$'s Neatly

NEW YORK, June 17.—More melody instruments are being manufactured and sold than ever before; musical merchandise is faring better than most other types of goods in sales trends, and far better than the downward trend it was showing consistently before the war.

The above statements are taken verbatim from an American Music Conference (AMC) report released this week. The improving outlook for instrument sales is in part attributed in the report to AMC's activities: piano workshops in the schools; stimulation of interest in adult music education; consultation service for school administrators; and other field and publicity endeavors.

In several localities, AMC has enlisted the support of local music merchants in underwriting piano workshops. Working with the Piano Manufacturers Association AMC has evolved a "keyboard approach to

music," which is not piano promotion as such, but rather recognition of the piano as the basic instrument in music instruction. This orientation has won over the small goods dealers as well as piano merchants in supporting piano workshops in such a sale as Spokane, Wash.

A key piano workshop experiment in the Little Flower School in Chicago has attracted national attention and paved the way for similar ventures in a dozen parochial schools. The children work with silent keyboards at their desks and each has (See Music Conference on page 38)

Half of Kenton Concerts Inked

HOLLYWOOD, April 17.—More than half of Stan Kenton's concert tour next season has been booked, with the *Innovations in Modern Music* maestro to kick off the next national junket January 15 on the Coast. Kenton intends to break in his new book with a series of Northwest dates, and then return to Los Angeles to record his 1951 *Innovations* album. Dates definitely set include Pittsburgh, February 10; Baltimore, 11; Philadelphia, 16; Columbus, O., 18; a two-night stand at New York's Carnegie Hall (March 6-7), and a twin date at Chicago's Civic Opera House (March 16-17).

Now that his 1950 tour is over, Kenton is faced with the problem of retaining his key men in the fold. As a possible solution, batoner took over Balboa's (Calif.) Rendezvous Ballroom and with a 20-man nucleus of his concert crew, will play week-end dances at the seaside terpsery. In a deal with ballroom's owner-operator, Bob Murphy, Kenton will personally operate the location where he first got his start in 1941. Kenton has named George Morte as terpsery's manager, and will split with Murphy on a 70-30 basis. Kenton opens June 30 for the July 4 week-end and will hold the podium on a three-per-week sked until September.

By autumn, maestro intends to open his Kenton Academy of Music, utilizing his sidemen as instructors. As previously reported by *The Billboard*, the Kenton school will attempt to teach modern music in instrumental work, orchestration, arranging, and his own version of musical theory. For the most part, aggregation will remain intact, dropping only the string wing, French horns and tuba. Maynard Ferguson, who previously planned to launch his own band, will remain with the Kenton

AGMA To Study Job Prospects

NEW YORK, June 17.—The American Guild of Musical Artists (AGMA) held its second annual convention at the Hotel Lincoln last Friday, Saturday and Sunday (16, 17, 18). The union, a sister member of the Associated Actors and Artistes of America (Four A's), has jurisdiction over operatic, choral, concert and dance artists.

Over 50 delegates attended, representing seven active chapters in New York, Chicago, Los Angeles, San Francisco, Philadelphia, New Orleans and Pittsburgh.

The convention heard a report by George Heller, national secretary of the recently organized Television Authority, which has been set up by the Four A's to bargain collectively for all members in the TV field. Principal discussion, however, centered on plans to expand employment opportunities of musical artists, the effect of imported European talent on the local employment situation and a retirement plan for dancers.

It was pointed out that many American artists are currently reaping profits on foreign tours and that restrictions against non-American artists here may evoke reciprocal action abroad. Committees were appointed to study the situation.

At the Friday night session a pension plan for dancers was approved by the convention. It will be subject to negotiations with the three principal ballet companies, the New York City Ballet Company, the Ballet Theater and the Ballet Russe. Then it will be subject to approval by the dancers themselves. Plan calls for formation of a pension fund to which employers will contribute 5 per cent of the amount of dancer's salary. The dancer will be required to pay 3 per cent of his own earnings. At the end of 20 years of professional dancing the dancer would be entitled to the full sum plus interest. In event of earlier retirement the dancer would get back the amount paid out of his own earnings and a portion of the employer's share, depending on the former's length of service.

Executive Secretary Hy Faine pointed out that the government-sponsored old-age benefits start at the age of 60, but most ballet dancers are thru at 35 or 40. While the plan will be initiated only with the three companies mentioned above, AGMA hopes eventually to draw the American Guild of Variety Artists (AGVA) and Actors' Equity, sister unions in the Four A's, into the plan to cover all varieties of terp talent.

crew, utilizing it in experimenting with various original arrangements in search of a style of his own.

BILLBOARD BACKSTAGE

By Joe Csida

(Continued from page 3)

acter and integrity. He had unusual courage and, above all, he had a mind that was orderly and it was coupled with great imagination. I am sure that the brief time you worked with Joe Wilson will oftentimes be remembered by you."

Then an interesting commentary from another old friend, Lee Savin, of Horace Heidt's Magnolia Record Company:

"Just got thru reading your column on dubbing vocals onto sound tracks. I think you should do another column giving a little credit where credit is due.

Credits Bob Fine

"The first guy to really make a practice of dubbing vocals onto sound tracks was Bob Fine, who was our engineer at Majestic Records. He had been fooling around with the idea (tape was not in use at the time) of recording on acetates for some time, and his first attempt to do it was when we were recording Ray McKinley, and Ray came up with a terrific cold. The orchestra was set and had to be paid anyway. Bob suggested we try this, and dub in the vocals. We did so, and that started the vogue of dubbing vocals in. Mercury at that time was using our studios to record, and Bob suggested the system to John Hammond and Mitch Miller, then recording directors at Mercury.

"Personally, I think Bob is completely responsible for a great many of the improvements in recording, and I really think you are out to do a story on him. He now runs the Reeves Sound Studios, and is doing a tremendous job, not only with records but with pictures."

Maybe we'll do a piece on Bob some day. Sounds good.

And here's a food-for-thought note from a disk jockey on one of the record business's perennial problems. It's from WNAR's (Norristown, Pa.) Larry Molinaro:

"One of your articles, ('Summer Blues,' June 3 issue) paints a pretty dark picture about the record and sheet music sales situation for this season. No doubt business just isn't what it used to be. However, we feel, as do some other disk jockeys in our area, that the record companies and publishers could learn a lesson from the experiences of last season, and the present situation.

"First of all, we are getting so many records each week at our station that it just isn't possible to give them all the 'plays' they deserve. It seems that, when a new shipment of records comes in from one of the distributors, we just barely get to work on a good tune or two, and bang! another shipment follows. We just don't get the chance to work on a record as we should. There are too many of them. Just because a tune shows possibilities, it doesn't follow that it's going to 'break' after only five plays.

"Another sad aspect of this situation is the type of material released. No sooner does a certain type of tune or arrangement start to 'show,' all the record companies seem to follow with a sequel by about three or four of their artists. The present influx of Dixieland music on the market is one example. One artist hit with a tune with the word heart in it, which brought this artist back into public light. Since then, I know of at least five numbers he has recorded about a heart. Remember last year how we killed roses numbers for weeks following the success of *Bouquet of Roses*? Yet in spite of all this, there is a wealth of good material around, we just don't get the chance to work on it.

"Last season, the record companies were fighting over different speeds, (See *Billboard Backstage* on page 19)

TV Build-Up Set For Bill Farrell

CHICAGO, June 17.—Bill Farrell, promising MGM warbler, will get a TV build-up, similar to that accorded Al Morgan, starting August 7, it was learned this week. Howie Christensen, GAC radio rep here, inked a deal with the Ray Freedman & Associates Agency, calling for a 52-week video show for Farrell.

Present plans call for show to be aired via WENR-TV, ABC outlet here, but Freedman, when contacted, said that due to shifting time slots, the Farrell half-hour show might air over another outlet. It was further learned that the Farrell pact calls for the show to run locally for first 13 weeks, but that the contract will allow for web coverage if sponsor so desires after the first quarter year. Bankroller is Tele-Tronics, retail TV set outlet, which originally sponsored the Al Morgan video stint. Present plans call for Farrell to emcee and sing, supported by an 11-piece ork.

GAC intends to book Farrell on personals, which would allow him to make the Monday night show appearance in Chicago.

Joseph A. Burke, 66, Top Songwriter, Dies

PHILADELPHIA, June 17.—Joseph A. Burke, writer of such top hits as *Carolina Moon*, *I'm Dancing With Tears in My Eyes*, *For You* and numerous others, died Friday (9) at his home in Upper Darby, Pa., near here. He was 66.

Burke, a charter member of the American Society of Composers, Authors and Publishers (ASAP), in which organization he held a top writer's classification, was born in Philadelphia and educated at the Philadelphia Catholic High School and the University of Pennsylvania. He played in orchestras and worked with publishing firms in his early years, and in 1929 went to Hollywood to write scores for films. One of the rliest Hollywood extravaganzas on which he worked was the first edition of *Gold Diggers of Broadway*.

Burke teamed with noted lyricists, including Al Dubin and Edgar Leslie. With the late Al Dubin he wrote *Tiptoe Thru the Tulips*, *I'm Painting the Clouds with Sunshine*, etc. With Leslie he collaborated on "In a Little Gypsy Tearoom, A Little Bit Independent, Moon Over Miami and others.

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

Film Music

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

(Continued from page 4)

to Sun Valley. Her contagious version of *Cho, Choo, Choo* won a hand from the preview crowd. *You Can't Do Wrong*, which promises to be the most commercially promising of the three, first features the Jubalaires, who appear as porters in the train scene. They voice it in crisp, shuffle rhythm style, then expand it into the rhythm novelty it is. Lads sell it admirably. Tradesters will find an added chuckle in store for them in the train car scene when they spy Manager Bullets Durgom posing as one of the enthusiastic passengers.

Pic's fourth tune, *Baby, Come Out of the Clouds*, a Henry Nemo-Lee Pearl cleffing, provides a good excuse to bring on Lena Horne as a "guest star" in a special production number. Mel Torme originally

sound-tracked a Rinker and Hudleston tune, but has been cut to a walk-on part as a bellhop. Georgie Stoll's musical direction helps brighten the flick. With exception of Miss Horne's number, tunes are sufficiently repeated and get enough screen time and attention to make them count.

For this vehicle, Van Johnson turns warbler and does rather well at it, joining in on *Choo, Choo* and *Can't Do Wrong*. He waxed both for the MGM label. Other diskings include Phil Harris (Victor), on *Can't Do Wrong*, backed by *Choo Choo*; ditto for Kay Kyser (Columbia), and Connie Haines (Coral), with Andrews Sisters (Decca) cutting *Choo, Choo*, Ted Dale (Columbia) doing *Of All Things* and Roy Stevens (London) waxing *Can't Do Wrong*. Lee Zhitto.

A sparkling NEW
DECCA DOUBLE



"SAY WHEN"

Coupled with "BLIND DATE"

DICK HAYMES AND EVELYN KNIGHT

with Orchestra directed by George Bassman

DECCA 27076

POPULAR SERIES

BEST SELLERS

- I Didn't Slip, I Wasn't Pushed, I Fell So Tall a Tree *Bing Crosby*
Decca 27018
- I Wanna Be Loved *Andrews Sisters And Gordon Jenkins*
I've Just Got to Get Out of the Habit Decca 27007
- Sewitched *Gordon Jenkins*
Where in the World Decca 24983
- The 3rd Man Theme *Guy Lombardo*
The Cafe Mozart Waltz Decca 24839
- The 3rd Man Theme (with Vocal) *Victor Young*
Mona Lisa Decca 27048

SEPIA SERIES

BEST SELLERS

- You Gotta Move *Sister Rosetta Tharpe And Marie Knight*
When I Take My Vacation in Heaven Decca 48161
- Count Every Star *The Blenders*
(If I Pretend You're Not On My Mind) Decca 48158
Would I Still Be the One In Your Heart
- Chicken a la Blues *Cousin Joe*
Poor Man's Blues Decca 48157
- A Heart of Stone *Paula Watson*
Stop That Knockin' At My Heart Decca 48155
- Sentimental Me *The Ray-O-Vacs*
Once Upon a Time Decca 48141

COUNTRY SERIES

BEST SELLERS

- M-i-x-i-l-i-s-s-i-p-p-i *Red Foley*
Old Kentucky Fox Chase Decca 46241
- Choc'late Ice Cream Cone *Red Foley*
Birmingham Bounce Decca 46234
- Throw Your Love My Way *Ernest Tubb*
Give Me a Little Old Fashioned Love Decca 46243
- Let's Go To Church *Red Foley And Judy Martin*
Remember Me Decca 46235
- Yesterday's Kisses *Eddie Crosby*
What, Where and When Decca 46246



America's fastest selling records




Victor's 78 Turn-Back Gim Swings Trade Into 45 Drive

NEW YORK, June 17.—Details of the new RCA Victor record exchange plan (*The Billboard*, June 17), which were presented to the company's distributors at a series of six regional meetings Monday thru Wednesday (12-14), were enthusiastically received by distributors, according to reports from the field. Plan provides for two different exchange propositions—one to apply to distributors, the other to dealers.

The distributor plan enables the distributor to turn in \$1 worth of any RCA Victor 78 r.p.m. stock for every \$3 worth of 45 r.p.m. stock he purchases. The dealer plan, as recommended by the factory to the distributor, permits the dealer to turn back \$1 worth of any RCA Victor 78 r.p.m. stock for every \$5 worth of 45 merchandise he buys. For all practical purposes, the deal represents an exchange privilege of 33 1/3 per cent for the distributor and 20 per cent for the dealer.

The plan goes into effect for a three-month period, the starting date being whatever date the individual distributor is able to put the opera-



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DANNY KAYE'S
"THE HANDOUT SONG"
DECCA #27050
IS THE GREATEST BUM SONG IN 25 YEARS
GENERAL MUSIC
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Another BMI Pin-Up Hit!
M-I-S-S-I-S-S-I-P-P-I
Published by Acuff-Rose
Recorded by
BILL DARNELL COR
ELLA FITZGERALD DEC
RED FOLEY DEC
ART MOONEY MGM
JACK FLEIS LON
BRADFORD-ROMANO VIC
Licensed exclusively by
BROADCAST MUSIC, INC.

COMING UP FAST!
BLUES RHYTHM SMASH!
WHAT, WHERE & WHEN
recorded by
THE BLENDERS DEC
HADDA BROOKS LON
SUNNY BURKE DEC
ED CROSBY DEC
RALPH FLANAGAN VIC
PEE WEE KING VIC
LEON McAULIFFE COL
ARTIE WAYNE COR
PAXTON MUSIC, INC.
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FROSTY
the
SNOW
MAN
The Hottest Man on Ice

tions into effect—and running 90 days from that date.

Distributors were losing little time swinging into action. In Philadelphia, the Raymond Rosen Company called a meeting of its dealers for Tuesday (20) to outline the plan. And in New York, Bruno-New York held a meeting of its sales staff Monday (19) to brief salesmen on the full plan, so that the salesmen, in turn, could go out and present it to their dealers.

Other distributors throughout the country were shooting for a July 1 starting date for the plan, which would carry it thru July, August and September.

The move, in addition to supplying a shot in the arm to the continuing 45 r.p.m. drive, is obviously calculated to remove the largest possible quantities of 78 r.p.m. stock from the market. Whether the plan will be continued beyond the original 90-day period is, at this time, a moot point.

GAC's Krasny Moves to N. Y.

NEW YORK, June 17.—Milton Krasny, veepee and co-ordinator of General Artists Corporation (GAC), has moved to New York where he will headquarter permanently. Krasny's function of co-ordinating all the departments of the agency will be far simpler to perform from the New York end of the business, it is felt. He has headquartered on the West Coast for the last few years, in charge of the agency's Hollywood office. It is believed that the GAC merger with the Charles Feldman flick agency opened the way for Krasny to vacate the Coast position and return to New York to work in the TV field, in addition to centrally controlling inter-office and departmental functions.

Krasny arrived here after unofficially representing the booking agencies at last week's American Federation of Musicians' (AFM) convention in Houston. His family was to arrive here Sunday (18).

RENE TO COAST

(Continued from page 11)

Hugo Winterhalter and Dewey Bergman as musical directors. Rene, in his West Coast capacity will, of course, report to Grean.

Rene has been directly and indirectly associated with Victor since 1939, when he worked for Tetos Demetriades, who was producing international disks both under his c. 1 Standard label, and for RCA Victor under that label. Outside of a stretch in the army, Rene has been with the company ever since that time.

Rene and Grean left Tuesday (20) for the West Coast. Grean will be on the Coast for a week. Rene will remain until approximately July 4.

HOLLYWOOD, June 17.—Trade confusion was engendered thruout the music business when Paul Weston severed an eight-year-old association with Capitol Records, where he was musical director, presumably to head up Victor's West Coast operations. However, Paul Barkmeier, head of Victor's record division, queried in Pennsylvania, stated that the nod had definitely gone to Rene.

The Weston rumor carried in its train a number of other speculations—including the course to be pursued by Jo Stafford, with whom Weston has contractual ties.

According to present plans at Cap, that diskery will remain without a musical director, but will hire men to take over Weston's former chores. Cap exec stated: "Man with Weston's abilities cannot be replaced overnight."

Enzer-Clark Firm

HOLLYWOOD, June 17.—Mrs. Nedra Clark, widow of Buddy Clark, has teamed up with Pearl Enzer, business consultant, to form Enzer-Clark Business Management Company, catering to showbiz personalities. Firm will headquarter in Beverly Hills, Calif. Present clients include film star Angela Lansbury, Peter Shaw, orkster Woody Herman and thesp Barry Sullivan.

Eckstine's Rest For New Plans

NEW YORK, June 17.—Warbler Billy Eckstine, following his closing at the Click Restaurant, Philadelphia tonight (17), heads for his West Coast home for a six-week vacation, during which he will lay out a new cafe act for himself as well as turn in a recording date for MGM. The singer returns to action July 30 with an engagement at the Frolics, a niter in Salisbury Beach, Mass., and will follow that with two weeks in the Chicago Theater, Chicago, beginning August 11.

Following the Chi house, the singer takes off on an extended concert tour, comprising upward of 30 dates. Plans call for Eckstine to be packaged with the George Shearing Quintet for these concerts. Dates are being booked by the Shaw Artists Corporation in collaboration with the William Morris Agency, which office represents Eckstine.

Rights to "Rio" Snared by Levy

HOLLYWOOD, June 17.—Lou Levy signed a deal with RKO Pictures this week for the musical comedy rights to *Flying Down to Rio* which will debut on Broadway early next year with the Andrews Sisters in lead roles. Negotiations were buttoned up with RKO Veepee Gordon Youngman and agented by Walter Kane.

Levy leaves next week for New York to set deal for the Vincent Youmans *Rio* musical score, rights of which are held by Max Dreyfus. Musical will be budgeted at \$200,000 and will feature several top Broadway stars in addition to Andrews trio.

Shaw Makes Cincy Date Despite Crash

NEW YORK, June 17.—Orkster Artie Shaw was shaken up but not injured in an auto accident Thursday (15) near Huntington, W. Va., en route to a week-end date in Cincinnati. Shaw was taken to a hospital immediately following the crack-up, and it was feared that he may have been injured seriously enough so as to be unable to complete the last eight of his dates prior to a vacation. But a check-up revealed no serious injuries, and Shaw was reported set to make the Cincy stand sometime last night (16).

Lee Morse Making Comeback Via Decca

NEW YORK, June 17.—Miss Lee Morse, disk star of the 1920s, is essaying a comeback via her new contract with Decca Records. The thrush, whose early Blue Grass Boys recording unit containing several of top jazz names, cut sides for Decca prior to 1938, has been in retirement for more than 10 years.

Her first disk under the new Decca pact couples *Lonesome Darlin'* and *If You Only Knew*. It will be released within two weeks.

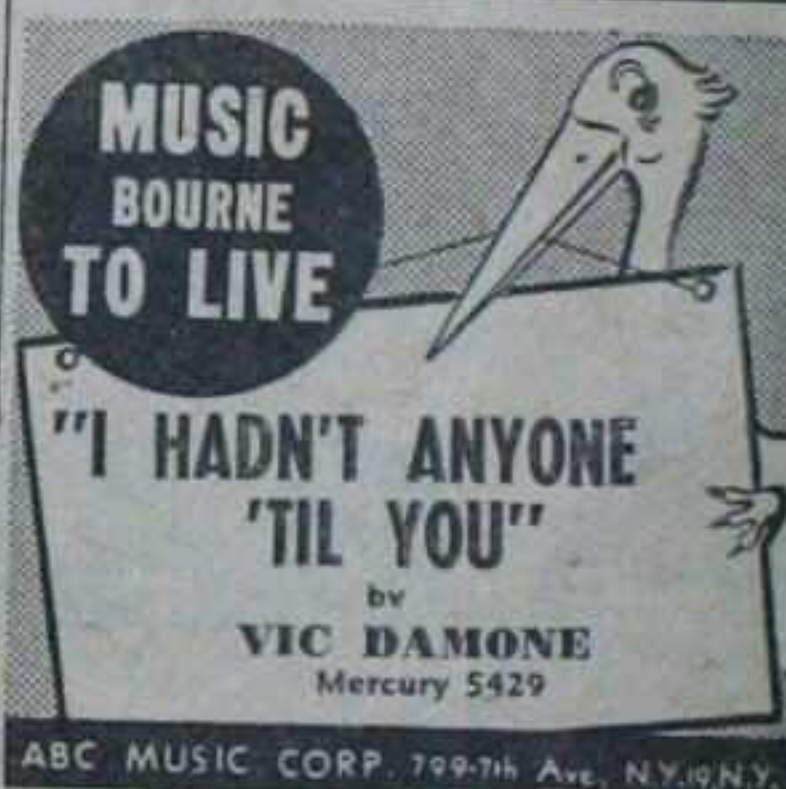
Cafe Pleas No Tune Infringe

NEW YORK, June 17.—In an answer filed in U. S. District Court this week, the Havana Madrid Restaurant Corporation asked for dismissal of the infringement suit brought against it by Peer International Corporation, music pubbery (*The Billboard*, June 3).

Havana Madrid claims that since October, 1949, the period during which Peer alleges they infringed on four of their tunes, they have required orchestra leaders, as a condition of employment, to sign an agreement that they would not use any music unless it was contained in the library of the American Society of Composers, Authors and Publishers (ASCAP). If any other music was used, it was contrary to the conditions of employment and without their knowledge, the Havana Madrid argued.

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

GONE FISHIN'
recorded by
JIMMY ATKINS Rainbow
BILL DARNEL Coral
ARTHUR GODFREY Columbia
JOHNNY GUARNIERI Admiral
THREE SUNS RCA Victor
others to follow
LEO FEIST, INC.



MUSIC BOURNE TO LIVE
"I HADN'T ANYONE 'TIL YOU"
by
VIC DAMONE
Mercury 5429
ABC MUSIC CORP. 709-7th Ave., N.Y. 19, N.Y.

"I STILL GET A THRILL"
RECORDED BY
DEAN MARTIN Capitol
DINAH SHORE Columbia
D. HAYMES-G. JENKINS Decca
ART LUND MGM
TONY MARTIN Victor
Words & Music, Inc.
1619 Broadway N. Y. C.



THIS YEAR EVERYONE WILL CELEBRATE THANKSGIVING WITH
"LITTLE JOHNNY PILGRIM"
HILL & RANGE SONGS, INC.

CORAL
RECORDS

"Good! - Great!" **TERRIFIC!** *

CONNIE HAINES singing

WITH ORCHESTRA DIRECTED BY ROY ROSS

ALL I DO IS WANTCHA

COUPLED WITH

TEASIN'

CORAL 60186

Price 75¢ plus tax

★ SEE WHAT DISC JOCKEYS FROM COAST TO COAST SAY:

- Bill Anson KFWB Los Angeles, Calif.
- Don Bell KRNT Des Moines, Iowa
- Win Blake WKXL Concord, N. H.
- Martin Block WNEW New York City
- Paul Brenner WAAT Newark, N. J.
- Bobbie Brox KLEE Houston, Texas
- Dick Bruza WDSU New Orleans, La.
- Leland Childs WAPX Montgomery, Ala.
- Fred Christensen WMPS Memphis, Tenn.
- Charles A. Clifton KRKD Los Angeles, Calif.
- Joe Deano WHEC Rochester, N. Y.
- Al DeCaro WKNB New Britain, Conn.
- Chuck Denson KENT Shreveport, La.
- M. Dickson WISH Indianapolis, Ind.
- Sid Dickler WHOD Pittsburgh, Pa.
- Jack Douglas WCSI Columbus, Ind.
- Low Dumont WHEB Portsmouth, N. H.
- Ed Eckert WKNY Kingston, N. Y.
- Jack Elgen WMGM New York City
- Eddie Gallaher WTOP Washington, D. C.
- Bill Gordon WHBQ Memphis, Tenn.
- Joe Grady and WPEN Philadelphia, Pa.
- Ed Hurst
- Ken Grant KNUZ Houston, Texas
- Hugh Gray WDZ Decatur, Illinois
- Bill Guthrie KOIL Omaha, Nebr.
- Easy Gwynn WIBC Indianapolis, Ind.
- Ken Headrick KFGT Fremont, Nebr.
- Bill Henning WTNS Birmingham, Ala.
- Cliff Jackson WEAR Pensacola, Fla.
- Fred Jackson WWEZ New Orleans, La.
- Tom Jackson WKAB Mobile, Ala.
- Arty Kay WKLX Lexington, Ken.
- Bob Kennedy WHB Kansas City, Mo.
- Jack Lacy WINS New York City
- Bob Larson WEMP Milwaukee, Wisc.

Both strong enough to make the Hit Parade. Should be a smash hit! Most requested... Connie Haines should have a big hit on her hands. Much requested on "Requestfully Yours." Pulling good request mail. Connie Haines' "Teasin'" going great in New Orleans. Be Number 1 soon. My choice as the number one female vocalist! Tops! Cute. All I do is play... "All I Do Is Wantcha." Both good. Connie great here. Perfect. One of Connie's best. Well above average. Great many requests. Good score. Haines reigns on records. Receiving many sundial and moonial requests for "Teasin'." Also praising the record in my Washington Post column. It's going crazy down here. Think Connie Haines' record of "Teasin'" and "Wantcha" is terrific and we're not just teasin'. Lover it! Great, I say!! Darn cute sides... a beautiful job. Connie Haines is sure teasin' listeners in this area with her new Coral release. Sung as only Connie can... Good. One of the catchiest novelties since "I can't say no." Great Excellent! Many requests for both sides. Sure fire hit. Cutest record of 1950. Very nice.

- Howie Leonard WALE Fall River, Mass.
- Ira Leslie WVOK Birmingham, Ala.
- Jim Lounsbury WIND Chicago, Ill.
- Jackson Lowe WWDC Washington, D. C.
- Del Lundbom KGON Oregon City, Ore.
- Warner Martin WSUI Iowa City, Iowa
- Ed. "Jack the Bell-boy Boy" McKenzie WJBK Detroit, Michigan
- Sandy Meek WOOD Grand Rapids, Mich.
- Paul Monson WMAS Springfield, Mass.
- Dick Morrisette WCHV Charlottesville, Va.
- Robert D. Murphy WJMR New Orleans, La.
- Gil Newsome KWK St. Louis, Mo.
- Nick Nickson WARC Rochester, N. Y.
- Harry Nigocla WJBW New Orleans, La.
- Roger Noble WSLI Jackson, Miss.
- Don Otis KLAC Los Angeles, Calif.
- Ed Perry KARM Fresno, Calif.
- Peter Potter KFVB Los Angeles, Calif.
- Lucinda Quest WLOU Louisville, Ky.
- Bob Rector KSTL St. Louis, Mo.
- Paul Reidy WFIG Sumpter, S. C.
- Dick Smith WMTW Portland, Maine
- Fred C. Smith WFBM Indianapolis, Ind.
- Hal Smith KDLK Del Rio, Texas
- Hooper J. Socker WIZE Springfield, Ohio
- Robert O. Southard WMAM Marinette, Wisc.
- Don Stevens WNAB Bridgeport, Conn.
- Len Stevens WHAT Philadelphia, Pa.
- Charlie St. John WTHAT San Antonio, Texas
- Anna Ray Suter WITH Baltimore, Maryland
- Jess Wade KTTS Springfield, Mo.
- Carl E. Wleninger KNBC San Francisco, Calif.
- Bill Winn WJTN Jamestown, N. Y.

Very good. Both are good, but we've all gone nuts over "Teasin'!" Good recording set-up plus fine singing by Connie. Very good. Anything by C. Haines goes all out here. Sprightly. As far as I'm concerned "Teasin'" is the best Connie Haines record thus far. Getting good plays. YEEEEOW! Really cute. Excellent... Connie is superb! Looks like a big hit. My audiences love it. So do I. Both sides are great! Requests heavy on both. Both requested. Connie Haines' record of "Teasin'" and "Wantcha" is her best. I like it and play it every day. Anything by Connie Haines is bound to be good. Connie Haines' "Teasin'" is high on our totem pole of popularity here in Los Angeles. Connie flirts with the lyrics and embraces the song. She's always teasin'. Connie Haines is always terrific! Great... Terrific! Sultry and smooth. Should be a winner. Bound to be a hit. Both sides are A-1. Sure hit! Good stuff! Give us more! Terrific. Very nice. Her biggest hit. Cute as a bug's ear. Very good. I have always thought Connie great, but now "Teasin'" proves it beyond all doubt. Good. Both sides are A Number 1!

America's Fastest Growing Record Company

CORAL RECORDS

(A subsidiary of DECCA RECORDS, INC.)
48 W. 57 St. New York 19, N. Y.

ORDER FROM YOUR CORAL DISTRIBUTOR OR WRITE TO:

6 TOP TUNES!

ALL ADD UP TO FAST SALES!



"Sam's Song"

Flip Side

"1812"

HARRY GELLER

And His Orchestra

MERCURY 5450

"Kansas City Kitty"

Flip Side

"LET'S DO IT AGAIN"

TWO TON BAKER

MERCURY 5445



"Happy Feet"

Flip Side

"EVERYONE KNOWS YOU
BY YOUR FIRST NAME"

KING SISTERS

MERCURY 5449

"Mona Lisa"

Flip Side

"Home Cookin"

ALEXANDER BROS.

MERCURY 5447



Only
Mercury
has the hits on
NON BREAKABLE RECORDS

Music—As Written

ASCAP Division Managers at Waldorf June 26-29

Division managers of the American Society of Composers, Authors and Publishers (ASCAP) will attend a three-day sales conference at the Waldorf June 26-29. Managers include Samuel Berkett, Boston, representing the New England area; Samuel Feldman, Baltimore, Eastern division; David Nelson, Atlanta, Southern; George Kopp, Chicago Central; Martin Meltzer, St. Louis, South Central division, and Harry A. Levinson, San Francisco, Western division. J. M. Collins, ASCAP general sales manager, will preside. President Otto A. Harbach will address the opening.

Abbey Moves Offices, Adds Franklin, Vera Barton

Abbey Records, which moves to new quarters June 26, has added vocalists Vera Barton and Bill Franklin to its artists roster. Franklin wrote the lyrics to "Slippin' Round With Jolie Blon," which he also cut for the label. Abbey, according to Prexy Kelly Camarata, will issue its first LP disks in time for the National Association of Music Merchants' (NAMM) show in July. The 10-inch disks will retail for \$1.98. Gene Novello, tunesmith and Abbey treasurer, became the father of a boy last week.

MGM To Try Dorothy Collins as Headline Thrush

MGM Records will try anew to build a girl singer with thrush Dorothy Collins after having failed in this department since the diskery's inception. Chirp Collins was inked to a term waxing paper label week and already has recorded her first sides for the firm. She formerly sang with the Raymond Scott ork and later the Scott Quintet. She has never worked with any other group.

Singing Honeymoon for Jack Pleises

London's artists-repertoire staffer Jack Pleis has his own method of keeping talent in the fold. Friday (16) he married Eve Young, thrush who records for the label. They leave Friday (23) on a combined honeymoon and recording trip to Chicago and the Coast. In Chicago, Pleis will conduct dates with the Teddy Powell ork and the Mid-States Four. In California he'll cut Curt Massey, Hadda Brooks and Milt Herth. The latter, a Decca artist for many years; has just signed with London.

Capitol To Wax Early Kenton-Styled Disks

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

Capitol Signs Grofe for Original Works

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

Vox Music Master Kidisk Series To Switch to LP

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

Tennessee Music Signs BMI Year Contract With Options

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

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

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

Nicholson, Buchanan Sign Exclusives With Dreyer

Bobby Nicholson and Bob Buchanan, Buffalo tunesmiths, have been signed to exclusive cleffing contracts by D. Dreyer & Company. The lads are respectively musical director and program director of Richard H. Ullman, Inc., transcription firm that produces "Tune-O" and "Jingl-Library." Nicholson is former music director at WEBR, New York ABC link, and has his own weekly show on WBEN-TV. Their first tune set for plug effort is "Lonesome Darlin'" which has been recorded for Decca by Lee Morse.

New York:

Benny Goodman arrives Thursday (22) after completing a European jazz concert tour. . . . The Bobby Waynes had a baby girl Friday (9). He's the London disk warbler. . . . Larry Gould's Caravan kidiskery will have its entire line of more than 30 titles available on 45 r.p.m. disks by fall. . . . Roy Stevens's band is held over until July 20 at Roseland Ballroom. . . . Nicholas Matthey and His Royal Tziganes open at the Little Club June 26 for an indefinite stay.

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

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

Sam Wigler, professional manager for Encore Music, is shopping around for a med school admittance for his son, Paul, who graduated from Queens College last week. . . . Don Cornell goes into the Versailles July 5. . . . King Records has pacted orkster Lucky Millinder. . . . Freddy Miller, another King orkster, was signed for the summer at the Waldmere Hotel, Livingston Manor, N. Y.

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

Longhair leit motifs: Violinist Jascha Heifetz has sailed for Israel where he will give at least nine concerts plus a recital series. Following these he'll cut some HMV-RCA Victor wax in England. . . . Met-Opera tenor Jan Peerce tees off on his South American tour Thursday (22) with a recital in Bogota, Colombia. He will leave for Israel the last week in July. . . . Boston Pops conductor Arthur Fiedler has a disk jockey show on WBMS, Boston. The 15-minute seg is aired three times weekly. . . . Sir Thomas Beecham's Royal Philharmonic ork opens its American tour on October 27 at Carnegie Hall. Beecham is now waxing for Columbia. . . . The annual convention of the American Guild of Organists will be held at the Copley Plaza Hotel, Boston, from June 19 thru 23. . . . Mezzo Blanche Thebom, a Victor Red Seal artist, is currently appearing with the Glyndebourne Opera in England. She returns here in August.

Chicago:

Freddy Martin, slated for an August 4-September 7 stay at the Beachwalk of the Edgewater Beach Hotel, was canceled last week when Martin was forced to stay on the Coast because of TV and radio commitments. This drop-out, plus the still unbooked period of July 20-August 4, has major agencies submitting orks to Phil Weber, hotel's manager. Russ Morgan was dickering for the latter five-week slot at press time. It would fit in with his mid-September opening at the Hotel Biltmore, New York. . . . Tim Gayle, p. m. and hubby of chirp Lorry Raine, sold her diskings of "Strangers" to London. Flip side is "Anna From Havana," a Gayle penning pubbed by Williams Music, Bill Putnam's BMI affiliate. . . . Mercury has inked the Alexander Brothers, singing duo, to a recording pact. . . . Bill Snyder is rehearsing a 14-piece hotel ork which MCA will probably set at an East Coast resort hotel for a month, starting in mid-July, after which Snyder goes after vaude dates. He closes at the College Inn of the Hotel Sherman June 25. . . . Eddie Gilmartin, winter manager at Casino Gardens, Ocean Park, Calif., is running Tony Rinella's Dutch Mill, Lake Delavan, Wis., for the summer. . . . The music licensing committee of the National Ballroom Operators' Association, headed by Tom Archer, met Monday (19) at Clear Lake, Ia., in connection with the Iowa ops' meeting. . . . Joe Bihari, another of the Bihari brothers of Modern Records, in town setting up distribs for his RPM diskery. His brother, Jules, started the Question Mark label. Joe's firm will also feature rhythm and blues artists. . . . Max Miller has been made musical director for Life diskery. He cut eight sides last week. . . . Horseshoe Club, Rock Island, Ill., brings in the Mills Brothers July 28 for eight days.

Philadelphia:

Pianist Irving Lichten takes over Jimmy Perri's duties as business agent and special investigator for the local musicians' union. . . . Song-plugger Mickey Farrell's boy, Francis X., was among the batch of doctors graduated from Jefferson Medical College here. . . . Marian Morgan back in the territory, teaming with the Tommy Ferguson Trio last week at Chubby's, at near-by West Collingwood, N. J. . . . Marian Caruso, former dancer with the Roxettes in New York, handles the singing chores with Chuck Gordon at Wagner's Ballroom. . . . Joe Frasetto gets the call for the 500 Club in Atlantic City, with Vincent Rizzo set to summer at the resort's Babette's Cabaret. . . . Mac Maguire, associated with the Western brand of music via his WIP chores and show promotions, has signed with Capitol Records to do pop stuff. . . . Aileen Yomer gets full-scale air introduction here for her "I Only Wish It Were True."

Hartford:

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

Detroit:

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

BILLBOARD BACKSTAGE

(Continued from page 14)


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

"I don't claim to have the answer. This is just an opinion, take it for

what it is worth. We're an independent station here, using records most of the day. I suppose the choice of what to play is even more difficult for network stations, who use only a few of their broadcast hours for canned music. Tell the record companies to give us a chance to work for a little while on a record, and stop dumping a lot of the same material on us every day."

Do the diskers want to say anything about this?

TWO GREAT HITS BY ROSEMARY CLOONEY



SINGING

"Little Johnny Chickadee"

and

"Peterkin Pillowby"

Columbia 38851,
MJV-73
or 7-inch LP 1-665

"Me and My Bear"

and

"I Found My Mamma"

Columbia 38766,
MJV-70
or 7-inch LP 1-584

Columbia Records

First, Finest, Foremost in Recorded Music
Originator of 33 1/3 LP Records for Uninterrupted Listening Pleasure

Summer
Menu
of
LONDON'S
Newest Best Sellers



696 - **TERESA BREWER, SNOOKY LANSON,**
30124* - **CLAIRE "SHANTY" HOGAN, BOBBY WAYNE**
"THE PICNIC SONG"
"LET'S HAVE A PARTY"
Teresa Brewer, Snooky Lanson, Claire "Shanty" Hogan, Bobby Wayne
with Jack Pleis and His Orchestra

619 - **CHARLIE SPIVAK**
30073* - **"MONA LISA"**
"LOVELESS LOVE"
Charlie Spivak and His Orchestra vocal by Tommy Lynn and Choir
Charlie Spivak and His Orchestra with The Stardreamers

16023 - **MATTY O'NEIL**
"DON'T SELL DADDY ANY MORE WHISKEY"
"LITTLE RUSTY"
Matty O'Neil with Instrumental accompaniment

718 - **DICK JAMES**
"LET'S DO IT AGAIN"
"SOMEWHERE AT THE END OF THE RAINBOW"
Dick James with The Stargazers and Malcolm Lockyer's Barnstormers

750 - **AL MORGAN**
"YOU'RE A WONDERFUL SWEETHEART"
"I DREAMED OF AN ANGEL"
Al Morgan, vocal and piano with orchestra

* 45 rpm

75c plus tax

LONDON
RECORDS

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

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

(Trade Mark Reg.)

This Week

Last Week

1. THIRD MAN THEME, THE

By Anton Karas
Published by Chappell (ASCAP)
From the Carol Reed film, "The Third Man"

1

Records available: D. Apollon, National 9104; Cate Vienna Quartet, Col(3311-444); I. Fields Trio, V(78)20-3698, (45)47-3222; H. "Sugarfoot" Garland, Dec 46218; A. Karas, London 536; G. Lombardo, Dec 24839; R. McKinley Ork, V(78)20-3709, (45)47-3242; A. Rey, Cap(78)820, (45)F820; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; H. Winterhalter, Col 38706; B. Pollack Ork, Modern 203; F. Martin Ork, V 20-3797; V. Young Ork, Dec 27048.
Electrical transcription libraries: Music of Manhattan, Thesaurus; Dick Jurgens, Associated; Jerry Gray Ork, Standard; Ben Pollack, World.

2. BEWITCHED

By Richard Rodgers and Lorenz Hart
Published by Chappell (ASCAP)

2

Records available: J. August-J. Murad's Harmonicats, Mer 5399; Chuck Cabot, Atomic 1002; D. Day, Col 38698; Benny Goodman-Helen Forrest, Harmony 1012; L. Green Ork-Honey-dreamers, V(78)20-3726, (45)47-3726; G. Jenkins Ork, Dec 24983; Andre Previn, V 20-3617; Dave Rose, MGM 30120; R. Ross Ork, Coral 60182; B. Snyder, Tower 1473; M. Torme-P. Rugolo Ork, Cap 1000; C. Walter, Liberty 231; B. Goodman, Col(3311-642).
Electrical transcription libraries: Dave Rose Ork, Standard; Kay Armen, Associated; Claude Gordon Ork, Capitol; June Christy-Johnny Guarnieri Quintet, Thesaurus.

3. HOOP-DEE-DOO

By Frank Loesser and Milton DeLugg
Published by E. H. Morris (ASCAP)

4

Records available: Ames Brothers, Coral 60209; P. Como-The Fontane Sisters-M. Ayres Ork, V 2-3747; D. Day-Mellomen-G. Wyle Ork, Col(78)38771, (3311-591); R. Morgan Ork, Dec 24986; K. Starr-F. DeVol Ork, Cap 980; M. DeLugg, King 15037; F. Yankovic, Col 38799; Paulette Sisters-Harmony Bells Ork, Dana 2077; L. Duddy Singers, MGM 10702; L. Welk Ork, Mer 5419; G. Wisniewski-Harmony Bells Ork, Dana 698.
Electrical transcription libraries: Bob Eberly, World; George Wright, Thesaurus; Claude Gordon Ork, Capitol.

4. MY FOOLISH HEART

By Victor Young and Ned Washington
Published by Santly-Joy (ASCAP)

3

Records available: M. Carson, V(78)20-3681, (45)47-3204; B. Eckstine-R. Case Ork, MGM 10623; R. Hayes-M. Miller Ork, Mer 5362; M. Whiting-F. DeVol Ork, Cap 933; H. Winterhalter Ork, Col(78)38697, (3311-478); G. Jenkins Ork, Dec 24830; J. McGee-T. Carpenter, Varsity 265.
Electrical transcription libraries: Tommy Dorsey Ork, Standard; Claude Gordon Ork, Capitol. Vincent Lopez, Thesaurus.

5. SENTIMENTAL ME

By Jim Morehead and Jimmy Cassin
Published by Knickerbocker (ASCAP)

5

Records available: Ames Brothers, Coral 60173; R. Anthony Ork-R. Deauville, Cap 923; S. Gibson, Mer 8174; K. Griffin, Rondo R-213; R. Morgan, Dec 24904; Ray-o-Vacs, Dec 48141; B. Mayo Quintet, Dana 2074; R. Vallee, V(78)20-3793, (45)47-3793.
Electrical transcription libraries: Dick Jurgens Ork, Associated; Claude Gordon, Capitol.

6. I WANNA BE LOVED

By John W. Green, Billy Rose and Edward Heyman
Published by Supreme (ASCAP)

6

Records available: T. Bennett-M. Manning, Col(78)38825, (3311-646); Fontane Sisters-G. Jenkins Ork, Dec 27007; B. Clark, Col 38491; B. Eckstein, MGM 10716; Fontane Sisters-H. Winterhalter Ork, V(78)20-3772, (45)47-3772; D. O'Brien, J. Garber Ork, Cap (78)1044, (45)F-1044; B. Cox-C. Hobbs, Col 20279; R. McKinley Ork, V(78)20-3436, (45)47-4902; D. Washington, Mer 8181.
Electrical transcription libraries: Fran Warren, Thesaurus.

7. OLD PIANO ROLL BLUES, THE

By Cy Coben
Published by Leeds (ASCAP)

7

Records available: E. Cantor-L. Kirk-S. Kaye Ork, V 20-3751; E. Cantor, Bluebird 30-0010; H. Carmichael-C. Daley-M. Matlock's All Stars, Dec 24977; L. Cook-J. Dandies, Abbey 15003; J. Garber Ork, Cap 970; A. Jolson-Andrews Sisters, Dec 27024; Jubalaires, Cap(78)845, (45)F-845; B. Kay, Col(78)38773, (3311-593); F. September (Jan August), Mer 5400; C. Steward, Coral 60177.
Electrical transcription libraries: George Wright, Thesaurus.

8. IT ISN'T FAIR

By Sylvester Sprigato, Frank Warsbauer and Richard Himer
Published by Words & Music (ASCAP)

8

Records available: B. Goodman Ork, Cap 860; B. Harrington-J. Beaus and a Peep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5362; Joey Nash, Happiness 103; D. Washington-L. Stewart's Ork, Mer 8169; A. White Ork, Varsity 261.
Electrical transcription libraries: Dick Jurgens, Associated; Lawrence Welk Ork, Standard.

9. MONA LISA

By Jay Livingston and Ray Evans
Published by Famous (ASCAP)

10

From the Paramount film, "Captain Carey, U. S. A."
Records available: Dennis Day-H. Rene Ork, V 20-3753; H. James Ork, Col(78)38768, (3311-588); N. "King" Cole-L. Baxter Chorus & Ork, Cap 1010; A. Lund-L. Holmes Ork, MGM 10689; C. Spivak Ork, London 619; V. Young Ork, Dec 27040.
Electrical transcription libraries: Norman Cloutier's Ork, Thesaurus.

10. COUNT EVERY STAR

By Bruno Coquatrix and Sammy Gallop
Published by Paxton (ASCAP)

Records available: R. Anthony, Cap 859 and 979; H. Babbitt, Coral 60214; Blenders, Dec 48158; D. Haymes-A. Shaw, Dec 27042; H. Jeffries, Col(78)38732, (3311-555); H. Winterhalter Ork, V(78)20-3697, (45)3221; Ravens, National 9111.

(No information on electrical transcription libraries available as The Billboard goes to press.)

WARNING

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This week's

New Releases

... on RCA Victor

Release 50-25

Ships Coast to Coast, Week of June 25

POPULAR

PERRY COMO

If You Were My Girl
I Cross My Fingers

With the FONTANE SISTERS
20-3846—(47-3846)*

Here come the **DANCE BANDS** again!

LARRY GREEN

Francie
I Remember

20-3826—(47-3826)*

Here come the **DANCE BANDS** again!

SPIKE JONES

I Know a Secret
Charlestono-Mio

20-3827—(47-3827)*

Here come the **DANCE BANDS** again!

SAMMY KAYE

I Thought She Was a Local (But She
Was a Fast Express)
The Object of My Affections

20-3828—(47-3828)*

**EDDIE FISHER with HUGO WINTER-
HALTER'S ORCHESTRA**

Just Say I Love Her
Give a Broken Heart a Chance To
Cry

20-3829—(47-3829)*

Here come the **DANCE BANDS** again!

ERSKINE HAWKINS

Opportunity
Tuxedo Junction

20-3835—(47-3835)*

(With The Deep River Boys)

ROBERT MERRILL

Valencia
Wanderin'

10-1542—(49-1243)*

POP-SPECIALTY

JOE BIVIANO

Buffalo Gals—Polka
Dancing Tambourine

25-1165—(51-1165)*

COUNTRY

HOMER and JETHRO

Put That Knife Away, Nellie
Pizen Pete

21-0349—(48-0349)*

MONTANA SLIM

Apple, Cherry, Mince and Choc'late
Cream

Take It Easy Blues

21-0352—(48-0352)*

JIM BOYD

The Girl in the Picture
Bear Creek Boogie

21-0353—(48-0353)*

NEW ALBUM

AL GOODMAN and his ORCHESTRA

"Annie Get Your Gun"

DC-38—46-0001, 46-0002—78 r.p.m.
WDC-38—52-0088, 52-0089—45 r.p.m.

*45 r.p.m. catalog numbers

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



... indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.



... designates that record is one of RCA Victor's "Certain Seven" — among the leading numbers on the trade paper best selling retail sale charts (week of June 17). Obviously, sure things!

- \$ **Bewitched**
 Larry Green and the Honeydreamers..... 20-3726—(47-3726)* 7
- \$ **Count Every Star**
 Hugo Winterhalter 20-3697—(47-3221)* 7
- \$ **Hoop Dee Doo** }
\$ **On the Outgoing Tide** }
 Perry Como 20-3747—(47-3747)* 7
- \$ **It Isn't Fair**
 Sammy Kaye 20-3609—(47-3115)* 7
- \$ **STARS & STRIPES FOREVER**
 Ralph Flanagan..... 20-3762—(47-3762)*
- \$ **Little Angel With the Dirty Face** }
\$ **Why Should I Cry** }
 Eddy Arnold 21-0300—(48-0300)* 7
- \$ **My Foolish Heart**
 Mindy Carson 20-3681—(47-3204)* 7
- \$ **Roses**
 Sammy Kaye 20-3754—(47-3754)* }
 Sons of the Pioneers 21-0306—(48-0306)* } 7
- \$ **Valencia**
 Tony Martin 20-3755—(47-3755)*
- \$ **Wanderin'**
 Sammy Kaye 20-3680—(47-3203)*



... indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

- ★ **An Ordinary Broom**
 Tony Martin and Fran Warren
 20-3777—(47-3777)*
 No. 1 Billboard Pick May 27. . . . No. 2
 Retailers Pick, Billboard, June 17. . . .
 No. 9 Disc Jockey Pick, Billboard, June 17.
- ★ **Cuddle Buggin' Baby**
 Eddy Arnold 21-0342—(48-0342)*
 No. 1 Country & Western Disc Jockey Pick,
 Billboard, June 17.
- ★ **Enclosed One Broken Heart**
 Eddy Arnold 21-0342—(48-0342)*
 No. 8 Country & Western Disc Jockey Pick,
 Billboard, June 17.
- ★ **I'm Moving On**
 Hank Snow 21-0328—(48-0328)*
 No. 5 Country & Western Disc Jockey Pick,
 Billboard, June 17.
- ★ **I Surrender Dear**
 Don Cornell 20-3776—(47-3776)*
 No. 3 Disc Jockey Pick, Billboard, June 17.
 No. 4 Operators Pick, Billboard, June 10.
- ★ **I Wanna Be Loved**
 Fontane Sisters and Hugo Winter-
 halter Orch. 20-3772—(47-3772)*
 No. 21 Most Played Disc Jockey Records,
 Billboard, June 17.
- ★ **Thanks, Mr. Florist**
 Vaughn Monroe 20-3772—(47-3772)*
 No. 30 Most Played Juke Box Records,
 Billboard, June 17. . . . No. 1 Operators
 Pick, Billboard, June 3 and 10. . . . No. 2
 Disc Jockey Pick, Billboard, May 27. . . .
 No. 3 Retailers Pick, June 3.

TIPS

Robert Merrill's recording of WANDERIN' established this great song as a permanent catalog standard. (Backing: VALENCIA). Ships Coast to Coast week of June 26.

The stars who make the hits
are on

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RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

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Swing's JULY AUG. SEPT

to OCT NOV DEC

"45"



PICKED BY:

THE BILLBOARD
DEALERS
DISC JOCKEYS
JUKE OPS

EILEEN BARTON'S

masterpiece of

NATIONAL 9112

"MAY I TAKE TWO GIANT STEPS?"

backed by

"IF YOU SAW WHAT I SAW

BILLY ECKSTINE sings the latest rage on

NATIONAL 9115

"OUR LOVE"—"I SURRENDER DEAR"

JUST RELEASED—NOW ON SALE

LYNNE HOWARD NATIONAL 9117

'ROUND-UP TIME ON LULLABY TRAIL'

backed by

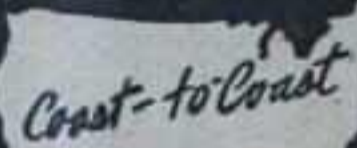
"ONE MAN WOMAN"

DISC JOCKS AND JUKE OPS ACCLAIM HER
THE VOCAL FIND OF THE YEAR!



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In less than two years we must again double our capacity in a new plant

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in Increased Sales**

Applying good merchandising ideas doesn't necessarily mean a healthy outlay of cash, and can often mean big extra sales. See how America's dealers—big and little—put smart merchandising to work for extra revenue. Be sure to read . . .

The Billboard 1950

NAMM Convention Supplement

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

The **Billboard**

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

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

Billboard
TRADE
SERVICE
FEATURES

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 greater 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 Last This		Song	Publisher
to date	Week	Week	Week		
13	1	1	1	THIRD MAN THEME, THE (F) (R)	Chappell
9	2	2	2	BEWITCHED (R)	Chappell
10	5	3	3	OLD PIANO ROLL BLUES, THE (R)	Leeds
16	3	4	4	MY FOOLISH HEART (F) (R)	Santly-Joy
8	4	5	5	HOOP-DEE-DOO (R)	E. H. Morris
11	6	6	6	SENTIMENTAL ME (R)	Knickerbocker
5	7	7	7	I WANNA BE LOVED (R)	Supreme
16	9	8	8	DEARIE (R)	Laurel
17	12	8	8	IT ISN'T FAIR (R)	Words & Music
2	14	10	10	MONA LISA (R)	Famous
2	8	11	11	I DON'T CARE IF THE SUN DON'T SHINE (R)	Famous
15	11	12	12	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
4	13	13	13	STARS ARE THE WINDOWS OF HEAVEN (R)	Pickwick
4	—	14	14	COUNT EVERY STAR (R)	Paxton
20	10	15	15	DADDY'S LITTLE GIRL (R)	Beacon

ENGLAND'S TOP TWENTY

POSITION		Weeks Last This		English	American
to date	Week	Week	Week		
10	1	1	1	MY FOOLISH HEART	Santly-Joy
5	2	2	2	DEARIE	Laurel
6	3	3	3	OH, YOU SWEET ONE	General Music
6	7	4	4	LET'S DO IT AGAIN	*
22	4	5	5	JEALOUS HEART	Acuff-Rose
10	6	6	6	C'EST SI BON	Leeds
7	8	7	7	THAT OLD PIANO ROLL BLUES	Leeds
9	8	8	8	ENJOY YOURSELF	Morris
14	5	8	8	CHATTANOOGIE SHOE SHINE BOY	Acuff-Rose
22	12	10	10	DOWN IN THE GLEN	Millis Music
6	15	11	11	QUICKSILVER	F. H. Morris
2	17	12	12	DADDY'S LITTLE GIRL	Beacon
9	14	13	13	IF I KNEW YOU WERE COMIN' I'D'VE BAKED A CAKE	Robert
5	12	13	13	ME AND MY SHADOW	Bourne
1	—	13	13	TWO ON A TANDEM	*
1	—	16	16	BEWITCHED	Chappell
9	10	16	16	CHERRY STONES	Robbins Music
2	17	18	18	I REMEMBER THE CORNFIELDS	*
14	11	19	19	FRENCH CAN CAN POLKA	Blossom Music
1	—	20	20	THE NIGHT THE FLOOR FELL IN	*
1	—	20	20	SUNSHINE CAKE	Burke-Van Heusen Associates

*Publisher not available as The Billboard goes to press.



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Name \$10 enclosed
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Occupation or Business



MINDY CARSON
sings ...
"I'M BASHFUL"
backed by
"I WISH, I WISH (I Had a Picture of You)"
RCA VICTOR RECORDS
currently **COPACABANA** New York

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

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

PART III



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 throught the country.

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Record Title, Artist, Label. Lists top 30 records including 'I WANNA BE LOVED', 'HOOP-DEE-DOO', 'SENTIMENTAL ME', etc.

Vox Jox

PREEMS . . . Don Roberts takes over "night trick" at WTXL, West Springfield, Mass. . . . Jim Anderson, WIRK, West Palm Beach, Fla., succeeds Jim Burke on the "Telefunken Hour," while Burke moves into the station's pop spot "Melody Matinee."

GIMMIX . . . In an effort to circumvent "bad d. j. publicity," Hal Uchida, WMID, Atlantic City, is saluting fellow platter spinners on the air. During the past month he's awarded kudos to Freddie Robbins, WINS, New York, "for his unparalleled intelligence on movies and music"; Barry Gray, WMCA, New York, "for his honest commentaries about show people and politics";

AD LIB CUTTINGS . . . Allan Jefferys, WFPG, Atlantic City, is cutting a vocal for Keystone Records this month. . . . Rudi Tokar, WIZE, Springfield, O., is back spinning platters, after three months at Brown Hospital, "ready and willing to resume correspondence with record flacks anywhere."

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

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. This music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune 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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Table with columns: Song Title, Artist, Label. Lists top 30 songs including 'Ask Me No Questions', 'Baby, Won't You Say You Love Me?', 'Bewitched', etc.

is the "hacker's top jock" according to a local cab company's house organ. . . . Bill Silbert, WXYZ, Detroit, has finally ironed out all differences with the local AFM. Out-of-city musicians will now appear on his WXYZ-TV show, providing stand-bys are paid usual fee. . . . Bill O'Donnell, WCNT, Centralia, Ill., writes that the station has installed a new FM transmitter, which raises its 300-watt test outfit to a 3,000-watt FM signal.

GAB 'N GRIPE BAG . . . "A Billboard thank you to Nick Kenny for two swell plugs in his column" says Warren Michael Kelly, WGR, Buffalo. . . . Joe Anthony, WCVS, Springfield, Ill., wants to know where he can get "a wartime recording of 'Velvet Moon' by Harry James." Says he's "almost positive that's the title but few people round here have heard of it. Can you all help me?"

TOP TUNES OF THE DAY

On 78 and 45!

78 RPM
45 RPM

POPULAR

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

WESTERN

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

Two Certain Summer Hits!

MARGARET WHITING and BOB HOPE

"BLIND DATE"

and "HOME COOKIN'"

78 rpm No. 1042 • 45 rpm No. F1042

Capitol tops for ops

NAT "KING" COLE

"MONA LISA"

Flip for:

"THE GREATEST INVENTOR (OF THEM ALL)"

78 rpm No. 1010 • 45 rpm No. F1010

Capitol tops for ops



The Billboard

MUSIC POPULARITY CHARTS

PART IV

TRADE SERVICE FEATURE

Retail Record Sales

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

BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 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 also listed.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
16	1	1	1	THIRD MAN THEME, THE	A. Karas	London 536—ASCAP
				Cafe Mozart Waltz		
15	2	2	2	THIRD MAN THEME, THE	G. Lombardo	Dec 24839—ASCAP
				Cafe Mozart Waltz		
7	6	3	3	I WANNA BE LOVED	Andrews Sisters-G. Jenkins	Dec 27007—ASCAP
				I've Just Got To Get Out of the Habit		
9	4	4	4	HOOP-DEE-DOO	P. Como-The Fontane Sisters	V(78)20-3747, (45)47-3747—ASCAP
				On the Outgoing Tide		
10	3	5	5	BEWITCHED	B. Snyder	Tower 1473—ASCAP
				Drifting Sands		
19	5	6	6	SENTIMENTAL ME	Ames Brothers	Coral 60140, Coral 60173—ASCAP
				Rag Mop and/or Blue Prelude		
9	8	7	7	BEWITCHED	G. Jenkins	Dec 24983—ASCAP
				Where in the World		
16	6	8	8	MY FOOLISH HEART	G. Jenkins	Dec 24830—ASCAP
				Don't Do Something To Someone Else		
3	14	9	9	MONA LISA	Nat "King" Cole & The Trio	Cap(78)1010, (45)F-1010—ASCAP
				Greatest Inventor of Them All, The		
13	9	10	10	MY FOOLISH HEART	B. Eckstine	MGM 10623—ASCAP
				Sure Thing		
20	10	11	11	IT ISN'T FAIR	S. Kaye Ork-D. Cornell	V(78)20-3609, (45)47-3115—ASCAP
				My Lily and My Rose		
7	12	12	12	BEWITCHED	D. Day	Col(78)38698, (33)1-480—ASCAP
				Imagination		
9	11	13	13	SENTIMENTAL ME	R. Morgan	Dec 24904—ASCAP
				Copper Canyon		
7	15	14	14	COUNT EVERY STAR	H. Winterhalter	V(78)20-3697, (45)47-3221—ASCAP
				Flying Dutchman, The		
2	23	15	15	I WANNA BE LOVED	B. Eckstine	MGM 10716—ASCAP
				Stardust		
8	17	16	16	MY FOOLISH HEART	M. Carson	V(78)20-3681, (45)47-3204—ASCAP
				Candy and Cake		
7	13	17	17	ROSES	S. Kaye Ork	V(78)20-3754, (45)47-3754—BMI
				Tiddlely Winkie Woo		
5	19	18	18	OLD PIANO ROLL BLUES, THE	H. Carmichael & C. Daley	Dec 24977—ASCAP
				Stay With the Happy People		
5	22	19	19	BEWITCHED	J. August & The Harmonicats	Mercury(78)5399, (45)5399X45—ASCAP
				Blue Prelude		
1	—	20	20	NOLA	L. Paul	Cap(78)1014, (45)F-1014
				Jealous		
2	26	21	21	BONAPARTE'S RETREAT	K. Starr	Cap(78)936, (45)F-936
				Someday Sweetheart		
1	—	21	21	BLIND DATE	M. Whiting-B. Hope-B. May	Cap(78)1042, (45)F-1042
				Home Cookin'		
5	16	23	23	HOOP-DEE-DOO	K. Starr-F. DeVol	Cap(78)980, (45)F-980—ASCAP
				Woman Likes To Be Told, A		
3	18	23	23	BEWITCHED	Honeydreamers-L. Green	V(78)20-3726, (45)47-3726—ASCAP
				If I Had You on a Desert Island		
4	23	23	23	SENTIMENTAL ME	R. Anthony	Cap(78)923, (45)F-923—ASCAP
				Spaghetti Rag		
2	19	26	26	SAM'S SONG	J. "Fingers" Carr	Cap(78)962, (45)F-962—ASCAP
				Ivory Rag		
9	—	26	26	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3680, (45)47-3203—BMI
				Bicycle Song, The		
6	23	26	26	OLD PIANO ROLL BLUES, THE	L. Cook	Abbey 15003—ASCAP
				Why Do They Always Say No?		
1	—	26	26	I DIDN'T SLIP, I WASN'T PUSHED, I FELL	Doris Day	Col(78)38818, (33)1-637—ASCAP
				Before I Loved You		
1	—	26	26	I WANNA BE LOVED	H. Winterhalter-Fontane Sisters	V(78)20-3772, (45)47-3772—ASCAP
				I Didn't Know What Time It Was		

Dealer Doings

COWGIRLS . . . Another disk dealer using the promotional idea of dressing record clerks in special costumes is the Carlisle Hardware Company, Springfield, Mass. In promoting the MGM "Annie Get Your Gun" album, the shop's three disk clerks, Dorothy Yergeau, Kay Bryant and Dina Bryan were dressed up in cowgirl costumes. In addition, the store's advertisements and displays were tied in with the same theme.

SIX REASONS . . . According to L. J. Arends, Arends Radio & Records, Shenandoah, Ia., there are six reasons why the record business is slow. Arends lists them as follows: (1) Too many speeds, (2) too many releases, (3) too many different sized spindle holes, (4) too much breakage, (5) too low a return privilege, and (6) the need for an impartial committee to pick out the three top versions of a tune instead of having the 13 versions now available on "Third Man Theme."

STOCK REDUCING . . . Dealers with large overstocks can move much of their dead disks without losing a cent, according to Charles M. Wood, W. N. C. Book Store, Canton, N. C. Wood reports success with offering customers their choice of any 10 regular-priced shellac singles, plus a blank storage album for a total price of \$6 plus tax. Pointing out that the disks cost about 55 cents each, including delivery, and the album costs 48 cents, Wood claims that while the dealer can make a net profit of only 2 cents it's still better than close-outs at 25 cents each. It adds up to stock clearance without a penny loss and lots of pleased customers. Wood adds that 85 per cent of all merchandise sold on this special is old stuff.

WE TAKE BOWS . . . A note from Andy Kerner's Record Bar, Lancaster, Pa., reads: "I enjoy reading Dealer Doings very much. It's usually one of the first things I turn to when I receive The Billboard. How's about a mention in your column? I'm opening up my first branch store in Columbia, Pa., about 20 miles from Lancaster. It'll be called Andy Kerner's Record Bar and will feature jazz, pops and some semi-classics. Also I'm starting to handle musical instruments in both stores. Thanks for your suggestions and here's for bigger and better Dealer Doings." "We've appeared in Dealer Doings many times," says Cudahy Record Shop, Cudahy, Wis. "It makes interesting reading for us and even for some of our customers. Thanks. We've also heard from a California dealer on one of the items about us." Frank Mazza, Katz Drugstore No. 6, Des Moines, reports that using The Billboard's "Honor Roll of Hits" makes for increased sales. "We post it and find that the public looks over the list and buys the listed records."

TV UPS DISK SALES . . . "Godfrey does it again," says the Radio and Television Shop, Bloomfield, N. J. "First the ukulele, and now Hawaiian music. We're embarrassed by the lack of such authentic instrumental music, especially on 45 r.p.m. It seems to use as the television is stimulating the record business. The day after Harry James made a television appearance, we had a run on his 'Trumpet Blues,' and when Lombardo appeared we had the greatest sales response. Would like to call to the attention of record companies the need for Hawaiian music."

TUNE TOUTING . . . "Looks as tho a real coming hit is 'Alpine Rose Polka' on the Musica label, altho it was originally on the Kristall label. It's very commercial and could make it in the pop field easily. To give you an idea how well accepted it is, I took orders on the strength of local disk jockey plugs and before I got my first 50 delivered, I had orders for 150 disks. It's no secret that a dealer these days can't sell 50 of any record that hasn't got real merit." Splittberger Electric, Elgin, Ill. . . "We like the way MGM Records is working on Ivory Joe Hunter's 'I Need You So.' A good tune should be worked on for a long time before another disk by the same artist is issued. There are other such

CHILDREN'S RECORDS

Records listed are those 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 to date	Last Week	This Week	Record Title	Artist	Label
19	1	1	1	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
15	2	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT (Two Records)	B. Boyd-A. Clyde-R. Brooks	Cap(78)CBX-3058; (45)CBXF-3058; (33)HX-3052
106	5	3	3	BOZO AT THE CIRCUS (Two Records)	Alan Livingston-Vance "Pinkie" Colvig	Cap BX-34; DBX-114
25	4	4	4	HOWDY DODOY AND THE AIR-O-DOODLE (Two Records)	Bob Smith-H. Rene Ork	V(78)Y-397; (45)WY-397
8	3	5	5	ME AND MY TEDDY BEAR (One Record)	R. Clooney-P. Faith Ork	Col MJV-70
5	6	6	6	TOM AND JERRY AT THE CIRCUS (Two Records)	F. DeSales and C. Biever	MGM 51
41	9	7	7	BUGS BUNNY IN STORYLAND (Two Records)	Mel Blanc-A. Livingston	Cap DBX-3021
35	8	8	8	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)CBXF-3032
93	12	8	8	BUGS BUNNY (Three Records)	Mel Blanc	Cap(78)CC-64; (45)CCF-3004
105	13	10	10	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001
3	14	11	11	FRANCIS THE TALKING MULE (One Record)	Chill Willis, Narrator	Cap(78)CAS-3071; (45)CASF-3071
30	—	12	12	BOZO AND THE BIRDS (Two Records)	P. Colvig-B. May Ork	Cap(78)DBX-3033; (45)CBXF-3033
5	10	13	13	STORY OF THE GOLDEN PALOMINO, THE (One Record)	B. Benson	Dec K-2
7	—	13	13	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Dennis Day	V(45)WY-33
1	—	13	13	MARCHING SONGS FOR LITTLE FOLKS (One Record)	J. Blaine	Caravan C-21

POP ALBUMS

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
58	1	1	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Ezio Pinza	Col(78)MM-850; (33)ML-4180
12	2	2	2	YOUNG MAN WITH A HORN, A (Four Records)	Doris Day-H. James Ork	Cap(78)C-198; (33)CL-6106
17	3	3	3	CINDERELLA (Two Records)	I. Woods and Others	V(78)Y-399; (45)WY-399
2	—	4	4	HARMONY TIME (Four Records)	The Chordettes	Col(78)C-201; (33)CL-6111
15	4	5	5	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN (Three Records)	R. Flanagan	V(78)P-266; (45)WP-266
13	9	6	6	INNOVATIONS IN MODERN MUSIC (Four Records)	Stan Kenton Ork	Cap(78)EDL-189; (45)KDM-189; (33)P-189
3	7	7	7	ANNIE GET YOUR GUN (Four Records)	B. Hutton-H. Keel	MGM(78)50; (33)E-509
22	10	8	8	DIXIE BY DORSEY (Four Records)	J. Dorsey Ork	Col(78)C-196; (33)CL-6095
4	5	9	9	GUY LOMBARDO TWIN PIANO, VOL. II (Four Records)	G. Lombardo	Dec(78)A-753; (33)DL-5193
7	—	10	10	SAMMY KAYE PLAYS IRVING BERLIN (Three Records)	S. Kaye Ork	V(78)P-266; (45)WP-266
2	—	10	10	SPIKE JONES PLAYS THE CHARLESTON (Three Records)	S. Jones Ork	V(78)P-277; (45)WP-277

good, long-lasting hits on the Savoy label. It goes a long way toward bettering the market."—Harlen, Records & Radio Shop, Trenton, N. J. . . "Hank Snow's 'I'm Moving On' is getting top play on jukes here. Also Eddy Arnold's new style on 'Cuddle Buggin' Baby' is going over big."—McGregor's, Memphis.

MERCHANDISING TIPS . . . "We plan to set up a school club in order to sell the RCA Victor dance series," reports Town & Country Music, Westwood, N. J. "The plan is to arrange for the school dance committee to accept a record for the admission price at all dances. In this way the school will be able to build a complete dance library on disks." . . . It's your attitude about business that counts most according to Kamm's Record Shop, Elyria, O. Kamm's writes, "Who says business is bad?" We're well ahead of a year ago and give most of the credit to 45's. We carry about 20 labels on this speed." . . . Capitalizing on the artists with the hit by touting all their old numbers is a good way to move disks from shelves, reports the S. & H. Music Company, Bogalusa, La. It also helps straighten the return problem. . . . It's easy to attain plus sales on such items as the Zim Record Brush, Sav-a-Disk and Stati-Clean, reports The Record Shop, Little Rock.

Please address all communications to Dealer Doings, The Billboard, 1564 Broadway, New York 19.



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MONA LISA

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AT SUNDOWN

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VAN JOHNSON

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YOU CAN'T DO WRONG DOIN' RIGHT

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JOHNNY DESMOND

PIGALLE

STARS (Are The Windows Of Heaven)

M-G-M Non-Breakable 10736



JIMMY DURANTE

A-RAZZ-A-MA-TAZZ

I'M A VULTURE FOR HORTICULTURE

M-G-M Non-Breakable 30238



IVORY JOE HUNTER

LET ME DREAM

GIMME A POUND O' GROUND ROUND

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KIRBY STONE QUINTET

I'LL GET MYSELF A CHOO CHOO
TRAIN (And Go Far, Far Away)

ARITHMETIC

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INTRODUCING ON RAINBOW RECORDS

BUDDY WILLIAMS

and his **GOLDEN ECHO** music

"ON THE MALL" (2:54)
"SPRING MADE A FOOL OF ME" (2:57)
BUDDY WILLIAMS ORCH.
(Rainbow 40088)



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

The Billboard MUSIC POPULARITY CHARTS

PART V

Classical Records

Because all classical labels are not recorded on all speeds it is difficult at present to conduct a classical record survey statistically accurate. Therefore, The Billboard is presently conducting its weekly classical record telephone survey in a manner to divide LP and 45 R.P.M. classical reports. Records in each category are arranged according to sales volume, but no attempt is made to show sales comparisons between LP and 45 titles. It will be noted titles are stressed and no division is made between singles and albums.

Best Selling LP Classical Titles

Last Week	This Week	Title
1	1	Beethoven: Symphony No. 3 in E Flat Major, NBC Symphony Ork; A. Toscanini, conductor, V(33)LM-1042.
—	2	Tchaikovsky: Swan Lake, St. Louis Symphony Ork; Vladimir Golschmann, conductor, V(33)LM-1003.
5	3	Tchaikovsky: Swan Lake, Ballet Music; A. Kostelanetz Ork, Col(33)ML-4308.
5	4	Rachmaninoff Concerto for Piano and Ork, No. 2 in C Minor; A. Rubinstein, NBC Symphony Ork; V. Golschmann, V(33)LM-1006.
2	5	Bach: Well-Tempered Clavicorn, W. Landowska, V(33)LM-1017.
3	5	Gilbert and Sullivan: The Gondoliers, D'Oyly Carte Opera Company, New Promenade Ork; I. Godfrey, conductor, London(33)LLP-189/90.

Best Selling 45 RPM Classical Titles

Last Week	This Week	Title
5	1	That Midnight Kiss; Mario Lanza, RCA Victor Ork, V(45)WDM-1330.
3	2	Rachmaninoff: Concerto No. 2 in C Minor Opus 18, A. Rubinstein, NBC Symphony Ork; V. Golschmann, conductor, V(45)WDM-1075.
1	3	Bach: Well-Tempered Clavicorn, W. Landowska, V(45)WDM-1338.
2	4	Rimsky-Korsakov: Scheherazade, San Francisco Symphony Ork; Pierre Monteaux, conductor, V(45)WDM-920.
3	5	Puccini: Highlights From Madame Butterfly, L. Albanese-L. Browning-J. Melton-RCA Victor Ork; Weissmann, conductor, V(45)WDM-1068.

Advance Classical Record Releases (Includes Semi-Classics)

- Bach: Brandenburg Concerto No. 1 in F Album—Boston Symphony Ork-S. Koussevitzky, Cond. V(45)WDM 1362 (3-7")
- Beethoven: Concerto No. 2 in B-Flat Album—W. Kapell-NBC Symphony Ork-V. Golschmann Cond. (1-10") V(33)LM 12
- Beethoven: Consecration of the House Overture Album—NBC Symphony Ork-A. Toscanini, Cond. (1-10") (Schumann: Manfred Overture) V(33)LM6
- Beethoven: Quartet No. 5 in A, Op. 18 Album—Paganini Quartet (3-7") V(45)WDM 1363
- A. Corelli Concerto Grosso and G. Battista Pergolesi: Trio Sonata and G. Gattista Sammartini: Concerto Grosso Album—Vienna Symphony Ork-R. Moralt, Cond. (1-12") Westminster(33)WL50-9
- Couperin: Concert No. 6 in B Flat—J. P. Rampal-Chamber Ork-F. Oubradous, Dir. (1-10") (Poulenc: Suite) Mer(33)MG-15007
- Curtis: Torna a Surrento—J. Melton-RCA Victor Ork-F. Black, Cond. (Freire: Ay, Ay) V(78)10-1532; (45)49-0945
- Debussy: Clair de Lune—L. Stokowski Ork (Parts I & II) V(78)10-1534; (45)49-1009
- Debussy: Prelude to the Afternoon of a Faun (Parts I & II)—L. Stokowski Symphony Ork V(78)12-119; (45)49-0942
- Liszt: Mephisto Waltz Album—W. Kapell (Prokofiev: Concerto No. 3) (1-12") V(33)LM 1058
- Messent: (Thais) Meditation—Boston Pops Ork-A. Fiedler (Handel: Largo) V(78)12-1142; (45)49-1007
- Mozart: Four Hand Piano Sonata in F Major Album—L. Foss-W. Hendl (1-12") Period (33)SPLP 508
- Mozart: Jupiter Symphony (No. 41) and Concerto in B Flat for Bassoon and Orchestra Album—NBC Symphony Ork-A. Toscanini, Cond.-L. Sharrow (1-12") V(33)LM 1030
- Mozart: Quintet in E Flat Major and Serenade No. 3 in D Major Album—Y. Grimaud-F. Oubradous, Cond. (1-12") Mer(33)MG 10031
- Mozart: Sonata No. 8 in C Album—J. Helfetz-E. Bay (Beethoven: Sonata No. 5) (1-12") V(33)LM 1022
- R. Rogers: Waltz Medley (Parts I & II)—Boston Pops Ork-A. Fiedler, Cond. V(78)10-1530; (45)49-0944
- Schumann: Manfred Overture Album—NBC Symphony Ork-A. Toscanini, Cond. (Beethoven: Consecration of) V(33)LM 6
- Dimitri Shostakovich Plays His Own Seven Children's Pieces—D. Shostakovich (Oistrakh Plays) (1-12") Mer(33)MG 10035
- Weill: Down in the Valley Album—A. Drake-J. Wilson-M. Levine, Cond. (1-10") Dec(33)DL 6017

Classical Record Reviews

The rating, shown by the large boldface number, is an indication of sales potential. Popularity of the composition; strength and availability of competitive versions; name value of the talent; interpretation and recording technique, and disk quality are carefully considered in determining the rating. Other factors are distribution and manufacturer's exploitation power. A score of 90-100 is given to an outstanding performance whose commercial potential is supported by the aforementioned values; 80-89 indicates an excellent disk, using the same values as a yardstick; 70-79, good; 60-69, satisfactory; 0-59, poor.

BEETHOVEN: OCTET IN E FLAT MAJOR OP. 103 and SEXTET IN E FLAT MAJOR OP. 71—Vienna Philharmonic Wind Group Westminster (33) WL-50-3 **66**

Both of these chamber pieces are scored for wind instruments. The Octet uses two each of oboes, clarinets, bassons and horns; the Sextet omits the oboes. The Octet is considerably more mature and developed than the Sextet, tho both are very rewarding offerings, played with much affection and skill. A welcome addition to the Beethoven chamber music library.

TCHAIKOVSKY: SYMPHONY NO. 6 and ROMEO AND JULIET—L'Orchestre De La Societe Du Conservatoire De Paris. C. Munch, conductor; and London Philharmonic Ork-E. Van Beinum, conductor (2-12") London (33) LLP-166-7 **76**

The lengthy Pathetique appears here uncut and with movements complete without a break—an accomplishment heretofore unachieved on LP. The backing for the final side is a praise-worthy reading of the very popular "Romeo and Juliet" by Eduard Van Beinum conducting the London Philharmonic orchestra. With its several familiar themes, its brilliant orchestration and its intense last movement, the Sixth, in this uncut interpretation, should find a steady market. Tchaikovsky's popularity with layman longhairs

and the general market should help generate added sales with "Romeo and Juliet" as the plus incentive. Recording of both works is superlative, more notably the Beinum "Romeo." Munch has conducted a substantially satisfying Pathetique, albeit a somewhat sugar-coated one. All told, this two-disk set makes for logical and commercially substantial Tchaikovsky.

TCHAIKOVSKY: SWAN LAKE BALLET MUSIC—Andre Kostelanetz Ork (1-12") Columbia (33) ML-4308 **88**

"Swan Lake" is firmly established as one of the most popular ballets in the literature. 15 of the 33 selections which comprise "Swan Lake" are here recorded. The recording is rich and resonant. The fact that the Kostelanetz name is attached to this project makes it unlikely that this platter will not be a popular best-selling item.

LUIGI BOCCHERINI: SYMPHONY IN A MAJOR—JOSEF HAYDN: OCTET IN F MAJOR—Vienna Symphony Ork-Henry Swoboda, director—Vienna Philharmonic Wind Group (1-12") Westminster (33) WL-50-2 **73**

Two excellent firsts are offered here by the new diskery. Both of the 18th century works are light, bright, fresh-airy pieces, and both are well-played. The Octet is brilliantly played by the talented collection of wind players. This work

(Continued on page 164)

Will the Record Industry Come Down to

One or Two Speeds

From the Present Three!

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

The Billboard 1950

NAMM Convention Supplement

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

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- #106 LEONARD MAC CLAIN, Radio and Theatre organist, plays the haunting **HEAVEN SENT ME AN ANGEL.**

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The Billboard
MUSIC POPULARITY CHARTS
Juke Box Record Plays
PART VI

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

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 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 I.

POSITION		Weeks Last This		to date Week Week	
16	1	1.	THIRD MAN THEME, THE.....	G. Lombardo Ork.....	Dec 24839—ASCAP
18	2	2.	SENTIMENTAL ME.....	Ames Brothers.....	Coral 60140, Coral 60173—ASCAP
7	6	3.	I WANNA BE LOVED.....	Andrews Sisters-G. Jenkins Ork.....	Dec 27007—ASCAP
9	5	4.	HOOP-DEE-DOO.....	P. Como-The Fontane Sisters.....	V78120-3747, (45)47-3747—ASCAP
8	10	5.	BEWITCHED.....	G. Jenkins Ork.....	Dec 24983—ASCAP
9	9	6.	MY FOOLISH HEART.....	B. Eckstine.....	MGM 10623—ASCAP
7	8	6.	BEWITCHED.....	B. Snyder Ork.....	Tower 1473—ASCAP
10	11	8.	SENTIMENTAL ME.....	R. Morgan Ork.....	Dec 24904—ASCAP
6	11	9.	BEWITCHED.....	J. August & The Harmonicats.....	Mercury(78)5399, (45)5399X45—ASCAP
9	7	10.	MY FOOLISH HEART.....	G. Jenkins Ork.....	Dec 24830—ASCAP
3	25	11.	BEWITCHED.....	D. Day..Col(78)38698, (33)1-480—ASCAP	V78120-3609, (45)47-3115—ASCAP
21	3	12.	IT ISN'T FAIR.....	S. Kaye Ork-D. Cornell.....	V78120-3609, (45)47-3115—ASCAP
9	3	13.	THIRD MAN THEME, THE.....	A. Karas.....	London 536—ASCAP
6	11	14.	HOOP-DEE-DOO.....	K. Starr-F. DeVol Ork.....	Cap(78)980, (45)F-980—ASCAP
8	15	15.	MY FOOLISH HEART.....	M. Carson.....	V78120-3681, (45)47-3204—ASCAP
7	21	15.	OLD PIANO ROLL BLUES, THE.....	H. Carmichael & C. Daley.....	Dec 24977—ASCAP
3	30	15.	HOOP-DEE-DOO.....	R. Morgan Ork.....	Dec 24986—ASCAP
2	19	18.	MONA LISA.....	Nat "King" Cole & The Trio.....	Cap(78) 1010, (45)F-1010—ASCAP
8	15	19.	ROSES.....	S. Kaye Ork.....	V78120-3754, (45)47-3754—BMI
(R. Anthony-R. Deauville, Cap 1001; Sons of the Pioneers, V 21-0306; S. Larson-J. Pleis Ork. London 682; D. Haymes-4 Hits and a Miss, Dec 27008; E. Howard, Mer 5414; B. Eckstine, MGM 10684; K. Griffin, Col(78)3882b, (33)1-647; G. Gates, Coral 60235)					
4	14	20.	BEWITCHED.....	L. Green-Honeydreamers.....	V78120-3726, (45)47-3726—ASCAP
8	24	20.	HOOP-DEE-DOO.....	Doris Day-Mellomen-G. Wyle Ork.....	Col(78)38771, (33)1-591—ASCAP
1	—	22.	I DIDN'T SLIP, I WASN'T PUSHED, I FELL.....	Doris Day-The Mellomen.....	Col(78)38818, (33)1-637—ASCAP
(B. Crosby-S. Oliver Ork, Dec 24018)					
9	17	23.	OLD PIANO ROLL BLUES, THE.....	L. Cook & Jim Dandies.....	Abbey 15003—ASCAP
14	25	24.	DEARIE.....	G. Lombardo Ork.....	Dec 24899—ASCAP
(H. Heidt, Horace Heidt MM-122; M. Ellen Quartet-B Scott, MGM 10654; R. Bolger-E. Merman, Dec 24873; M. Hughes-H. Zimmerman, Col(78)38718, (33)1-543; H. Ashley-Four Chords, Varsity 263; L. Kirk-F. Warren, V78120-3696, (45)47-3220; J. Stafford-G. MacRae, Cap(78)858, (45)F-958; G. Towne Ork, London 609)					
1	—	24.	STARS ARE THE WINDOWS OF HEAVEN.....	Ames Brothers.....	Coral 60209—ASCAP
(Andrews Sisters-G. Lombardo Ork, Dec 24965; F. Allison-J. Fascinate Ork, V 20-3727; J. Desmond, MGM 10736; H. Brandon, London 606)					
3	—	24.	THIRD MAN THEME, THE.....	O. Bradley Quintet.....	Coral 60159—ASCAP
7	18	27.	WANDERIN'.....	S. Kaye Ork-T. Alamo.....	V78120-3680, (45)47-3203—BMI
4	25	27.	BONAPARTE'S RETREAT.....	K. Starr.....	Cap(78)936, (45)F-936—BMI
(L. McAniff, Col(78)20706, (33)2-664; G. Krupa, V78120-3766, (45)47-3766)					
4	25	27.	OLD PIANO ROLL BLUES, THE.....	C. Steward.....	Coral 60177—ASCAP
1	—	27.	OLD PIANO ROLL BLUES, THE.....	E. Cantor-L. Kirk-S. Kaye Ork.....	V78120-3751, (45)47-3751—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.

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The Billboard
MUSIC POPULARITY CHARTS
Rhythm & Blues Records PART VII
Based on reports received last three days of Week Ending June 16

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 customer's purchase rhythm and blues records.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
8	1	1	1	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
9	4	2	2	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
4	3	3	3	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
12	6	4	4	MISTRUSTIN' BLUES	Little Esther-J. Otis-M. Walker	Savoy 735
3	2	5	5	CUPID'S BOOGIE	Little Esther	Savoy 750
1	—	6	6	HARD LUCK BLUES	R. Brown	De Luxe 3304—BMI
2	9	7	7	I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP
4	5	8	8	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
20	—	9	9	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
18	8	10	10	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
7	1	1	1	PINK CHAMPAGNE	J. Liggins	Specialty 355—BMI
3	2	2	2	CUPID'S BOOGIE	Little Esther	Savoy 750
4	4	3	3	EVERYDAY I HAVE THE BLUES	L. Fulson	Swingtime 196
21	5	4	4	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
9	3	4	5	I NEED YOU SO	Ivory Joe Hunter	MGM 10663
10	9	6	6	MISTRUSTIN' BLUES	Little Esther-M. Walker-J. Otis	Savoy 735
6	7	6	7	IT ISN'T FAIR	D. Washington	Mercury 8169—ASCAP
4	5	8	8	WELL, OH WELL	Tiny Bradshaw	King 4357—BMI
14	10	8	9	THREE TIMES SEVEN EQUALS	J. King	Imperial 5055
1	—	10	10	I WANNA BE LOVED	D. Washington	Mercury 8181—ASCAP

RHYTHM & BLUES RECORD REVIEWS

- JOE TURNER** (MGM 10719) **Feelin' So Bad** 72--72--70--74
 Turner warbles an expressive slow blues in a melody pattern similar to the "Nobody's Business If I Do" blues.
- Moody Baby** 62--62--61--63
 Tempo picks up for a tepid novelty bounce blues.
- HELEN MARINA** (Otis Ducker Ork) (Decca 48159) **You're Gonna Break Your Baby's Heart** 70--70--70--70
 Thrush displays a winning slow blues style with clean ork backing. Gal's phrasing and intonation are promising.
- Leaving on the Midnight Train** 79--79--78--80
 Fine jump blues job, with Miss Marina shouting sweet and clear, and ork driving hard.
- JOHNNY MOORE'S THREE BLAZERS** (Victor 22-0086) **Rain-Chick** 71--73--70--70
 Pleasant ballad effort by the group spots a fine Billy Valentine vocal. Johnny turns in a neat bluesy guitar stint.
- Melody** 62--65--60--60
 Pretty minor tune suffers in the results of an abortive attempt to develop melancholia thru etherealism.
- (Continued on page 187)*

ADVANCE RHYTHM & BLUES RECORD RELEASES

- Ain't Got No Doggone Gal—D. Dickerson (Owl Hoot) Imperial 9083
- Baby Broke My Heart—T-Bone Walker (Hustle Is) Imperial 5081
- Ballin' With Archie—Archibald Ork (Shake,.) Imperial 5082
- Barbecue Ribs—Three Riffs (Drifitin') Apollo 1165
- Bat-Lee Swing—G. Miller (Boogie's the) Mer 8183
- Cherry in My Lemon & Lime—Three Riffs (Jumping Jack) Apollo 1164
- Crakerjack, The—P. Francis (Peach Tree) Gotham G-225
- Drifitin'—Three Riffs (Barbecue Ribs) Apollo 1165
- Hard Driving Woman—C. Waterford (Kissing) King 4374
- Hi Yo Silver—C. Gonzales (Such a) Gotham G-234
- If Mama Was Here—J. Heap (Million Tears) Imperial 8082
- I'm in Love—J. Sorell Trio (I Love) Sensation 35
- I'm So Tired—J. Michelle (That's What) King 43755
- I've Heard That Jive Before—C. Gant (You're Going) 4 Star 1482
- Jumping Jack—Three Riffs (Cherry in) Apollo 1164
- Kissing Bug Boogie—C. Waterford (Hard Driving) King 4374
- Make It Good—K. Stevenson (That's the) Sensation 37
- Night Train—P. Freeman (Strumming Up) 4 Star 1478
- Such a Darn Fool Over You—C. Gonzales (Hi Yo) Gotham G-234
- That's Right—E. Cole (News for) Gotham G-238
- That's the Guy for Me—K. Stevenson (Make It) Sensation 37
- That's What I Thought You Said—J. Michelle (I'm So) King 43755
- Time Alone Will Tell—Bull Moose Jackson (Sometimes I) King 4374
- You're Going To Cry—C. Gant (I've Heard) 4 Star 1482

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- #4017 SURELY GOD IS ABLE I NEED THEE EVERY HOUR
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The Billboard
MUSIC POPULARITY CHARTS
Folk (Country & Western) **PART VIII**
Record Section

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

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 whose locations require country and Western records.

POSITION		Weeks Last This		to date Week Week	
12	1	1	I'LL SAIL MY SHIP ALONE.....	M. Mullican.....	King 830—BMT
7	2	1	BIRMINGHAM BOUNCE	R. Foley.....	Dec 46234—BMT
12	3	3	LONG GONE LONESOME BLUES.....	H. Williams.....	MGM 10645
3	4	4	M-I-S-S-I-S-S-I-P-P-I	R. Foley.....	Dec 46241—BMT
4	8	5	WHY DON'T YOU LOVE ME?.....	H. Williams.....	MGM 10696—BMT
8	6	6	LET'S GO TO CHURCH NEXT SUNDAY	M. Whiting-J. Wakely.....	MORNING
3	9	7	SLIPPING AROUND WITH JOLE BLON	B. Franklin-B. Messner.....	Cap(78)960; (45)F-960—BMT
3	10	8	CHOC'LATE ICE CREAM CONE.....	R. Foley.....	Abbey 15004—ASCAP
15	7	9	I LOVE YOU BECAUSE.....	E. Tubb.....	Dec 46234—BMT
6	10	9	LITTLE ANGEL WITH THE DIRTY	E. Arnold.....	Dec 46213—BMT
1	—	9	FACE	V(78)21-0300; (45)48-0300—BMT	FACE
1	—	9	THROW YOUR LOVE MY WAY.....	E. Tubb.....	Dec 46243—BMT

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

Records listed as 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 customer's purchase country and Western records.

POSITION		Weeks Last This		to date Week Week	
7	2	1	BIRMINGHAM BOUNCE	R. Foley.....	Dec 46234—BMT
4	1	2	WHY DON'T YOU LOVE ME?.....	H. Williams.....	MGM 10696—BMT
15	3	3	I'LL SAIL MY SHIP ALONE.....	M. Mullican.....	King 830—BMT
13	5	4	LONG GONE LONESOME BLUES.....	H. Williams.....	MGM 10645
4	4	5	M-I-S-S-I-S-S-I-P-P-I	R. Foley.....	Dec 46241—BMT
1	—	6	THROW YOUR LOVE MY WAY.....	E. Tubb.....	Dec 46243—BMT
17	10	7	I LOVE YOU BECAUSE.....	E. Tubb.....	Dec 46213—BMT
9	6	8	WHY SHOULD I CRY?.....	E. Arnold.....	Dec 46213—BMT
9	7	9	LET'S GO TO CHURCH NEXT SUNDAY	M. Whiting-J. Wakely.....	MORNING
10	—	10	LITTLE ANGEL WITH THE DIRTY	E. Arnold.....	Dec 46213—BMT
			FACE	V(78)21-0300; (45)48-0300—BMT	FACE
			WHY SHOULD I CRY?.....	E. Arnold.....	Dec 46213—BMT

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- Ain't Got No Name Rag—T. Daffan Texans (Kiss Me) Col 20707
- Armful of Heartaches, An—E. Kirk (Sugar Baby) Cap 1048
- Blow That Lonesome Whistle, Casey—A. Dexter (I'm Setting) King 875
- Devil's Dream—T. Jackson (Turkey in) Mer 6261
- Don't Cha—R. Allen (Yodelin' Crazy) Mer 6269
- Fire Ball Mail—Rachel and Oswald (She's My) Dec 46247
- Five-String Banjo Boogie—Grandpa Jones (Uncle Eph's) King 867
- Georgia Rag—W. Pierce (I Saw) 4 Star 1479
- Happy Feet—T. Williams (You Too-Time) Cap 1087
- Honey Darlin'—N. Lee (She Taught) London 16028
- Hummingbird Special—H. Dalton (Little Girl) London 16032
- Hundred and Forty-Four Thousand—C. Sharpe-Old Hickory Singers (Where Is) Col 20708
- Hurry, Hurry, Hurry—D. Ellison (You Can) London 1603
- I Saw Your Face in the Moon—W. Pierce (Georgia Rag) 4 Star 1479
- I'm Glad I'm on the Inside Looking Out—W. Mainer (Vision of) King 872
- I'm Setting You Free—A. Dexter (Blow That) King 875
- I'm Still Bettin' on Love—D. Rasmussen (Sleepy-Eyed) Cap 1049
- Is It Too Late Now—L. Flatt-E. Scruggs (So Happy) Mer 6268
- Jersey Bounce—H. Penny (Wham! Bang!) King 869
- Kiss Me Goodnight—T. Daffan Texans (Ain't Got) Col 20707
- Little Girl, You're Mean to Me—H. Dalton (Hummingbird Special) London 16032
- Mad at My Heart—J. Spear (Turn Me) Freedom 50
- On the Road Back to Old San Antonio—V. Anthony (Rose of) Autograph 817
- Rose of the Range—V. Anthony (On the) Autograph 817
- She Taught Me To Yodel—K. Roberts (Honey Darlin) London 16028
- She's My Curley Headed Baby—Rachel and Oswald (Fire Ball) Dec 46247
- Sleep Eyed John—O. Rasmussen (I'm Still) Cap 1049
- So Happy I'll Be—L. Flatt-E. Scruggs (Is It) M 6268
- Southern Hospitality—M. Mullison (You Don't) King 868
- Sugar Baby—E. Kirk (Armful of) Cap 1048
- Turkey in the Straw—T. Jackson (Devil's Dream) Mer 6261
- Turn Me Round—J. Spear (Mad at) Freedom 50
- Uncle Eph's Got the Coon—Grandpa Jones (Five String) King 867
- Vision of Mother—W. Mainer (I'm Glad) King 872
- Wham! Bang! Thank You, Ma'am—H. Penny (Jersey Bounce) King 869
- Where Is My Boy Tonight?—C. Sharpe-Old Hickory Singers (Hundred and) Col 20708
- Yodelin' Crazy—R. Allen (Don't Cha) Mer 6269
- You Can Always Find a Sweetheart—D. Ellison (Hurry) London 16033
- You Don't Have To Be a Baby To Cry—M. Mullison (Southern Hospitality) King 868
- You Too-Time Me, I'll Too-Time You—T. Williams (Happy Feet) Cap 1087

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- ★ FREDDY MILLER
15047 A PRETTY GIRL IS LIKE A MELODY
DON'T BLAME MY HEART
- ★ JOHNNY LONG
15051 HELLO
SHORTY'S GOT TO GO
- 15044 IN THE EVENING BY THE MOONLIGHT
CALICO BALL

FOLK • WESTERN

- ★ MOON MULLICAN
830 I'LL SAIL MY SHIP ALONE
MOON'S TUNE
- ★ HANK PENNY
869 WHAM! BAM! THANK YOU MA'AM
JERSEY BOUNCE
- ★ ZEB TURNER
861 HUCKLEBERRY BOOGIE
NEVER BEEN SO LONESOME
- ★ GRANDPA JONES
867 FIVE-STRING BANJO BOOGIE
UNCLE EPH'S GOT THE COON
- ★ CLYDE MOODY
862 THE ANGELS MUST HAVE CRIED
LAST NIGHT
IT'S TOO LATE TO SAY YOU WERE WRONG
- ★ HAWKSHAW HAWKINS
859 BACK TO THE DOG HOUSE
PARDON ME FOR LOVING YOU
- ★ COWBOY COPAS
855 BLUES IN THE MOONLIGHT
HEARTBROKEN

SEPIA • BLUES

- ★ TINY BRADSHAW
4357 WELL OH WELL
I HATE YOU
- ★ BULL MOOSE JACKSON
4373 SOMETIMES I WONDER
TIME ALONE WILL TELL
- ★ JOE THOMAS
4367 ROLLIN' THE BLUES
STAR MIST
- ★ EARL BOSTIC
4369 SERENADE
WRAP YOUR TROUBLES IN DREAMS
- ★ THE TRUMPETEERS
4363 LAY DOWN MY HEAVY BURDEN
THE SUN DIDN'T SHINE
- ★ SONNY THOMPSON
4364 AFTER SUNDOWN
FROG LEGS
- ★ MABEL SCOTT
4368 BASEBALL BOOGIE
I FOUND MY BABY

IT'S TERRIFIC
HARD LUCK BLUES
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Records

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

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

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in country and Western tunes.

POSITION			Weeks		This	
5	2	1	Last	Week	Week	Week
15	3	2	1	WHY DON'T YOU LOVE ME?.....H. Williams.....MGM 10696—BMI		
13	1	3	2	I'LL SAIL MY SHIP ALONE.....Moon Mulligan.....King 830—BMI		
3	9	4	3	LONG GONE LONESOME BLUES.....H. Williams.....MGM 10645		
9	4	5	4	M-I-S-S-I-S-S-I-P-P-I.....R. Foley.....Dec 46241—BMI		
29	7	5	5	HILLBILLY FEVER.....J. Dickens.....Col(78)20677; (33)2-563—BMI		
6	5	7	6	I LOVE YOU BECAUSE.....L. Payne.....Cap 57-40238—BMI		
8	8	7	7	BIRMINGHAM BOUNCE.....R. Foley.....Dec 46234—BMI		
				WHY SHOULD I CRY?.....E. Arnold.....V(78)21-0300; (45)48-0300—BMI		
4	—	9	9	CHOC'LATE ICE CREAM CONE.....K. Roberts.....Coral 64032—BMI		
17	9	10	10	LETTERS HAVE NO ARMS.....E. Tubb.....Dec 46207—BMI		

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Wesley Tuttle and Smokey Rogers, both ex-Capitol, have inked with Coral. . . Adrienne Dee and the Western Modernaires, formerly at WOSC, Fulton, N. Y., and WOPT, Oswego, N. Y., are now at WKAL, Rome, N. Y. Line-up includes: Hal Casey, fiddle; Billy Smith, guitar; Sonny Powers, bass; and Miss Dee's piano. . . Wesley Tuttle became father of twins, Wesley Leroy Jr. and Leslie Ann May 25. His frau, Marilyn, has made Capitol disks with him. Tuttle is doing a daily show from his home in Paicoma, Calif.

Tex Williams, Smokey Rogers and Deuce Spriggins and the rest of the Western Caravan start their new NBC web radio show July 2. Williams is giving up his Riverside Rancho dance dates to T. Tex Tyler's band when he starts the web show. . . Peggy Stewart has been inked to a Decca pact. . . Slim Bryant, leader of the Wildcats, KDKA, Pittsburgh, reports that his web show is now heard on 85 stations from 1:30 to 2 p.m. Saturdays (EDST). Slim's frater, Ray, also with the group, recently became father of a daughter. . . Big Jim Stacey and the Blue Grass Ramblers, heard weekly on WCPO-TV, Cincinnati, are working Mondays at the Norwood, O., Roller Rink, and Thursdays at Square Dance Ranch in suburban Cincinnati.

Arthur (Guitar) Smith (MGM) is heard over 39 CBS stations every Sunday morning on his "Carolina Calling" seg. . . Curley Williams and His Georgia Peach Pickers have left Memphis and are now airing over WSPC, Anniston, Ala. Williams and his former pianist, Billy Simmons, are the writers of the surging hit, "M-i-s-s-i-s-s-i-p-p-i." . . Art Davis (Victor) and his Western rhythm band are playing a return engagement at the La Miradora Club, Hobbs, N. M. The band will celebrate its 11th birthday June 22.

Bud Davis, WREN, Topeka, Kan., is also working a live show with his band, the Foggy River Kids. . . Cliff Mercer, WLOU, Louisville, reports that Lost John Miller has joined his station's folk music cast. . . Hugh Cherry, WKDA, Nashville, has cut a recitation disk for Decca, featuring Audrey Williams, Hank's wife. . . Wayne Johnston, KAMQ, Amarillo, Tex., reports that Leon Rusk (King) and Lloyd Garrett were killed May 13 in an auto accident.

Cactus Pryor (4 Star) and Jesse James (4 Star) will tour thru the Northwest this summer in a package deal. Both are at KTBC, Austin, Tex. . . Jack Swanson, WNDR, Syracuse, has inked a p.m. deal with Sid Prosen, the Gotham pubber. . . Barefoot Brownie Reynolds, Casey Clark and the Lazy Ranch Boys have joined WRFD, Worthington, O. They were formerly at Versailles, Ky. . . Hank Locklin (4 Star) and His Rocky Mountain Boys will tour Texas this summer in the company of Wellington Abbey, Texas gubernatorial candidate.

Kenny Roberts (Coral) had his tonsils extracted last week. He'll be able to work dates within 10 days. . . Dusty Rivers and the Rangers, now at KWBU, Corpus Christi, Tex., are waxing for a new local label, Melco. . . Bob Newman has returned to the Georgia Crackers, WHKC, Columbus, O. The Crackers opened their G-Bar-C Ranch, Reynoldsburg, O., June 18, with Ernest Tubb headlining. In addition to their Sunday show, they are holding dancing Wednesday and Saturday nights in the pavilion.

Lucille Gallion, WLOG, Logan, W. Va., reports that Cliff Bowens and His Gang, last at her station, have gone to WCKY, Cincinnati, where they are the first live h. b.'s to work the station. . . Ken (Bones) Grant, KNUZ, Houston, became the father of a daughter, Cecilia Lynn, May 19. . . Cousin John, h. b. spinner at WXGI, Richmond, Va., is playing Malvolio, a part in a Shakespearean drama to be presented in a local park this summer.

The famous "Light-Crust Doughboys" show, heard on 150 Mutual web stations in the Southwest, will soon go into its 5,700 seg. . . Cotton Carrier, veteran country artist at WSB, Atlanta, has given up his act to Harpo Kidwell. He is doing a daily d. j. show at the station. . . Jimmy Kish has taken over Pioneer Cowboy Park, Pierpont, O. Kish and His Pioneer Cowboys are house band. Kish has been working the Skyway Drive-In Theater, Ashtabula, O., recently.

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

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The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Reviews



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 five 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 now being conducted. N. S. indicates a record is not suitable for approval within the market.

The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; 'name' value, 15; record quality (surfaces, 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 LABEL AND NO.	TUNES COMMENT	POPULAR
GEORGE PERRIN (Thrillwood Ork) Thrillwood 103	A Merry Bachelor Nothing startling in this precious little polka novelty. Darling, I'm In Love With You Danceable little waltz is a classical adaptation. So-so-lyrics and warbling keep it out of the contender class.	52--53--52--50 51--52--52--50
PEGGY TRILLING (Thrillwood Ork) Thrillwood 102	In Dreams We Never Part Fine fem vocalist here in the Dinah Shore style. Waltz-tune with polka-band potential has unfortunate lyrics. My Sugar Lump (George Perrin) Dull warbling of some cloying lines.	57--58--58--56 41--42--42--40
OWEN BRADLEY Coral 60236	Black and White Rag The organist sparks a strong instrumental razz-mattazzer in fine bounce tempo. Sit Down and Tell Me Where I Stand With You (Dottie Dillard) Two-piano work in pianola style is featured on the pop-corn novelty along with thrush Dillard. Fairly mild stuff.	79--79--78--80 71--72--71--71
DINAH SHORE Columbia 38848	I Didn't Know What Time It Was The thrush hands the Rodgers-Hart revival a virtuoso rendition that lacks the appeal of some of her more intimate efforts. I'll Always Love You "Querida Mia" is the original Spanish title of tune used in "My Friend Irma Goes West." Dinah croons the lovely bolero beautifully with a portion in Spanish.	78--80--78--77 78--79--78--77
HARRY JAMES ORK Columbia 36698	Flatbush Flanagan Side is a reissue of one of the trumpeter-maestro's greatest instrumentals from the swing era. Easy, relaxed rhythm opus should find a new market today. I'll Get By (Dick Haymes) With the tune coming up for revival flick-wise, this fine reissue, featuring a younger Haymes and James-with-strings, could pick up some fresh coin.	72--75--72--70 75--75--75--75
XAVIER CUGAT ORK (Leslie Scott)	Strange Mood In a highly exotic setting, the Latin maestro features his exciting blues-ballad bary discovery. Could sell some in the b & r market. You Never Had It So Good (Abe Lane) Rumba novelty in the "Enjoy Yourself" vein is orked in smooth, danceable manner, with strong selling by thrush Lane.	75--76--74--74 79--80--78--78
DANNY KAYE Decca 27050	Wreck of the Old '97 Kaye fans should cotton to this treatment of the evergreen material done in the comic's inimitable style, including a chunk of his double-talk scatting. The Handout Song An exceptionally brilliant piece of modern sociological material is done superbly by Kaye with a Salvation Army style brass band and chorus backing. Spinners should cotton to this high-grade effort.	75--78--73--73 80--84--80--77
JOHNNY LONG ORK King 15051	Shorty's Got To Go Lucky Millinder standard gets an effective bit of rhythm warbling by Jimmie Sedlar. Strong novelty side, tho a hybrid. Hello Janet Byace and Glee Club join Sedlar in an involved piece of business. The singing is well on the credit side.	73--72--74--74 71--72--70--70
CHARLIE SPIVAK ORK (Tommy Lynn) London 691	Our Very Own Spivak's bel canto trumpet sparks his band version of the picture. More brilliant recording would have helped. Experience (Rusty Nichols-Peggy King) Sy Oliver-type clefting and okay boy-girl warbling lose much in the lackluster sound of the recording.	72--70--73--74 71--72--70--70
MORTY "SLATS" JACOBS & HIS DIXIELAND ALL-STARS	Indianapolis Rag Polite two-beat arrangement of a new ragtime is played spiritedly by the group while Dottie O'Brien tells the lyrical story. Could have local values. Come On and Love Me (Dottie O'Brien) Odd descending bass pattern gives this side an ear-attracting gimmick. Dottie O'Brien has a hard time singing the unusually constructed ballad.	70--72--68--70 68--68--68--68

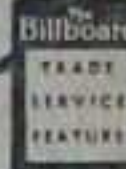
(Continued on page 172)

The Billboard

MUSIC POPULARITY CHARTS

PART X

Record Possibilities



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.

- TZENA, TZENA, TZENA**.....Mitch Miller Ork.....Columbia 38885
The sparkling Hora gets a bright, brassy Miller-cum-chorus go, with attention-getting French horn use, a well-defined beat, and easy tempo that permits ready grasp of the lyric.
- AT SUNDOWN**Frank Petty Trio.....MGM 10735
A rattling, raggy and highly effective piano and rhythm treatment of the standard might well follow the petty waxing of "Rain" into the money.
- HAPPY FEET**Roy Ross Ork and the Beavers.....Coral 60248
The pop version of the Miles shoes jingle, done by the combo and vocal group who created the original musical commercial, has a bite and drive that sell the ditty irresistibly. Possible contenders also are the Dean Martin (Capitol 5920) and Tex Williams (Capitol 1087) versions.
- I DIDN'T SLIP, I WASN'T PUSHED, I FELL**....Bing Crosby.....Decca 24018
Bing, with neat Sy Oliver orking, projects in his inimitable way on this catchy novelty already under way via Doris Day's Columbia etching.
- GOODNIGHT, IRENE**Gorden Jenkins Ork and the Weavers...Decca 27077
The Dreamy Leadbelly-Alan Lomax Negro folk tune in waltz time is done with maximum heart and feeling by the top-notch group and Jenkins ork and chorus. (Flip, "Tzena," was picked in this column last week.)

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. SOMETIMEJo Stafford.....Capitol 1053
2. NO OTHER LOVEJo Stafford.....Capitol 1053
3. VAGABOND SHOESVic Damone.....Mercury 5429
4. SIMPLE MELODYJo Stafford.....Capitol 1039
5. M-I-S-S-I-S-S-I-P-P-IArt Mooney Ork.....MGM 10721
6. MAY I TAKE TWO GIANT STEPS?Eileen Barton.....National 9112
7. THREE LITTLE RINGSFontane Sisters.....Victor 20-3814
8. I'M IN LOVE WITH THE MOTHER OF THE GIRL I LOVEJack Owens.....Decca 27055
9. M-I-S-S-I-S-S-I-P-P-IKay Starr.....Capitol 1072
10. SIMPLE MELODYPhil Harris Ork.....Victor 47-3781

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. VAGABOND SHOES.....Vic Damone.....Mercury 5429
2. I STILL GET A THRILL.....Tony Martin.....Victor 20-3799
3. SIMPLE MELODY.....Jo Stafford.....Capitol 1039
4. MAY I TAKE TWO GIANT STEPS?.....Eileen Barton.....National 9112
5. PEACE OF MIND.....Tony Martin.....Victor 20-3799
6. SOMETIME.....Jo Stafford.....Capitol 1053
7. I'M BASHFUL.....Mindy Carson.....Victor 20-3801
8. TO ME YOU'RE A SONG.....Ralph Flanagan Ork.....Victor 20-3795

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 hits will be:

1. HOME COOKIN'Bing Crosby.....Decca 27019
2. BLIND DATEMargaret Whiting-Bob Hope.....Capitol 1042
3. COUNT EVERY STAR.....Dick Haymes.....Decca 27042
4. SOMETIME.....Jo Stafford.....Capitol 1053
5. AMERICAN BEAUTY ROSE.....Eddy Howard.....Mercury 5433
6. I STILL GET A THRILL.....Tony Martin.....Victor 20-3799
7. I STILL GET A THRILL.....Dick Haymes.....Decca 27008
8. WHAT, WHERE AND WHEN.....Ralph Flanagan Ork.....Victor 20-3795

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

1. ENCLOSED, ONE BROKEN HEART.....Eddy Arnold.....Victor 21-0342
2. CUDDLE BUGGIN' BABY.....Eddy Arnold.....Victor 21-0342
3. THROW YOUR LOVE MY WAY.....Ernest Tubb.....Decca 46243
4. THE LAST STRAW.....Floyd Tillman.....Columbia 20694

MAIL IT NOW!

If you have not yet mailed this week's pop chart questionnaire, please do it now.

The Billboard
MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART XI



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 RATES

(100 points—the maximum)

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

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

BLUE PRELUDE—Woody Herman Ork (3-10") **68**
Coral CP-509

Blue Prelude; Bishop's Blues; Blues on Parade; Calliope Blues; Farewell Blues; Dupree Blues. This sampling is composed of some of the best issues made by Herman's hybrid swing-blues aggregation before he switched to a "modern" styling. Sides were originally released on Decca in the late '30s and early '40s. The solos are generally mannered performances, with the exception of Herman's own bluesy clarinet in several fine instances. The rhythm section is strong, even though sometimes confined by contrived blues formula.

JUKES Not suitable. **JOCKS** For semi-historic semi-jazz segs.

DIXIE FOR DANCIN'—Ben Pollack's Pic-a-Rib Boys (3-7") **72**
Discovery (45)FS-25

Tin Roof Blues; San Antonio Shout; I Can't Give You Anything But Love, Baby; Maryland, My Maryland; Sensation Rag. With proper distribution, this excellent package should serve well the growing legion of Charleston addicts. Pollack, one of the top drummers of the early jazz era, is mainly responsible for the fine, firm dance beat on all sides here. The authoritative Dixie ork features Dick Cathcart, Ray Sherman, Matty Matlock, Billy Newman, Walt Yoder and Elmer Schneider. For jazz collectors as well as dancers.

JUKES Any side okay to fill a Charleston slot. **JOCKS** Okay program fare for jazz jocks.

ORGAN ENCORES—Dick Leibert (3-7") **73**
Victor (45) WP-284

Star Dust; When I Grow Too Old to Dream; Indian Love Call; Smoke Gets in Your Eyes; Home on the Range; You Were a Dream. An altogether pleasant assortment of strongly entrenched standards, lending themselves admirably to Leibert's organ playing. The instrument used is the Radio City Music Hall organ; its great sound is nicely reproduced. Should find a special niche among out-of-town visitors to the Music Hall.

JUKES Not suitable. **JOCKS** Good mood and background stuff.

THE WAYFARING STRANGER—Burl Ives (1-10") **74**
Columbia (33) CL-6109

Wee Cooper O'Fife; Riddle Song; Tam Pierce; Peter Gray; Darlin' Cory; Leather-Winged Bat; Cotton-Eyed Joe; Sweet Betsy From Pike; On Top of Old Smoky; I Know Where I'm Going; I Know My Love; Cowboy's Lament. This package is a natural for Burl Ives fans. He sings and accompanies himself on guitar in the style that is winning him an ever-increasing coterie of folk ballad addicts. The initiatives are well familiar with the tunes he does here—authentic, delightful ditties from the heart of America.

JUKES Not suitable. **JOCKS** Good bet for the folk-cult spinners; country jocks might also try them.

DER SHIRTZ—(H.M.S. Pinafore in Yiddish) Kadimah Group of Hadassah (2-10") **70**
Banner B-104

This is a novel package designed primarily for Jewish family and school consumption. It's a condensed (22 minutes worth) on two standard disks employing special narrow grooving) Yiddish translation of the Gilbert lyrics set to the noted Sullivan music of the ever-popular "H.M.S. Pinafore." The familiar tunes are strung together by English narration. Cast is all-female and is drawn from the Kadimah Group of the Hadassah, a Brooklyn, N. Y., femme Jewish society. Royalties go into Hadassah fund. This is not satire—it's literal translation and manages to keep in the spirit of the original quite successfully. Interesting and entertaining package for the limited market. But could hit big in the field strictly on word-of-mouth.

JUKES Not suitable. **JOCKS** Jewish jockey segs could make heavy use of this.

POPULAR FAVORITES—VOL II—Frank Sinatra-Xavier Cugat-Dinah Shore-Harry James-Doris Day-Herb Jeffries-Arthur Godfrey-Les Brown (1-10") **75**
Columbia (33) CL-6119

American Beauty Rose; The Wedding Samba; It's So Nice To Have a Man Around the House; Doncha Go 'Way Mad; Hoop-Dee-Do; There Goes My Heart; Candy and Cake; It Isn't Fair. Of the sides thrown together here, Miss Shore's "Man Around the House," Miss Day's "Hoop-Dee-Do" and Godfrey's "Candy and Cake" have hit best-selling brackets, while Sinatra's "American Beauty Rose" is currently climbing there. The remainder is a listenable assortment. On name power alone—the label's stars are here—this random collection of pops should do fair business.

JUKES Not suitable. **JOCKS** The single sides are preferable for airing.

FRANKIE CARLE PLAYS FRANK LOESSER—Frankie Carle Ork (3-10") **82**
Victor P-280

My Darling, My Darling; Two Sleepy People; I Wish I Didn't Love You So; Spring Will Be a Little Late This Year; Once in Love With Amy; Moon of Manakora.

The latest of the Victor "Designed for Dancing" sets features Frankie Carle and his ork playing dance music, the likes of which they haven't turned out on wax for a couple of years. For tempo, taste and interpretation of songs, this Carle album ranks with the best of the sets in this series. The band is recorded beautifully and Carle plays large chunks of his familiar 88 style thruout the six sides. Tunes are among the top ones written by tunesmith Frank Loesser and include his pair of hits from the still-current "Where's Charley?," "My Darling, My Darling," and "Amy." Here's where Carle should start paying off for Victor!

JUKES Not suitable. **JOCKS** Excellent Carle doing topnotch Loesser—great for dance segs.

EAST SIDE RENDEZVOUS—Bernie Leighton (1-10") **65**
Columbia (33)CL-6112

Soft Lights and Sweet Music; Lost in a Fog; They All Laughed; Please; Stella by Starlight; The Gypsy in My Soul; June in January; Mean to Me; I Let a Song Go Out of My Heart; Don't Blame Me; Laura; Nice Work If You Can Get It. Six selections, played without interruption, on each side is the gimmick of this keyboard collection. Tunes, of course, are familiar standards and a handful of infrequently heard lovelies. They are played well by Bernie Leighton, who is a thoro competent keyboard performer, but is not a style wizard and in this set affects some Erroll Garnerisms in isolated selections. Leighton is supported by a bass and guitar. Disking makes pleasant and relaxed listening. For those who like piano collections, this uninterrupted disk should be satisfactory. It's in the cocktail keyboard style tradition.

JUKES Not suitable. **JOCKS** All-night spinners could find this a handy time-eater.

BING CROSBY—Vol. 2 (1-10") **72**
Brunswick BL-58001 (33)

Where the Blue of the Night; Stardust; Dancing in the Dark; At Your Command; Many Happy Returns of the Day; I Apologize; Sweet and Lovely; A Faded Summer Love.

This is the second volume of the Brunswick reissues of the early Crosby recordings of note. These sides were sliced in 1930 and '31 and include a potpourri of some of the top tunes of those-days which have since developed into sturdy standards of today. Included are der Bingle's theme, "Where the Blue of the Night Meets the Gold of the Day," and his famous slicing of "At Your Command." Mark this package up as a rich buy for those Crosby fans who don't already own them.

JUKES Not suitable. **JOCKS** Historic value make these cuts must stuff for libraries.

Billboard
MUSIC POPULARITY CHARTS

PART XII



Advance Information

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

- Around the World—The Weavers (Tzema, Tzema) Dec 27053
- Blind Date—E. Knight-D. Haymes (Say When) Dec 27076
- Charleston—Sister Slocum and Her Little Brother (Varsity Drag) King 1505
- Continental, The—A. Shaw Ork (I'll Remember) Dec 27056
- Dakota Polka—L. Welk (Windy River) Mer 5434
- Darling, I'm in Love With You—G. Perrin (Merry Bachelor) Thrillwood 103
- Dedicated to You—S. Davis Jr. (I'm So) Cap 1050
- Dixieland Band—D. Jurgens Ork (More I) Col 38854
- Don't Be Afraid—S. Vaughan (Our Very) Col 38860
- Down the Line—R. Flanagan Ork (If I) V 20-3820
- Drink Gin—The Carols (Please Believe) Col 30210
- Entertainer's Song, The—R. Turner (Rock Island) Cap 1046
- Evening in Pakistan—S. Kenton (Jolly Rogers) Cap 1043
- Experience—C. Spivak (Our Very) London 691
- Foggy River—H. Winterhalter's Ork and Chorus (My Destiny) V 20-3822
- Give a Broken Heart a Chance to Cry—L. Shearin (I Need) London 695
- Gone Fishin'—Three Suns (So Tall) V 20-3824
- Goodnight Irene—G. Jenkins-The Weavers (Tzema, Tzema) Dec 27077
- Heart Breakin' Baby—B. Tate's Ork (Rock With) Col 30209
- Hello—J. Long Ork. (Shorty's Got) King 15051
- I Could Write a Book—V. Schoen (I Cross) Dec 27053
- I Cross My Fingers—V. Schoen Ork (I Could) Dec 27053
- I Dreamed of an Angel—A. Morgan (You're a) London 750
- I Need You—L. Shearin (Give a) London 695
- I Didn't Slip, I Wasn't Pushed, I Fell—L. Kirk (Love Like) V 20-3823
- I Never Had a Worry in the World—M. Lou Harp (Satisfied) Autograph 812
- If I Had a Magic Carpet—R. Flanagan Ork (Down the) V 20-3820
- If You Only Knew—L. Morse-Blue Grass Boys (Lonesome Darlin') Dec 27066
- I'll Keep on Loving You—T. Hill (Who's Sorry) Mer 5435
- I'll Remember April—A. Shaw Ork (Continental) Dec 27056
- I'm a Little Busybody—J. Lewis (Sunday Driving) Cap 1045
- I'm a Sugar Daddy—L. Cook (Make Someone) Abbey 15009
- I'm Loving O. K.—Robins-J. Otis Quintet (There's Rain) Savoy 752
- I'm So Sorry, Dear—S. Davis Jr. (Dedicated to) Cap 1050
- In Dreams We Never Part—P. Trilling (My Sugar) Thrillwood 102
- It Ain't Gonna Rain 'No Mo'—N. LaMare's Strawhat Seven (This Is) Cap 1047
- Jolly Rogers—S. Kenton (Evening in) Cap 1043
- La Vie en Rose—T. Martin (Tonight) V 20-3819
- Leave That Dog Alone—B. Smith Quartet (Where Did) Col 30208
- Let It Be—L. Millinder Ork (Sweet Slumber) V 22-0088
- Let's Have a Party—T. Brewer-S. Lanson-C. Hogan-B. Wayne (Picnic Song) London 696
- Little Sally One Shoe—K. Griffin (Roses) Col 38826
- Lonesome Darlin'—L. Morse-Blue Grass Boys (If You) Dec 27066
- Love Like Ours—L. Kirk (I Didn't) V 20-3823
- Mad About You—V. Young Ork and Chorus (Our Very) Dec 27067
- Make Someone Happy Today—L. Cook (I'm a) Abbey 15009
- Me and My Imagination—B. Brewer (My Heart) Dec 27057
- Merry Bachelor, The—G. Perrin (Darling, I'm) Thrillwood 103
- More I Know About Love, The—D. Jurgens Ork (Dixieland Band) Col 38854
- My Destiny—H. Winterhalter's Ork and chorus (Foggy River) V 20-3822
- My Heart Isn't in It—B. Brewer (Me and) Dec 27057
- My Melancholy Baby—J. Lunceford Ork (Swanee River) Brunswick 80151
- My Sugar Lump—P. Trilling (In Dreams) Thrillwood 102
- New Orleans Function (Parts I & II)—L. Armstrong Dec 27059
- One Man Woman—L. Howard (Round-Up) National 9117
- Onion—L. Jordan (Psycho-Loce) Dec 27058
- Our Very Own—C. Spivak (Experience) London 691
- Our Very Own—S. Vaughan (Don't Be) Col 38860
- Our Very Own—V. Young Ork and Chorus (Mad About) Dec 27067
- Picnic Song, The—T. Brewer-S. Lanson-C. Hogan-B. Wayne (Let's Have) London 696
- Please Believe in Me—The Carols (Drink Gin) Col 30210
- Psycho-Loce—L. Jordan (Onion) Dec 27058
- Rock Island Rag—R. Turner (Entertainer's Rag) Cap 1046
- Rock With Me, Mamma—B. Tate's Ork (Heart Breakin') Col 30209

- Roses—K. Griffin (Little Sally) Col 38826
- Round-Up Time on Lullaby Trail—L. Howard (One Man) National 9117
- Satisfied—M. Lou Harp (I Never) Autograph 812
- Say When—D. Haymes-E. Knight (Blind Date) Dec 27076
- Short's Got to Go—J. Long Ork (Hello) King 15051
- So Tall a Tree—Three Suns (Gone Fishin') V 20-3824
- Sunday Driving—J. Lewis (I'm a) Cap 1045
- Swanee River—J. Lunceford Ork (My Melancholy) Brunswick 80151
- Sweet Slumber—L. Millinder Ork (Let It) V 22-0088
- There's Rain in My Eyes—Robins-J. Otis Quintet (I'm Living) Savoy 752
- This Is the Life—Nappy LaMare's Strawhat Seven (It Ain't) Cap 1047
- Tonight—T. Martin (La Vie) V 20-3819
- Tzema, Tzema, Tzema—G. Jenkins-The Weavers (Goodnight, Irene) Dec 27077
- Tzema, Tzema, Tzema—The Weavers (Around the) Dec 27053
- Varsity Drag—Sister Slocum and Her Little Brother (Charleston) King 15050
- Where Did She Go?—B. Smith Quartet (Leave That) Col 30208
- Who's Sorry Now—T. Hill (I'll Keep) Mer 5435
- Windy River—L. Welk (Dakota Polka) Mer 5434
- You're a Wonderful Sweetheart—A. Morgan (I Dreamed) London 750

CHILDREN

- Animal Fair Album—B. Ives (Tubby the) Col (33) JL 8013
- Brumas (The Roly Poly Bear)—F. Luther (Pudgy the) Dec K-4
- First Day at School, The—D. Shore-H. Zimmerman Ork, Col MJV-661/2
- Jumbo Record of Mother Goose Songs—S. Barry, Adventure (45)45-A-18-B
- Little Johnny Chickadee—R. Clooney (Peterkin Pillow) Col MJV-73
- Mother Goose Songs—B. Ives (I and II) Col MJV-67
- Peterkin Pillow—R. Clooney (Little Johnny) Col MJV-73
- Pudgy the Whistling Piggy—F. Luther (Brumas) Dec K-4
- Tubby the Tuba Album—V. Jory-L. Barzin Cond. (Animal Fair) Col (33) JL 8013

HOT JAZZ

- Charlie's Wig—C. Parker Quintet (Klactoveedsedstene) Dial 1040
- Klactoveedsedstene—C. Parker Quintet (Charlie's Wig) Dial 1040
- Loose Nut—E. Garner (Love) Dial 1041
- Love—E. Garner (Loose) Dial 1041
- Oh, Well—D. Gordon (Sweet and) Dial 1042
- Sweet and Lovely—D. Gordon (Oh, Well) Dial 1042

POPULAR ALBUMS

- Louis Armstrong Jazz Classics Album—L. Armstrong (1-10") Brunswick (33) BL 58004 Drop That Sack; Georgia Bo Bo; Melancholy; Santa Claus Blues; Static Strut; Stomp Off, Let's Go; Terrible Blues; Wild Man Blues
- April in Paris Album—V. Young Ork (1-10") Dec (33) DL 5259 April in Paris; Beyond the Sea; Comme Ci, Comme Ca; Dancing With You; La Vie en Rose; Pigalle; River Seine, The; Speak to Me of Love
- Bing Crosby (Collection of His Early Recordings)—B. Crosby (1-10") Brunswick (33) BL 58000 Goodnight Sweetheart; Just One More Chance; I Found a Million Dollar Baby; If You Should Ever Need Me; I'm Thru With Love; Now That You're Gone; Out of Nowhere; Too Late
- Your Dance Date With Les Brown—L. Brown Ork (1-10") Col (33) CL 6123 Cabin in the Sky; Easy To Love; Ebony Rhapsody; Foggy Day A; Drifting and Dreaming; I Could Write a Book; Tico Tico 'S Wonderful

RELIGIOUS

- Bouquet in Heaven—Armstrong Twins-Patsy (He Can) 4 Star 1445
- Back to the Dust—Angelic Gospel Singers (He Never) Gotham G-640
- He Can Save Your Soul—Armstrong Twins-Patsy (Bouquet in) 4 Star 1445
- He Never Has Left Me Alone—Angelic Gospel Singers (Back to) Gotham G-640
- He's a Friend of Mine—Prof. J. Earl Hines (Remember Me) Gotham G-661
- I Want to Move in the Room With the Lord—Flying Clouds (If I) King 4370
- If I Get Inside the Gate—Flying Clouds (Want) King 4370
- John the Revelator—Antioch Female Singers (Little Boy) Gotham G-643
- Little Community Church—Stewart Family (Road of) 4 Star 1488

(Continued on page 166)



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3 For 1 Plan
operates. Simple as A. B. C.

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TV SET PRICES DIVE AGAIN

More Models, Larger Tubes On Fall List

Philco Paves Way

NEW YORK, June 17.—Television receivers prices will continue to drop, the smaller picture-tube sizes will go by the way, and video manufacturers will undoubtedly continue to operate at a near-hysterical pace. These facts are evident from the announcements of the Philco, Magnavox, Bendix, General Electric and Motorola lines and the reluctance of several top brand producers to place firm prices on new models.

Typical, perhaps, of models and prices to be offered consumers for the next few months are those scheduled to be shown by Philco at its distributor convention in Atlantic City Tuesday (20).

Thirty-four new video sets comprise the new line, tho Philco showed only 16 models at its last premiere. Prices for the line are generally 25 per cent lower than comparable sets shown six months ago and 30 to 39 per cent lower than a year ago.

Only four of the 34 new sets are 12½-inch models, and there are no 10-inch sets at all. Tube sizes include 12½-inch round, 14-inch rectangular, 16-inch round, 17-inch rectangular and 20-inch rectangular. Prices range from \$149.95 for a 12½-inch table model and \$199.95 for a 14-inch table set to \$695 for a three-way combination console with remote control.

Magnavox will produce only 14, 16 and 19-inch sets, with prices ranging from \$198.50 for a 14-inch rectangular table model to \$775 for a 19-inch rectangular, three-way console combination. Despite the Magnavox price announcements, the company issued a price-protection statement which is seen by trade observers as an "out" for further drops in retail prices.

GE Prices Not Set

General Electric's new line will also dispense with the smaller picture tube sizes, and is said to be "the most complete line offered since the

(Continued on opp. page)

Admiral Cuts

CHICAGO, June 17.—Price reductions of from \$30 to \$100 and the elimination of all picture tube sizes smaller than the 14-inch rectangular highlight the new Admiral line of 18 television sets scheduled to be shown at the Summer Furniture Market here Monday (19).

Price leader in the Admiral line will be a 16-inch rectangular tube table model in plastic cabinet at \$199.95. Only one 14-inch set is to be shown: A three-way console combination at \$299.95. This set compares with a previous 12½-inch console at the same price.

Other key models in the line are a plastic cabinet 16-inch rectangular console at \$229.95, a 16-inch round console combination at \$269.95, a 19-inch round console at \$399.95 and a 19-inch round console combination at \$499.95. The latter set is \$200 below a similar-sized set in the old Admiral line.

Music Conference Sings Sweetly Of Promosh Pushing \$'s Neatly

(Continued from page 14)

a dummy keyboard for home practice. Each of three classrooms has two pianos; each piano is tuned monthly. Keyboards, music racks, method books and four of the pianos were supplied by sponsoring merchants.

The current high level of interest in music education may be adduced, it is pointed out in the report, by record enrollments at music camps, peak enrollments at music schools while other schools show a sharp decline with the expiration of G. I. Bill privileges, record number of schools offering summer class piano courses this year, growth of the trend for State music supervisors. In addition

to the piano workshop activity, interest in band music and teaching is on the rise, and there is "a genuine revival of interest in strings," the report notes.

"Unless we have a major economic upset," the report concludes, "every indication points to an accelerated increase in every phase of music activity, particularly in the field of music education."

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

WASHINGTON, June 17.—Over twice as many persons plan to buy TV sets in 1950 as reported similar intentions last year, the Federal Reserve Board (FRB) disclosed this week on the basis of its fifth annual survey of consumer buying intentions. A decline was noted, however, in intentions to purchase radios.

Meanwhile the FRB reported that April department store sales of radios, phonos and TV sets were up 103 per cent over the preceding April. For the first four months of 1950 sales increased 115 per cent over the same 1949 period. Sales by department stores of disks, sheet music and instruments increased 9 per cent over April, 1949, but were off 5 per cent for January-April, 1950, as compared with the first four months of 1949.

In reporting the indication for high TV sales this year, the FRB warned that the extent to which the buying plans will be carried out depends to a great extent upon what happens to jobs, incomes and prices the remainder of the year.

The majority of those questioned in the survey were optimistic about the prospects of maintaining incomes at 1949 rates, which were only slightly behind those for 1948.

RTMA Puts Off Big Phono Sale Bally Till Fall

WASHINGTON, June 17.—The big campaign by the Radio & Television Manufacturers' Association (RTMA) to promote the sales of phonos is to be delayed until fall, the RTMA disclosed this week. Involved in the decision to delay the campaign are the questions of committee jurisdiction, funds and proper timing.

The campaign is now in the hands of RTMA's special phonograph committee. Some of those members think jurisdiction should be switched to the sets division.

It is figured that more funds will be available later for the promotion campaign than at present because of the new dues structure approved at the recent convention. Finally, it has been decided that the impact of the promotion will be greater in the fall than during the summer, when people are more likely to be thinking of vacations than of buying durable goods.

Uncle Sam Inching Up On Exclusive - Distrib Deals That May Affect Radio-TV

WASHINGTON, June 17.—The Justice Department is moving closer to the radio-TV field in its campaign against exclusive distributorship deals, having filed a civil anti-trust suit this week against a manufacturer of refrigerators. Thus, for the first time, Justice has attacked exclusive dealing in an industry other than petroleum (*The Billboard*, May 27).

Charging in a Philadelphia federal court that Servel, Inc., Evansville, Ind., is monopolizing the manufacture and distribution of gas refrigeration equipment, Justice listed as a point in the complaint that the defendant maintains "a rigid system of distribution contracts under which each distributor is granted an exclusive territory and is prevented from handling any other brand of refrigerators."

The complaint further alleges Servel practices included a global market-division deal with foreign

firms and a systematic acquisition of patent rights developed by others.

Commenting in Washington, Herbert Bergson, assistant attorney general in charge of anti-trust, said that the complaint requests that "the contracts between the defendant and its distributors be declared void, and that the defendant be enjoined from entering into any similar arrangements hereafter."

A straw in the wind for possible future cases is seen in the use of the term "exclusive territory" in the complaint. It is tied in with the exclusive distributorship angle, but Justice has a way of tackling a series of anti-trust cases by plugging one angle and hooking onto that angle another, which becomes an important point in a subsequent case.

In its oil cases, Justice started off with a complaint involving price-fixing, with an exclusive dealing charge riding along. The next oil case was pointed at exclusive retailing,

Sales Zoom in Phono Switch To Disk Dept.

Macy Shows 300% Hike

NEW YORK, June 17.—On the strength of a 300 per cent sales increase in phonos in one store, radio-TV buyers of R. H. Macy affiliated stores have been advised that portable phonographs and record playing attachments should be sold in record departments instead of Radio-TV departments. The switch from Radio-TV to records was made in the New York Macy store last November.

While figures for the increase in disk business as a result of the switch are not available, several Macy spokesmen stated that it was generally agreed that record sales had "obviously been increased as player sales went up."

The basic reasons given for making the departmental change in selling record playing equipment are (1) the radio-TV salesman's pre-occupation with "hot" TV merchandise, (2) the need for greater dollar volume in the record department, (3) the commissions to be earned on the sale of video sets far exceed possible phono commissions, and (4) the ability of record clerks making package sales of players and disks.

Several of the Macy affiliates are said to be planning the same change in responsibility for phonograph sales. The New York Macy success story was impressed upon out-of-town department managers during a merchandising session held in New York last week.

Arvin To Bow 45 Sets for '51

CHICAGO, June 17.—Arvin will introduce 15 new TV receivers and 30 new radios to its distributors Monday (19) at the Moraine Hotel, Highland Park, Ill. The 1951 line will go on display at the American Furniture Mart, Chicago, during the summer furniture show.

Arvin's new price leaders are an 8½-inch set with willow green metal cabinet, listed at \$119.95, and a mahogany and limed oak finish metal cabinet set at \$129.95.

The new de luxe line features five 12½-inch sets, ranging from a table model in mahogany at \$149.95 to a mahogany console with TV, FM and 3-speed record changer at \$279.95. Also in the de luxe line are six 16-inch sets with rectangular tubes, ranging from a table model at \$219.95 to a TV-FM-phono combination at \$349.95.

The new custom line has two consoles, one in mahogany at \$329.95, and the other in limed oak at \$339.95. Both feature rectangular black tubes.

Thirty new radios in portable, AM and FM models are in the new line. Featured are new compactness in the portables and a wide range of colors in cabinets. Two new FM sets, priced at \$49.95 and \$54.95, are available.

In addition to showing the new line, Arvin execs will discuss plans for expanded newspaper and magazine advertising, as well as accelerated promotion and merchandising campaigns, at the distributor meeting.

with an exclusive distrib-angle included. In turn, the Servel case finds exclusive territory tied in with exclusive distributorships.

No Phono Jacks On TV Sets Irk Many Dealers

NEW YORK, June 17.—The Radio-Television Manufacturers Association's (RTMA) special committee to promote the sale of phonographs and record-playing equipment will have its work cut out for it, according to traders, when the group gets rolling next fall (see separate story). A check of video sets being marketed at present shows many of the largest selling brands do not use phono jacks.

Several top radio-TV record dealers report that complaints to manufacturers have only resulted in statements that "adding a phono jack to TV sets would raise the price, and that's a bad thing in this promotional market." Department store executives, however, point out that such promotionally priced private brand lines as Associated Merchandising's AMC and Macy Affiliates' Nartone are all equipped with phono jacks.

Advance reports of new TV sets to be shown between now and August

Merchandising Pays Off:

Inter-Selling, Hard Work Bring Success to Gribbon

By Raymond Bryan

GREENFIELD, Mass., June 17.—Such basic merchandising principles as inter-selling, hard work and demonstrations have accounted for the success of Gribbon's Music House here, according to Owner William Gribbon. "We never let ideas remain in the theoretical stage but put them right into practice so they can prove themselves," says Gribbon.

But before putting any of his merchandising principles into practice, Gribbon made certain that the location of his Music House was the best he could find. An actual pedestrian count was made before Gribbon signed the lease for his store. And to keep traffic high, special emphasis is placed on window displays.

Physically, the store is laid out so that customers must walk thru the radio section and the musical instrument section to get to the record department. All along the line merchandise is attractively displayed.

Demonstration-wise, Gribbon arranges instrument sessions at scout, parent-teacher and men's and women's clubs. Twenty-eight musical instruments are shown at all the meet-

ings. Gribbon plays a few bars on each of the instruments by way of pointing out how simple it is to learn.

In addition to increased sales of musical instruments via the demonstrations, Gribbon reports radio console sales have also risen. The biggest asset gained from the one-night-stand demonstrations is that localities regard Gribbon as a musical expert and, therefore, think of Music House first for all musical needs.

The "inter-selling" principle first comes into play during the instrument demonstrations. Gribbon was quick to realize that many people thinking about taking musical lessons are often ready to compromise for a radio or combination and some phono records. Sales people in each of the three sections of the store are trained to take advantage of complete musical stock carried and switch customers from one department to the other.

Underlying the success formula, says Gribbon, is the ultra-basic principle of "99 per cent work and 1 per cent brains."

Tele Set Prices Take Another Dive

(Continued from opp. page)

war." The company, however, will not set firm prices on the line until just prior to the dealer showings. Tentative prices were discussed with distributor personnel over the weekend. The General Electric 24-inch round tube sets will be shown but won't go into production until late in the year.

The Bendix line shown at the summer Furniture Market in Chicago will include only 14-inch and 16-inch sets. Again, price announcements are being held until the last minute.

RCA To Drop, Too

RCA Victor's price and model announcements, probably the most important in the industry, will not be made for a few weeks. But in a talk delivered this week before the National Association of Electrical Distributors, RCA Victor's veepee, Joseph B. Elliott, stated that "new production techniques" would result in "actual reductions in cost."

Also this week, W. B. Whalley, of Sylvania, told the Radio Club of America that "manufacturing economies should be realized from simplified factory operations."

Despite the freeze on new station allocations, the manufacturers are obviously bullish on the consumer market for video sets. Larger tube sizes are seen as a drive for replacement sales, while the lower prices on standard brand receivers are aimed at a still untapped mass market. With name merchandise at new lows, the trade is now carefully eyeing the department store chains for further price slashes on private brands.

Jack-Equipped Video Sets

Listed below under each manufacturer's name are the TV-only models that are equipped with phono jacks. Combination radio-phono or radio-TV-phono sets are not listed. The information was supplied by the various manufacturers for TV sets in current lines. This list will be revised as new models are released. In most cases manufacturers not listed do not equip TV-only receivers with phono jacks.

- Andrea
Saybrooks, Mayfield, Sutton and Normandy models
- Arvin
All sets
- Bendix
All sets
- Capchart
All sets
- DuMont
All sets
- Hallcrafters
All sets
- Hoffman
All sets
- Industrial Television
All sets
- Meck
Models XQR and XTR
- Mercury
All sets
- Pilot
All sets
- RCA Victor
All sets
- Stromberg-Carlson
All sets
- Tele King
All sets
- Westinghouse
Arsley model

People, Products and Prices

DuMont, Craig, Ehle To Head RTMA Groups

New chairman for three committees of Radio & Television Manufacturers' Association (RTMA) were announced June 16. Named were Dr. Allen B. DuMont, DuMont Laboratories, to head the excise tax committee; John Craig, Crosley division of Avco, to head the industrial relations committee, and Harry Ehle, International Resistance Company, to head the "town meetings" group. A. M. Freeman, RCA Victor, and Leslie Woods, Raytheon Manufacturing Company, were appointed to serve as vice-chairmen of the excise and industrial relations committee respectively.

"Sapphire" Tag on Phono Needles Defended

Federal Trade Commission (FTC) charges that it is "misleading" to use the word "sapphire" in phono needle advertising were emphatically denied last week by H Lowell Walcutt, president of Electrox Company, manufacturers of Walco Needles. Walcutt stated that the word "sapphire" has been used as a generic term for a long time and that it is used to differentiate from needles tipped with "short-lived" osmium points. He also insisted that laboratory-made sapphire, a synthetic, is more uniform in structure than the natural stone.

Sylvania Arranges Convention Ad Stunts

In addition to a line of television receivers, the Sylvania exhibit at the National Association of Music Merchants (NAMM) convention will feature feminine pulchritude, a "dice" game and an opportunity for visitors to be photographed on "television." The "dice" game will consist of rolling 10 dice, each of which carries some of the letters used in selling Sylvania. A TV set will be given to anyone who can spell out the company's name. Odds are said to be low, with the University of Buffalo mathematics department having worked out the placing of the letters. Visitors will also be able to be photographed with their heads placed in a "mock-up" video set. Models will be in attendance at both places.

News Notes on the Manufacturers and Distributors

Named to distribute the Meck line of video sets in the Youngstown, O., area is the Hood Electric Company. . . . Andrea named Ramon Masvidal to direct sales in the Philadelphia area and also appointed Harry W. Goodman as assistant sales manager of the Andrea sales corporation. . . . Sightmaster has formed a special conversion department to service all dealers who sell customers on converting present TV sets to larger screen sizes. . . . Clifford J. Norby, department manager of records and musical instruments at Macy's New York store, has assumed the additional duties as acting department manager of pianos.

Zenith Radio Corporation has purchased a two-story brick building in Chicago with 185,000 feet or floor space two-and-one-half miles from Zenith's main plant for manufacture of radio and TV components. Price was not revealed. Purchase includes 300,000 square feet of vacant property for parking and possible future expansion. Alterations on the building have begun. . . . Magnavox Company, Fort Wayne, Ind., announces a substantial increase in dealer profit margins on TV receivers and some TV-radio-phono combinations. TV discounts will range from approximately 32 per cent on lowest priced models to just under 40 per cent on instruments in the \$400-\$500 bracket. Radio-phono discounts range from 38 to 45 per cent. Frank Freimann, executive vice-president, cited the need for increased margin for dealers who assume responsibility of carrying stock of featured merchandise. "This move means that franchised dealers concentrating on Magnavox will have a substantially increased profit opportunity," he said.

Bihari Sets Up Wax Distributors To Handle Kaye-Halbert Video

CHICAGO, June 17.—Saul Bihari, one of the fraters who own Modern, the Coast blues and rhythm label, has set up the second network of record distributors to handle TV sets, following Mercury Records' introduction of their TV sets to their regional disk handlers. Bihari, national sales director for Kaye-Halbert Television, Los Angeles, has appointed the following to handle the line of custom-made sets: J. F. Bard, Chicago; Pan-American, Detroit; Music Sales, Memphis and New Orleans; Melody Sales, San Francisco; Southland, Atlanta; C & C, Seattle and Roberts Distributing, St. Louis. In addition, he has appointed the following non-record regional outlets: Chick Myers, Phoenix, Ariz.; Taylor Distributing, Dallas, and San Antonio Distributing Company.

Kaye-Halbert started normal production six weeks ago and all distributors have been stocked. Bihari does not intend to penetrate the sale picture east of Chicago until fall, when production catches up with expansion. The firm produces 16 and 19-inch sets, ranging in price from \$249.95 for a table top 16-inch set to \$469 for a 19-inch console.

AT MAYOR'S DESK

(Continued from page 9)

now up, when his own public hearings had not yet been held.

Technically, too, the show was deficient. Camera angles were spotty, with occasional shots of the back of heads and uneven framing. The use of a map to show new sewage disposal plants was badly handled, the map being held rather than placed on an easel, with resulting difficulty in following locations being pointed out. This could still turn out to be an interesting series, but it will take some juicing up. Just imagine LaGuardia with a video camera on him during his famous comic-strip routine! **Sam Chase.**

show that only Sylvania and Air King have changed policy on the use of phono jacks. The new Sylvania line is said to include "provision for phonograph attachment." Several new Air King receivers are reported to use phono jacks, altho similar sets previously manufactured by the company have not included them.

A spokesman for one of the top 10 brands, however, stated that his company has eliminated phono jacks from video sets "because there didn't seem to be any demand for them or any complaints from dealers when we dropped them."

Several dealers insist that selling jackless video sets is "foolish for any dealer who has a record department." One, who refused to be quoted, explained that it is foolish only if all other factors are more or less equal—"that is, consumer demand, discount and performance of the set."

It is expected that many of these dealers will talk phono jacks to manufacturers exhibiting at the music industry trade show during July.

The
Billboard

MUSIC POPULARITY CHARTS

PART
XIIIBillboard
TRADE
SERVICE
FEATUREThe Honor Roll of
Popular Songwriters

By Jack Burton

No. 65—LOUIS ALTER

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

Back in the days when the Keystone Cops had 'em rolling in the aisles, Louis started his musical career as a professional pianist in the Colonial Theater of Haverhill, Mass., where he was born June 18, 1902, owned and operated by Louis B. Mayer long before his fame as a Hollywood tycoon was trumpeted abroad by the MGM lion.

But this 13-year-old boy, who had begun the study of music at the age of nine, was no run-of-mine nickelodeon pianist. Such stereotyped numbers as *Hearts and Flowers* and Chopin's *Funeral March* had no place in his repertoire, and he ignored the music cue sheets that came with the films. Instead he created his own mood music to suit the action on the silent screen, and out of the original furiosos, agitados, misteriosos and andantes he improvised came a desire to compose music that would live long after the lights in a darkened

movie house were turned on.

After studying piano Stuart Mason, who had stemmed from a long line of musicians who had studied under Chopin, and completing his advanced musical education at the New England Conservatory of Music, Louis Alter went to New York in 1922. He had little trouble in persuading Nora Bayes to hire him as her accompanist. For the next five years, he toured America and Europe with this reigning song stylist, who schooled and encouraged him in popular song writing and featured his compositions both in this country and abroad. He also served Irene Bordoni and Beatrice Lillie in a similar capacity, and when these imported headliners were "at liberty," he worked as an arranger for Shapiro-Bernstein for \$35 a week, quite a cut from the \$500 weekly that Nora Bayes paid him but a source of invaluable experience.

In 1928, these years of musical apprenticeship finally paid off and handsomely. Louis Alter found in the cacaphony of New York City's streets—in the rumble of the subway trains, the snarling taxicabs of Fifth Avenue, the chant of the pushcart peddlers on the Lower East Side and the bustle of Broadway when the theater crowds start pouring out—the inspiration for a masterpiece, *Man-*

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 1894 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.

hattan *Serenade*, which Paul Whiteman has bracketed with George Gershwin's *Rhapsody in Blue* and *Concerto in F*, Rube Bloom's *Song of the Bayou*, Freddie Grofe's *Grand Canyon Suite* and William C. Handy's *St. Louis Blues* as one of the great American popular compositions of all time.

But Louis Alter wasn't exactly an unknown in musical circles when *Manhattan Serenade* first hit the country's music racks after being recorded by Paul Whiteman. His songs had been interpolated in several Broadway revues, and in 1929 he joined the songwriters' gold rush to California where his first Hollywood employer was the same man who had paid him his first salary check as a movie theater pianist, Louis B. Mayer.

For the past 20 years, Louis Alter has been a commuter between Hollywood and New York. A restless man, who lives in the fear that as a composer he will be typed like a film actor, he has shifted from films to stage musicals and from stage musicals to instrumentals with equal success and personal satisfaction. And while two of his film songs, *Melody From the Sky* and *Dolores*, were nominated for the Motion Picture Award in 1936 and 1941 respectively and he has appeared as guest pianist with Meredith Willson's Los Angeles Philharmonic Orchestra in the Hollywood Bowl on two occasions,

he is a round-trip-ticket man on the Santa Fe Superchief.

For New York is and always has been in Louis Alter's blood, and he is steel to its magnet. Consequently, in addition to *Manhattan Serenade*, he has immortalized Father Knickerbocker's town in four instrumental numbers: *Manhattan Moonlight*, *Manhattan Masquerade*, *Metropolitan Nocturne* and *Side Street in Gotham*, the latter written on the West Coast in a fit of nostalgia and depicting in music the charm of the river-to-river thoroughfare where Alter lived when he first came to the city he has glorified with his imaginative talent.

Louis Alter, who is now planning to return to the Broadway scene with the score of a musical tentatively titled *Star Crazy*, also is modestly proud of the fact that his *Twilight on the Trail* was one of FDR's favorite songs along with *Home on the Range*, and the manuscript copy of this number and a Bing Crosby recording of it is a featured display in the Franklin D. Roosevelt Memorial Library at Hyde Park, N. Y.

And while many have been termed the Minstrel of Manhattan, none is more deserving of the title than this former movie theater pianist who, like O. Henry, found that a city commonly condemned as heartless really had a heart under its cold exterior of concrete and steel.

LOUIS ALTER'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1925—TO BE LOVED

Lyrics by Sidney Mitchell. Shapiro, Bernstein & Co., Inc.

1926—I'M IN LOVE WITH YOU

Lyrics by Clifford Seyler.

1927—AU REVOIR BUT NOT GOOD-BYE

Lyrics by Ray Klages. Robbins Music Corp. Introduced by the Silver Masked Tenor and Joseph Knecht's Waldorf-Astoria Hotel Orchestra.

1931—THE KEY TO MY HEART

Lyrics by Ira Gershwin. Harms, Inc. Intro-

duced by Leonore Ulric in the Broadway production "The Social Register."

1932—WHAT A LIFE TO TRY TO LIVE WITHOUT YOU

Lyrics by Charlotte Kent. Harms, Inc. This song was introduced by Helen Morgan.

1933—HI-HO LACKADAY, WHAT HAVE WE GOT TO LOSE

Lyrics by Gus Kahn. Robbins Music Corp.

1933—MORNING, NOON AND NIGHT

Lyrics by Arthur Swanstrom. Leo Feist, Inc.

1934—LAST YEAR'S GIRL

Lyrics by Arthur Swanstrom. Leo Feist, Inc.

1936—I HAD A DREAM LAST NIGHT

Lyrics by Jack Scholl and E. Conrad.

1938—THE SKY FELL DOWN

Lyrics by Edward Heyman. M. Witmark & Sons, Inc.

1942—FUN TO BE FREE

Lyrics by Edward Heyman. Saunders Publications.

1942—WE ALL TOGETHER

Lyrics by Sammy Cahn. Mills Music, Inc. THE THINGS I SHOULD HAVE SAID Lyrics by Jack Lawrence. A. B. C. Music Co. MANHATTAN SERENADE Lyrics by Harold Adamson. Robbins Music Corp. (Available on Capitol record 117, Imogene Lynn with Ray McKinley orchestra.)

1944—A YANKEE CHRISTMAS

Lyrics by Paul F. Webster. Charles K. Harris

1947—WITHOUT MUSIC

Lyrics by Edgar DeLange. Martin Block

1948—STRANGE WHAT A SONG CAN DO

Lyrics by Edgar DeLange. Martin Block

1949—CIRCUS

Lyrics by Bob Russell. Massey Music Co., Inc. This song was originally written for a Hollywood party tendered to John Ringling North, head of the Ringling Bros. and Barnum & Bailey Circus (Available on the following records: Decca 24700; Dick Haymes; MGM 10488, Bill Farrell; Signature 164, Alan Dale, Victor 20-3488, Tony Martin.) ARIZONA SUNDOWN Lyrics by Edgar DeLange. Martin Music.

Instrumental Numbers

1927—DOLLY DIMPLES

Robbins Music Corp.

1928—IVORY LACE

Robbins Music Corp. MANHATTAN SERENADE Robbins Music Corp.

(Available on the following records: Decca 29058 in A-116, Paul Whiteman; Columbia

36644, Harry James; Columbia 7429-M, Andre Kostelanetz.)

1930—MANHATTAN MOONLIGHT

Robbins Music Corp. This number received honorable mention in the Victor contest of that year. (Available on Decca record 29058 in A-116, Paul Whiteman.)

1932—MANHATTAN MASQUERADE

Robbins Music Corp. (Available on Decca record 29059 in A-116, Paul Whiteman.)

1936—METROPOLITAN NOCTURNE

Robbins Music Corp. This was the musical background for an RKO two-reel feature film, and was awarded a bronze medal at the Venice International Film Festival. (Available on Decca record 29059 in A-116, Paul Whiteman.)

(Continued next week)

SONGWRITERS
COMING UP!

THE TOBIAS BROTHERS

In Subsequent Issues *The Billboard*
Will Present

MILTON AGER
FRED AHLERT
HAROLD ALREN
NACIO HERB BROWN
BURTON LANE
JIMMY VAN HEUSEN
PETER DE ROSE
RAY HENDERSON
ARTHUR SCHWARTZ

AN \$8.75 KIT

and 30 Minutes time

Adapts the

WURLITZER

Twelve Fifty

TO ANY SPEED RECORD



Write BOX TD, SILVER SPRINGS, FLA., FOR FREE PHOTO-STORY

If All Television Sets Had

Standard Phono

Attachment Outlets . . .

. . . dealers would realize far greater player and record sales. What set manufacturers are co-operating? Why is it important to see that jack-equipped sets are pushed?

Be sure to read . . .

The Billboard 1950

NAMM Convention Supplement

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

Agent in Jam, Faces Loss of Lewis-Martin

Failed To Fill Philly Date

(Continued from page 4)

the lawsuit, Greshler is also facing a possible revocation of his franchise from American Guild of Variety Artists (AGVA).

The situation came to a head at an arbitration session held Tuesday (13) at the offices of AGVA, called for by Steinman. According to the official record, Greshler admitted he had no power of attorney to sign for the boys, and they in turn claimed they knew nothing of the Latin Casino date. It developed later that, tho Greshler did sign, he used a letter rather than the AGVA form contract, so AGVA ruled that no contract existed.

In an effort to defend his stand Greshler said that in his letter he stipulated that the boys would be let out of the Latin Casino date if a prior radio commitment came up. In their testimony, Martin and Lewis denied any prior commitment would have prevented them from playing the date; it was simply that they just weren't told of it.

Later Lewis said he was in favor of playing the Latin Casino because of a personal angle, but his partner, Dean Martin, objected.

In view of the fact that the boys were due on the Coast for a picture deal, arbitrators made an immediate ruling. They decided that the date need not be played but also recommended that AGVA take action against Greshler for revocation of his franchise for "embarrassing an operator and performers by signing documents and making promises he was in no position to live up to."

In his testimony before the board, Greshler denied that any outsiders had an interest in the act. The boys, however, said they had given 5 per cent of themselves to Mrs. Greshler "as a present."

If the Greshler-Martin-Lewis combo breaks up, it will mean giving up of possibly one of the most profitable acts in recent years. Martin was originally a single doing pops. Lewis had a record act. The boys found themselves on the same bill in the Havana-Madrid and worked together. The possibilities were capitalized by Greshler who had Lewis under contract. He bought Martin's contract from Lou Perry. From a start of around \$500 a few years ago the boys are now getting \$12,000 for personals and have been offered three times (See AGENT IN JAM on page 45)

Bright Rubbed Out On D. C. Club Date By Ban Vs. Prizes

NEW YORK, June 17.—A Washington liquor law regulation threw Jackie Bright, auctioneering act, out of a date. Bright was due to open at the Lotus Club for a two-weeker starting June 1. The club advertised his preem; then it was visited by a staff member of the liquor board.

Liquor board officials, seeing the ad, warned the club that under Section 29 of the local law, no prizes or other inducements to attract customers may be given by any club with a liquor license. They further warned that if Bright came in with his give-away act, the club would lose its liquor license.

Bright was notified and he, in turn, called Jean Davis, the agent and booker who set the date. Miss Davis said she didn't know of the regulation, but inasmuch as she had signed the contract in good faith, Bright would get paid for the two weeks.

Hot Dilemma Faces Niteries

IN SHORT

New York:

Betty Reilly signed with the Morris office. . . . Phil Brito is now being handled by Harry Steinman, Latin Casino, Philly, op. . . . Philly Players, a new actors' org, is being organized in Philadelphia, with a benefit as its first venture, proceeds to go to a widow of a policeman. Joe Campo is proxy of new org, and Mickey O'Shaughnessy is running the affair.

Toronto, thru an edict of local AFM, doesn't allow record acts to work in that territory. . . . Lou Walters, going into TV with both feet, has rented his own studio, joined hands with Carl Timmins, Phil Charig and Harry Bestry will produce his own shows either on order or by himself and put it on film and offer it to the webs. . . . Dorothy Shay is backing promising acts with cash, coaching and booking thrush hush-hush arrangements. . . . Eddie Rio and Jimmy Lyons both AGVA officials, got raises at the recent convention.

Kitty Davis and Harry Kilby are talking in Miami about readying a show, "Kitty Davis Revue," for theaters throuout the country. Kitty Davis would femsee. . . . Young Kenny Davis is doing Loew's one-nighter around town. . . . Nat Nazarro, defendant in a suit brought against him by Bubbles, of Buck and Bubbles, lost another round in Supreme Court last week.

Agents Ready for Battle Against AGVA's New Rule

(Continued from page 3)

(20) night with agents flying in from all over the country to attend. Participating in this confab will be the biggies of William Morris, Music Corporation of America, General Artists Corporation and a host of others, including most of the indies.

The battle was started when AGVA notified all agents it was exercising its right under Rule B (contract between agents' orgs and AGVA) to cancel its deal by giving 60 days' notice of such action. Under the new set-up AGVA will no longer do business with agent orgs, tho it will recognize agents as individuals. To sweeten the pot AGVA has decided it will offer its franchise to agents for no cost. Under the present set-up agents pay \$50 for the permit either to AGVA or thru an agents' org.

Under the present agreement ARA was to police its members and see to it they obeyed all the rules set up by AGVA. It was on this point that the breach resulted in the recent AGVA convention. Delegates charged that agents in the Midwest had violated AGVA rules but AGVA was powerless to do anything because these alleged violators were members of ARA.

To solve the whole thing it was proposed that AGVA terminate all its dealings with ARA and similar bodies and from then on do business with agents as individuals. Violators would then be dealt with without consultation with ARA or any other similar org.

The crux of the situation concerns the arbitration problem. Under the existing set-up any beef between agent and performer is heard by

arbitrators representing AGVA (the performer), ARA (agent) and a third impartial person. AGVA has announced that after the 60-day notice it will hold its own hearings and make its own decisions. (Similar arrangement prevails in American Federation of Musicians.)

Agents, fearful of what they term unilateral rulings, have announced they will fight this for all they're worth. If necessary they said, they will do business without AGVA, in order to protect their properties. Under a liberal interpretation of the new rules, the exclusive agency contract with performers by agents would be jeopardized.

It is expected that agents will be asked to contribute to a fund at this meeting to battle AGVA.

Ice Comes Back To New Yorker

NEW YORK, June 17.—Hotel New Yorker will go back to icers, starting July 6. Show will be produced by Tom Martin, of General Artists Corporation (GAC), staged and directed by Dorothy Littlefield. It will feature the Rookies and Jean Arlen and Buck Pennington and will be emceed by Arthur Johnson.

Show, in for 12 weeks, is a concession that the room couldn't make a go of it without shows or the format it tried when it dropped the icers. It tried first with a Music Corporation of America (CMA) tab musical, then tried a variety format conceived by GAC. When neither plan brought the biz, hotel went in for straight dinner music, closing room nightly at 9:30.

The 400-seater suffered with mere straight dinner biz and the decision to go back to ice followed.

Andrews Sisters Set for Fairm't

HOLLYWOOD, June 17.—Andrews Sisters will play their first hotel date in 10 years when they open at San Francisco's Fairmount Hotel for a two-week run August 8. Trio will snag \$5,000 plus percentage.

Hotel date will be followed by two weeks at Chicago Theater in Windy City and a two-week run at New York's Roxy Theater, each date bringing in \$12,500 per stanza. Deal is also cooking for threesome to debut at Waldorf-Astoria Hotel late in November.

Names Scarce, 2d Stringers Ask Too Much

Comics Face Cuts

NEW YORK, June 17.—At least two major cafes in the East planning to open for the summer season may be forced to hold back because of the shortage of name acts with which to open.

This lack of names with draw is felt all along the line. Equally affected are the long-established rooms. Ironically, tho, while the money for the attractions is still high, the just-under-the-draw names are finding it tougher and tougher to keep working.

Hardest hit are the comics who came up during and right after the war. There's many a fast-patter lad who got \$2,000 and \$2,500 a year ago who can't get over \$1,500 today—and even at that rate there are only a few takers. A lot of ops who've bought these comics in the past year or so claim they don't do any more business for them than guys getting \$500 to \$750. So, when they're submitted again for the spots they've played before, they discover there's little interest at current prices.

Open for Summer

Harry Altman, op of the Town Casino, Buffalo, recently reopened his summer spot, where he plans to use big names on a week policy. Harry Steinman, Philly Latin Casino op, just took over Atlantic City's 500 Club, planning on a July opening. But neither Altman nor Steinman is finding it easy getting attractions lined up to establish any policy. Steinman, as a matter of fact, may be forced to postpone his preem until he can come up with something that'll pull them in.

The smaller comics are trying to beat the lack of demand by switching offices in the belief that the new reps will be able to get them the money. Agents, however, admit that even tho they'd like to get the money, they have to do business with spots which have used the same acts before and, whether the agent is an indie or from a big office, the same resistance pops up.

Pressure Deals

In the case of big offices, deals can be made for tie-in sales with the implied pressure, "If you want Joe Big, you'll have to buy Joe Small, Jane (See NAMES SCARCE on page 45)

Agent Loses Chirp In AGVA Ruling

NEW YORK, June 17. — Indie agent Jerry Rosen received a jolt last week when he lost a decision in the case of Sandra Deal, the arbitrators ruling that she be given a release from his American Guild of Variety Artists (AGVA) contract.

Miss Deal, who understudied Mary Martin in *South Pacific* and later played the Martin role in the road company, contended she has signed with Rosen because he had promised her doubling jobs. He had got her the Greenwich Village Inn date, which she charged was a condition of her signing with him, but that was all.

Rosen said she was unavailable for other jobs. Miss Deal replied she had sought doubling jobs in Chicago and had set herself at the Bismarck. But when she learned she would have to pay Rosen commission on the job she turned it down and brought action in AGVA against him.

Waldorf Plans 2-a-Nite, 2 Acts

NEW YORK, June 17.—The days when the Waldorf-Astoria used to be considered a cinch job—one show a night, six nights a week—are out, according to the latest plans for the hotel.

When the Wedgwood Room reopens for the fall, the operation will call for two shows a night and two acts. The newest change was inaugurated at the opening of Vic Damone at the Starlight Roof, where policy is now two shows a night.

Tho nothing has been set for the fall preem of the Wedgwood, both Billy DeWolfe and Kitty Kallen, now being dickered for, will be the probable starters.

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VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday, June 16)

Capacity, 5,200. Price policy, 50 to 98 cents daily. Five shows weekdays, six shows weekends. House booker, Harry Levine. Show played by Louis Basil's house band.

This 35-minute package flops because most of it is aimed way over the vaude fan's head. Peter Lind Hayes and Mary Healy, doing the same routines that rocked the Mayfair Room here, batted about .250. Hayes is most guilty, for his multi-syllabled verbiage flows out into the upper balcony, with few picking up. Bits, such as his top-notch impression of Ethel Waters, and la Healy's fine Lena Horne, are completely lost. Their parody on *Baby, It's Cold Outside* got okay response. Hayes did a new drunk bit that was absolutely tops in dramatic work but, again, it was for the bourgeois instead of the proletariat and far too heavy for a finale in a vaude house.

Patti Thomas and the Freshmen, just off the Bob Hope one-night tour troupe, were guilty of too arty an opening number, with their fast lyricized traffic just too much for a vaude audience to comprehend as a starter. They got into the groove with a well-tapped *I Got Rhythm*, and closed to a big mitt with a spirited *Hawaiian War Chant*. Trio (a gal and two boys) has excellent animation and enthusiastic delivery, projecting well.

The Novellos are the best act on the bill. Curvaceous brunette and male partner do a mixture of ladder balancing and novelty. Open with their standard bit, in which the man balances half of a trapeze set-up on which the gal works. Followed with male's solo ladder balancing, after which a canine climbs the 12-foot ladder and works atop the male's head. Walked off to good mitt.

Pic, *Father of the Bride*.

Johnny Sippel

Oriental, Chicago

(Thursday, June 15)

Capacity, 3,200. Price policy, 50 to 98 cents daily. Five shows daily. House booker, Charley Hogan. Show played by Carl Sand's house band.

This bill gets its biggest lift from Jimmy Wakely, making his major vaude house debut. Like all country music stars, Wakely has a casual presentation that puts him over with the family trade. Peculiarly, his biggest hits made with Margaret Whiting, but for solo h. b. ditties like *I Love You So Much It Hurts Me*. Wakely showed flexible voice with a kind of echo yodel that pulled applause, but which has not been exploited on his Capitol wax. The Western film star, who looks like a young Bing Crosby, is a good prospect for more major theater and video dates.

The Ruddells opened with a refurbished trampoline turn. The two young men and a gal have added enough fresh comedy and straight mattress-jumping to put the act over. Their three-hoop somersault closer won the usual big mitt.

Karl and King offer something new in vent turns, introducing two dummies at a time until they are working with six at the close of the act. Cacophony of six voices and movement of the dummies had the house in an uproar.

Ross Wyse Jr. and Peggy Womack, in action after a six-week layoff due to a back injury to Wyse, spent none of the free time in inserting new gag material. While their comedy and straight acro is good, the act needs a new opening and smart new talk thruout to bolster a good format. Reaction was spotty, tho Wyse's energetic acro work at the end won a good mitt.

Pic, *The Rogues of Sherwood Forest*.

Johnny Sippel

Strand, New York

(Friday, June 16)

Capacity, 2,700. Price policy, 55 cents-\$1.50. Four shows daily. Warner chain booker, Harry Mayer. Show played by Tommy Dorsey's ork.

Tommy Dorsey's first Stem appearance in two years is a slick presentation, with a neat pace and sound commercial values. The current Dorsey band is an astute, smoothly integrated group of musicians (four trumpets, drums, bass, piano, six saxes, vibes and three trombones, including the leader).

Dorsey, with his man-of-distinction looks, was a gracious emcee and scored with a skillful solo on the standard *I'm in the Mood for Love*. The ork gave out with a show-wise selection of pops and standards, sparking the best audience reaction with two sock instrumentals, *Dry Bones* and *We'll Git It*, Dorsey's fast-moving oldie. In the vocal department, screech horn player Charlie Shaver was a crowd-pleaser with *Hucklebuck*, while Frances Irvin, a tall, stately redhead, warbled a nicely phrased version of *I Didn't Slip, I Wasn't Pushed, I Fell*. The gal has a limited voice but showed terrific selling know-how. Dorsey's Five Men of Note, (piano, vibes, trumpet, clarinet, drums) would probably have brought the house down 10 years ago, but the boys' bop-styled jamming received a cool reception from the opening-day house.

The surprise click of the bill was Johnny Amoroso, Dorsey's 19-year-old crooner, who doubles on trumpet. A baritone, his deft salesmanship at the mike reflects expert coaching. With the right kind of a build-up Dorsey may have himself another Sinatra. The fem appeal is there and the looks are better.

The Pitchmen, two guys who mimic musical instruments on kazooes, and a pianist, closed the show. The act is a shrewd blend of slapstick, well-timed comedy antics and two-man Spike Jones routine with break-away prop instruments drew plenty of laughs and rated a big hand at the finish.

Dickie Berk and Bunny Hallow, two stocky, young tap dancers, work too hard. The guy and gal are both talented steppers, but they should strive for a smoother presentation. The gal would also benefit by flashier garb.

June Bundy.

Follow-Up Review

VERSAILLES, NEW YORK: Martha King, an attractive gal, a Shubert operetta grad and the Julie of *Show Boat's* road company, looked good and sang well in her preem here Wednesday (14). The gal, a chubby-faced brunette, started with a too-heavily contrived opening medley but overcame it as she went on. In her pop tunes she held back with a deliberately toned-down voice which at times was difficult to hear, but really gave out with the big ones on a Victor Herbert tune, an Italian *Sorrento* and wound up with the equally flashy *Love Is Where You Find It*. Her *My Bill*, used in the middle, was a delicate rendition reminiscent of the styling and delivery it originally got from the late Helen Morgan.

Miss King is apparently more at home with the long-haired items, tho she handles pops in fair style. But she needs numbers better suited for her voice. Overly arranged medleys are not the answer. They detract from both the singer and the lyrics, placing the emphasis in the wrong direction. Medleys with too many numbers thrown in tend to become confusing.

Bill Smith.

Palace, New York

(Thursday, June 15)

Capacity, 1,700. Price policy, 50 cents-\$1.25. Four shows daily; five, Saturdays. RKO chain booker, Dan Friendly. Producer, Dave Benis. Show played by Don Albert's house band.

This is a good fast show with equal parts of comedy, singing and novelty that make for good routining and eye and ear values.

The Bartons, a four hoofing act, had the right mixture of nostalgia added to the modern dances. The latter was taken care of by Carol and Ann Barton, one a blonde dressed in black, and the other, a brunette in white. Both kids carried parasols, adding a lot to their appearance. But the high point of the act was the entrance and participation of their father (Frank) and mother (Rae) in the act. The parents' slick showmanship, sharp timing, entrances and exits bespoke experience. The Bartons are the original Four Warners. The original two kids have since left the biz, and the two new girls are the youngest in the family. The new act, however, is every bit as good as the old one and in many respects a lot more commercial. Particularly outstanding were Rae Barton's comedy bits.

Grant Kills 'Em

Paul Kohler and Gini showed a fast novelty musical act. Using two drums and a xylophone, the team went thru a series of flashy march tunes and wound up with electric light effects for good hands. Barney Grant's hick comedy and guitar accompaniment drew giggles. His deliberate corn and sight gags killed them. His elephant in a garden gag fractured them.

The Southernaires, a four-man mature looking singing group, did a pleasant chore in the four spot. Their chanting of *Donkey Serenade* got them on in good style, but they really hit with the perennial *Dry Bones*. They finished with a dramatic singing recitation of Lincoln's *Gettysburg Address*, which was a natural applause puller for obvious reasons.

Lee Davis, tall, good looking comic, registered mainly because of the familiarity of his material. Such gags, "I was advised to go to the mountains for my kidneys. I didn't even know they were up there," proved solid items. His medical gags were all in the similar vein, tho all of them clicked. He wound up with a political routine and off to solid hands. The Ciro Rimac's standard Latin revue was paced for speed and sight and filled both requirements satisfactorily. His four-act, rumba, tango, samba, etc., drew good applause.

LaRue Clicks

Jack LaRue has a much better act than when first caught. He disarms his audience from the onset by announcing, "I'll bet you're saying, 'Here's another lousy moving picture actor. Now what the hell is he doing onstage.'" From then on he was in. One of his bits brought in Barney Grant for a sight gag for good laughs. Another brought on a gal, introduced by LaRue as his sister, for a rousing *Granada*, preceded by some Italian talky-talk with the light man. The act ended with his going into a dramatic monolog. The house ate it up.

The show ended with the flashy hand-to-hand work of the three Edwards Brothers who started off with a piano bit and then went into a series of very clever tricks atop the piano. Their finisher was a run into a leg catapult and a toss into a hand-to-hand catch and lift that brought rousing applause.

Pic, *Quicksand*. Bill Smith.

Cugat Tops Mont'l Record

NEW YORK, June 17. — Xavier Cugat's one-nighter at the Forum, Montreal, broke all existing records. He drew 12,216 (house capacity 12,000). Former record was held by Gracie Fields, who pulled 7,000 people. Jack Benny worked to 6,000 in the same spot.

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It's Your Show!

Chez Paree, Chicago

(Thursday, June 15)

Capacity, 500. Price policy, \$3.50 minimum; \$1.10 cover. Operator, Dave Halper; publicity, Bob Curley; production, Dorothy Dorben. Booking policy, non-exclusive. Estimated budget last show, \$5,200. Estimated budget this show, \$11,000.

After two weeks this show, which sets a record for talent outlay, is also doing record biz, overshadowing even the recent Jimmy Durante bill. Package marks the first duo appearance of Joe E. Lewis and Sophie Tucker here in 15 years. Biz has been capacity since opening.

Both la Tucker and Lewis came up with great new material, in addition to their standards. The red hot mama, on first, stopped the show several times with new bits like *You Can't Deep-Freeze a Red Hot Mama*, *Mr. Siegel, Make It Legal* and *Don't Give Him Nothing at All*. Latter got a riotous reaction. Miss Tucker hardly needs a flagwaver, such as her ditty on why she's still working p.a.'s, to click.

Lewis opens with some out-of-this-world special material pertinent to the Chez, such as his bit about Halper. He hits a peak with a parody on *Ghost-Riders in the Sky*, called *My Bookie's Gonna Die*, and two *South Pacific* parodies, *My Bookie Thinks I'm a Wonderful Guy*, and *There Is Nothing to My Dame*. Another just as good is *She's Just Wild About Harry*, *But Harry's Wild About Sam*. Several of these are good enough for a diskery interested in novelties.

The opening act, the Hot Shots, is strictly superfluous. The Negro tapsters are overshadowed by Miss Tucker and Lewis. Boys, unfortunately, depend solely on their cleating, which is lost to those past the ring-side. Under better conditions, they'd grab good mitt.

Production numbers are holdover, except for a bathing suit finale, with Soph and Joe in old-time bathing garb winding it up in a talk bit.

Johnny Sippel.



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NIGHT CLUB REVIEWS

Copacabana, New York

(Thursday, June 15)

Capacity, 610. Price policy, \$3-\$4 minimum. Shows at 8:30, 12:30 and 2:30. Operators, Julie Podell-Jack Enteratter. Booking, non-exclusive. Publicity, George Evans office. Estimated budget this show, \$6,000. Estimated budget last show, \$10,000.

This is a pleasant show, and considering the cast, should do airtight even if business dips. It brings back Mindy Carson, now in a star spot, in a room which gave her a start. With her is Romo Vincent, who gets equal billing but works in the middle. The DiGatanos wind it up.

Miss Carson has lost some weight since caught, has acquired added assurance and all in all is still the gentle little lady of song. Locking regal in a gorgeous white job, the gal teed off with *Dancing Cheek to Cheek* and followed it with a slow, easy *I Wanna Be Loved*. Then came a moving *September Song*, a bouncy *Don't Do Something to Somebody Else*, followed by *Out of This World* and her RCA Victor smash, *Candy and Cake*, finishing with *I Got a Crush on You*. Tho the gal has a new poise, the simplicity and gentleness that was so outstanding on her first job here now seems to be a carefully contrived thing. The objective isn't achieved because some of her songs hardly lend themselves to the Carson treatment. Such tunes like *Don't Do Something* and *Out of This World* proved poor audience getters, while *Candy and Cake* and *Crush on You* sounded like they were made for her. Tho Miss Carson's exit hand was gratifying, it didn't reach the smash proportions of her date here a year ago.

Singing Comic

Romo Vincent has dropped most of his chatter and is now a singing comedian. With his voice and his material, mostly special, the formula succeeds in winning chuckles. He started with *I Like People*, accompanying it with an amusing light-footed prance. Then came an Italian dialect, *Joseph the Waiter*, followed by a hilarious *Anything From Texas*. He wound up with his now classic *Traffic Cop* and walked off a solid hit. Vincent's warm effervescent personality projected all the way for laughs and hands and an excellent exit.

The Digatanos (Adams and Jayre) are dancing better today than they perhaps ever did. Jayne is still the beautiful sleek blond creature. Adams's handling is as exciting as ever. The team did four numbers, getting fine responses for each one.

The rest of the show remains basically the same, including the productions. Russ Emery, a fine boy singer, was excellent, and Harrison and Kay, a pair of fresh good looking kids, do spirited jobs as hooper-singers.

Mike Durso's band does a slick show backing job, and Fernando Alvarez's rhumbas do the hip swivel sessions.

Bill Smith.

Ciro's, Hollywood

(Tuesday, June 13)

Capacity, 400. Price policy, \$1.50 cover. Shows at 9:30 and 12. Owner-operator, H. D. Hover. Publicity, Jim Byron. Estimated budget last show, \$3,500. Estimated budget this show, \$5,000.

Jack Cole and his new troupe (5) present an impressive array of polished prancing. Spot built a special stage for the act, cutting out the segment of the room usually held for overflow crowds. It's just as well, for it appears unlikely that Cole will attract that much biz. Choreography is high in artistic merit but low in bistro appeal. Material is better suited for the concert stage.

A little more humor injected into the numbers would give them wider appeal. This is probably why patrons favored his "House of Ill-Fame"

Riviera, Fort Lee, N. J.

(Tuesday, June 13)

Capacity, 1,025. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Dreyfus-Delynn-Moore. Estimated budget current show, \$14,000. Estimated budget previous show, \$13,000.

This show has one solid act, an up and coming new act and a top-notch star who is not only an outstanding performer but what is more important in these days of lean box offices, a major draw. But despite this lineup the show lacks cohesion and the sparkling oneness it needs. Part of it is attributable to the unfortunate falling out of Fran Warren and a boy singer jumping in to take her place. But the major fault is probably Bill Miller's, who has an all-male show with the exception of the Arden-Fletcher line.

Danny Thomas, one of the top ranking comedians in the biz, came in with practically a new act. He started with a glad-to-be-here song that built for sneak laughs and finally broke into handsome yocks. Thomas's philosophical observations about amateur competition was a clever poke at the troubles that face comics, and still loaded with enough basic truths to hit home. His *Soggy Epic* based on *South Pacific* was a gem. The boy was on for 50 minutes and tho the showbiz crowd, including some of the best material lifters in the biz, who ruefully laughed at his rib of their off-stage activities, sat as a jury for the first 20 minutes, they too finally broke down and howled. Given any break in weather Thomas should do big in his two weeks here. It's a cinch that given a mob of non-pros Thomas will be terrific.

Young Eddie Fisher in his first break as a single in a top spot, made an impressive showing. The tousle-haired lad who doesn't look old enough to shave, showed a smooth pair of pipes, a warm delivery and phrasing that marks him as a comer. He opened with a bouncy *Sitting on Top of the World*, followed by *There's No Tomorrow* and wound it up with *Old Man River*. At this point experience would've called for an exit. Instead Fisher came back for an over-happy production full of dramatic overtones in *Get Your Paper*. The number is very commendable. It has lyrics that are unusually literate and has a good melody. But it was too heavy for Fisher, even tho he did it well. He did a lot better with ballads like *I Wanna Be Loved*. Until he gains more experience he might be better advised to stick to the commercial items. Incidentally the boy carries his own conductor, Hal Kaner, who does an outstanding job.

Show opened with Steve Condos and Jerry Brandow in a solid 10 to 12 minutes of precision hoofology, trumpet blowing and singing bits. The two lads do a fine act but they haven't yet hit on the formula that'll make them outstanding. When they do they will register with a bang.

The rest of the show remains the same as it was when the spot opened for the season. Walter Nye's band backs show beautifully; Pupi Campo's torrid Latin tunes jam the floor.

Bill Smith.

number, and his version of the mambo. Costuming thruout is smart.

Liza Morrow, former Benny Goodman chirp, provides a ballad obligato to some routines and holds audience between costume changes. Joey Stabile's ork was expanded to 22 men, with Harry Zimmerman batoning his own arrangements for Cole. Note-worthy is the fine dancing of Gwyneth Verdon, Cole's partner, a honey-haired eyesome lass. Stabile provides suitable music for patrons' terping.

Lee Zhitto.

Caribar Room, Wardman-Park Hotel

Washington

(Monday, June 5)

Capacity, 250. Price policy, no cover; \$2 minimum Saturdays. Shows at 9 and 11:15. Owner, Wardman-Park Hotel. Estimated budget, \$2,500.

Formerly the Metronome Room, this swank bistro has been attractively refestooned to accommodate an appropriately topflight show and band assembled and directed by Daryl Harpa.

Harpa's presentation is unusual in many respects. Offering his show and band in a single package, he has fashioned his acts around a light, entertaining plot. The continuity is geared to a fast pace, and the show has the effect of shaping up like a miniature of a good Broadway musical. Contributing to the pace is some refreshing dancing, singing and comedy talent. In addition, Harpa has applied some clever theatrical gimmicks which he has been using with considerable success in his TV show here on NBC's local outlet, WNBW.

Harpa, himself, is a showman of considerable stature. He is a handsome, clever, but unassuming entertainer who has a nimble way of turning the spotlight on his team as he directs the band, emcees the show and "narrates" the acts. His band is a clever aggregation which moves smoothly from Latin to American pops and back again to the delight of enthusiasts of both types of music.

On the night caught, the show moved at a pleasantly noisy and vigorous pace, opening with a sort of "tone poem" narrated by Harpa to the accompaniment of throbbing island music and savage dancing. By use of some tricky lighting and shadow-screens, some of the band instrumentalists got the play. Then the backdrops were brought together to form a screen for projected slides which provided the atmosphere, first, of a jungle and later of the Manhattan skyline.

Harpa's wife, Marna Paige, did a neat job with some tricky Latin vocalizing. Jeff and Barbara James proved to be a bang-up dancing team. Maria Cardoz got lots of well-earned applause with some amazing dancing. Contributing to the show's swift pace were William Joyce, Russell Collquett and Katherine Dunham, who performed as a team with lusty island dancing that scored heavily. Sharing honors was Lenny Ges, who earned his laughs with some delightful burlesque and comedy. Ges was especially good in a little patter-number in which he showed remarkable rhythm and panto skill.

Ben Atlas.

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Minnesota Terrace, Hotel Nicollet, Minneapolis
(Thursday, June 8)

Capacity, 440. Price policy, \$1 cover Friday, Saturday Shows at 8:30 and 12:30. Operator, Neil R. Messick. Booking, non-exclusive. Publicity, Ellajane Rist. Estimated budget this show, \$3,300. Budget last show, \$2,500.

Dorothy Lewis and her 11th annual ice show, tabbed *Let's Go Places*, opened current two-month summer season and this one is best of all. Principal reason is that instead of the 20-25 minutes to which she has been kept in past years, she now runs 45 minutes to permit less hurried presentation.

New leading man, Manuel De Torro, all but stole show opening night. De Torro does just about everything on skates, throws in a bit of warbling and has looks to make the gals sigh and screech with delight. That they did preem night.

For first month of show Joe Jackson Jr. is on the bill, and he does his usual top-drawer presentation to show-stop mitting from a very responsive full-house. Plan is to bring in two other comedians for two-weekers each after Jackson leaves.

The Lewis show, based on vacation-time adventures, opens with shopping scene in Dorothy's fashion shop. For first time in 11 years of show production, star comes out before rest of cast. De Torro warbles *Anatole of Paris* during hat-fitting scene, and then he and Lewis go into intricate ice spins to include one-leg stands, sit spins and neck swing.

Hawaiian number follows with De Torro again up front singing *Nothing Like a Dame*, then twirling with four-gal line, doing single fast spins and double jumps. Lewis then takes ice for her number and jazzed-up hula dance. The Joe Jackson spot follows.

Finale is *Mexican Hat Dance* number, with gals dancing around huge hat and then around their own. De Torro as a handsome bull fighter draws more femme sighs as he does fast sit-spins. Miss Lewis and De Torro then go into samba and wind-up has entire cast in black-light finale.

Costuming is extraordinary, timing perfect, execution well handled. Cecil Golly's nine-piece ork does top job of cutting show and handling dance music. Mildred Stanley, ork canary, has several numbers. Ork works back of a curtain. Room is specially decorated with holiday and travel murals. Jack Weinberg.

Blue Angel, New York

(Wednesday, June 14)

Capacity, 150. Price policy, \$3.50-\$4 minimum. Operators, Herbert Jacoby-Max Gordon. Booking, non-exclusive. Publicity, Curt Weinberg. Estimated budget this show, \$1,500. Estimated budget last show, \$1,800.

It takes real know-how to come up with four acts who can do a show even if they mean little at the box office. Jacoby has been doing it successfully for some years, and this show is as good as any he's had in the past.

The spark plug of this one are three mad dames billed as the Mad-moelles. The gals are no ingenues but with their act they don't have to be. Basically they are special material sellers using sight bits with some of their stuff coming from old shows and some apparently written for them. At times their three-part stuff is reminiscent of the Yacht Club Boys with some overtones of the Ritz Brothers. With minor deletions for air purposes they would make ideal TV fare. Produced and backed by Milton Lyon, the three gals pulled some of the heftiest yocks heard in a long time.

Phil Leeds, around for some time, has improved so sharply he doesn't look like the old performer. His new material is as smart as it is commercial. His ease and delivery has been sharpened to the point where even his straight lines get howls.

The Billy Williams Quartet did as good a job here up close as they did when recently caught at the huge Roxy. Their infectious rhythm tunes,

Six Combo Stem Houses Dive to a Lean 327G Total

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

Radio City Music Hall (6,200 seats; average \$123,000) faded to \$133,000 for its fourth week with *Father of the Bride*, Ladd Lyon and Martin Brothers. Show opened to \$150,000,

went to \$155,000 and third week was \$140,000.

Roxy (6,000 seats; average \$68,000) opened to a handsome \$70,000 for its initial week of *Night and City*, Lucille Ball, Desi Arnaz and Raye and Naldi.

Capitol (4,627 seats; average \$43,000) got its first good week in a long time when it counted \$52,000 for *Asphalt Jungle*, Georgie Price, Charlie Spivak's ork, and Rose Murphy.

Paramount (3,654 seats; average \$78,000) took in a fair \$61,000 for its first week with Jan Murray, John Payne, Patricia Morrison, Al Donohue's ork and Winchester '73.

Strand (2,700 seats; average \$41,000) did a poor first week of \$25,000 with Cab Calloway's band-show and the *Frontiersman*. New show has Tommy Dorsey.

Palace (1,700 seats; average \$18,000) fell down for the first time in months when it took in \$15,000 for *Four Days Leave*, Will Mahoney plus seven other acts against \$19,000 the week before. New show, reviewed this issue, has Jack Larue, Barney Grant and Quicksand.

Acts Fume Over Lack of Action On Travel Tax

NEW YORK, June 17.—The ink was hardly dry on the agreement signed between James C. Petrillo, head of the American Federation of Musicians (AFM), and Gus Van, head of the American Guild of Variety Artists (AGVA), when rumblings of revolt began to be heard from the rank and file of AGVA members.

The basic reason for the mutterings was that the promised exemption of the 10 per cent traveling tax to be extended to musical acts that were turned over to AFM was not forthcoming.

AFM spokesmen were asked by phone for their opinion about this tax and whether Petrillo has done anything about it. They replied that everything was covered in the agreement and, if there were any implied understandings not part of the written document, they knew nothing about them.

AGVA officials, including Gus Van and Henry Dunn (AGVA administrative secretary) flatly said that it was their understanding that the agreement would also call for a lifting of the travel tax and said they still had faith that Petrillo would do something about it.

In the meantime, about 300 musical acts, including about 100 harmonica players, have started sending letters to each other in preparation of joining together and preparing legal action against AGVA and what other orgs may be involved, charging that AGVA has removed them from their jurisdiction without prior notice and in violation of their charter which provided that all acts in the variety field come under AGVA's jurisdiction.

Another major objection to the AFM-AGVA deal by musical acts is the claim put forward that as AGVA members they can get breaks in various vaude houses where they can be showcased. But if they go in as AFM people, their scale is so high that bookers don't want any part of them. Under AFM scale a three-act in a vaude house would have to get \$487.50, plus the agent's commission, under AGVA they could go in for \$275 or \$300.

Insiders in AGVA admit that the deal is not the best they could have got but say their hands were tied. There's a 60-day clause in the agreement and some of the AGVA insiders said they believed that if it didn't work out, it would be invoked.

powerful drives and choice of numbers place them close to the top among singing-four acts.

Joan Diener rounds out the bill with some pretty fair singing of standards on the order of *Bewitched* and a current pop or so. The gal, a stacked blonde, stands up and sells on lyrical rather than voice quality which is all to the good in a class spot like the Angel.

Intermissions are very well taken care of by the Herman Chittison Trio and Stuart Ross's piano work. The outer room is kept comfortably filled by the piano dueting of Eddie and Rack. Bill Smith.

Price to Face Van In AGVA Election; VP Candidates Set

NEW YORK, June 17.—Georgie Price and Gus Van will run against each other for the presidency of the American Guild of Variety Artists (AGVA) in the election to be held in the next few months. Van is the incumbent.

Other candidates are first vice-president Jerry Baker, New York; second vice-president, Jack Gwynne, Chicago; Gypsy Rose Lee, New York, and Dick Ware, Chicago. Nominees for third vice-president are Lois Donn, Pittsburgh; Jack Edwards, Boston; Don Francisco, New York, and Buddy Walker, Miami. Candidates for treasurer are Jackie Bright, New York, and Myron Cohen, New York. Harry Mendoza, Los Angeles, is the only candidate for recording secretary.

AGENT IN JAM

(Continued from page 41)

that for their own TV show.

Their big earnings have made them a luscious plum for all the top agencies, all of whom have tried to romance them away from Greshler.

HOLLYWOOD, June 17.—Comics Dean Martin and Jerry Lewis have been named defendants in a \$5,000 damage suit filed by radio writers Charles Isaacs and Hal Goodman in Los Angeles Superior Court. They were charged with refusing to pay scripters for special material which the lads used in their nitery-vaude act. Isaacs and Goodman seek to recover reasonable damages for work performed.

NAMES SCARCE

(Continued from page 41)

Doe, etc." With some cafe ops desperate to stay open, and with only a handful of names capable of doing business, the tie-ins are agreed upon.

Agents disagree as to the outlook. Some say that lower prices would keep more acts working. Others say even that won't cure the situation. "What we need is a lot more names willing to work for less money," they say, and then they ask querulously: "Where'ya gonna get 'em?"

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\$2,369,500 Hub Gross Keeps Legit Wolf Away

BOSTON, June 17.—Accounting of Boston's 1949-1950 legit season does not rack up as tidily in comparison with such reports on previous years. Yet, all things considered, the season just ended hasn't been too bad.

The Hub had a total playing time of 162 weeks and three days for eight theaters. These included the Boston Opera House, Colonial, Copley, Majestic, Plymouth, Wilbur and Shubert and the Brattle Theater Company, which has not been included in other season summaries.

Those 162 weeks don't look too bad in a declining period, when stacked against 1948-'49 season of 182 weeks, altho the Brattle Company's 28 weeks kept the season from falling beyond the low of 1947-'48, when Boston had only 139 weeks of playing time.

Even the season's total gross isn't such a sad story as it might be. Thru a wide open war season, such as 1943-'44, six theaters played to a total gross of \$2,699,000. That sounded fabulous. But the season just ended, when the management boys were frequently crying, amassed a total gross of about \$2,369,500. In fact, legit theater continued to do a steady, solid, if not sensational business, with only a fair product to offer. There were no outstanding hits in Boston this year. And the steadiest business was done by revivals, old stand-bys or Broadway shows on tour.

The biggest gross of the season was drawn by the *Ballet de Paris*,

which took \$41,200 at the Opera House in a single week. Metropolitan Opera, a special attraction always pre-sold, did its near capacity business at the Opera House to a tune of \$127,700.

For the first time within memory the Colonial Theater outgrossed the Shubert. The former did \$690,600 as against the latter's \$600,100.

During the past season the Copley and Majestic theaters have had only films, including some long-run road-show films like *The Red Shoes*. But they had no legitimate attractions.

Currently, the Colonial has *Mister Roberts* as a tenant, probably due to stay thru July. And *Kiss Me, Kate* is at the Shubert for a summer run. This is the first time in years that Boston has had a couple of major attractions scheduled to run thru much of the hot season.

A look at the records printed in adjoining columns will show that the Hub is still a good town for ballet. *Sadler's Wells Ballet* isn't due here until next January but the advance sale has already topped \$50,000.

Tabulated is the complete season for each theater, from September thru May (actually to June 3), and the season's total gross at each theater, and total playing time. (It should be noted that the theatrical week is figured at six days.)

Todd's 'Peep' Take Sparks Repeat Plan

PHILADELPHIA, June 17.—Pleased no end with Philadelphia's \$58,000 advance sale for his *Peep Show* and crowded houses for all performances for the revue preem-ing here at the Forrest Theater, producer Mike Todd is counting on the current offering to serve as the progenitor of a procession of similar annual offerings. In the tradition of Ziegfeld's *Follies*, Carroll's *Vanities* and White's *Scandals*, it promises to be Todd's *Peep Show* dated each year.

Todd envisions a situation in which new material will constantly be tested during the Broadway run of one edition of *Peep Show* before its inclusion in the next. For its Broadway opening Wednesday (28) at the Winter Garden, present edition of *Peep Show* has been undergoing major changes. New sketches have been added, and a new finale, a tableau, has been evolved. Changes have also in scenery and song selections. The annuals will depend mostly on the New York reception of the present package.

Originally set to stay for only a fortnight, Todd pushed the New York opening back to June 28 to keep the show here for an extra week to whip it into proper shape. He closes local run Saturday (24).

Expansion Cued By N. E. Tie-Up

BOSTON, June 17.—A development in New England theater which will be watched with interest by Eastern show people is the joining forces of the Brattle Theater Company and the South Shore Playhouse Associates, Inc.

For two summer seasons and the past winter, the Brattle group has been employing stars in the best of plays (as contrasted to conventional commercial theater) and made a noteworthy critical success. Furthermore, its efforts have paid off at the box office.

Since 1933 Cohasset, on the South-shore below Boston, has had a summer theater, with the exception of a few war years. The venture was originally organized by Raymond Moore, as an adjunct to his Cape Playhouse at Dennis, Mass. Within a season or two, the operation was taken over by the late Alexander Dean, of the Yale Drama School. Upon his death, Dean's widow, with Richard Hoover and Frederick Burleigh, of the Pittsburgh Playhouse, assumed the management. Shortly after the war ended, Mrs. Dean and Hoover withdrew. Last year, a local group of citizens organized a South Shore Playhouse Associates to bring a better kind of theater to the region. They spent a lot of money and lost a lot last summer over a poor season managed by George Somnes.

In the meantime, they had instituted a building fund to gather enough money to put up a permanent 700-seat theater for the region at an estimated cost of \$125,000. About \$50,000 was amassed, not enough to start the project. The final outcome was an arrangement between the Brattle Theater Company, which seemed to offer the kind of theater the South Shore wanted, and the Associates. The Brattle people will assume complete financial and managerial control of the summer season, operating in the Town Hall at the invitation of the Associates who hold the lease there.

The bills announced last week seem to justify the interest in the Brattle people. The troupe is being doubled in size, and will operate on successive weeks, first in its Brattle Theater (which it owns outright) in Cambridge, then in Cohasset. The opening bill for June 27 will feature Helmut Dantine and Beatrice Pearson in *Arms and the Man*. Successive bills will present John Carradine as Cassius in *Julius Caesar*, Nigel Bruce and Dorothy Sands in *Yes M'Lord* and Zero Mostel in Moliere's *The Imaginary Invalid*.

Currently the Brattle Company is offering Wycherley's rowdy Restoration comedy, *The Country Wife*, with England's Cyril Ritchard and his wife, Madge Elliott, co-starred.

If this summer season and alignment between two theaters, works as expected, it may be the prelude to something bigger of the kind for the whole area during the winter. Plans, so far, are just in the talking stage for the Brattle group to operate as a producing outfit to send shows thru-out New England States.

AC Legitless This Summer

ATLANTIC CITY, June 17.—The legitimate theater, offered at both Convention Hall and on Steel Pier in recent summers without attending financial success, will be far removed from the resort for the summer season this year. Plans to return legit to the Ocean Theater on Steel Pier have gone awry. Last summer, a new York combine tried it but gave up in the middle of the season. Million Dollar Pier, with new operators, sought legitimate stage offerings for its Hippodrome Theater, but no takers. Ballroom of Conventional Hall has been completely unsuitable, both artistically and financially. Only stage fare has been the one week for *Brigadoon* at the Warner Theater, first-run movie temple on the Boardwalk, ending Saturday (17).

\$ History of Boston Season

BOSTON OPERA HOUSE

Oct. 3—"Student Prince." Has played the Hub at least once, some twice a season for a generation, but this stand of two weeks was financially tops with \$26,500 and \$32,000, respectively.

Nov. 7—"Blossom Time," another perennial doing good, if not sensational business. \$19,300 the first stanza, \$17,600 the second.

Nov. 13—"Turk in Italy," comic opera by Rossini presented by New England Opera Theater under Boris Goldovsky for a single performance with an excellent take of \$5,100.

Dec. 5.—Ballet Theater in a week's rep did \$22,200.

Dec. 11.—One performance by New England Opera Theater of Gluck's "Iphigenia in Tauris." The one shot drew \$5,100.

Dec. 26.—"The Merry Widow," Shubert revival with Wilbur Evans and Susanna Foster. Fair business for holiday season with \$21,000 and \$18,500 for two weeks.

Jan. 15.—"Albert Herring," comic opera by Benjamin Britten presented by New England Opera Theater for one performance to a gross of \$4,300.

Jan. 16.—Ballet Des Paris in a week's engagement. Advance interest in the Frenchy qualities of a second-rate ballet group pushed gross to \$41,200 for single stanza.

Jan. 22.—San Carlo Opera Company, playing from Sunday to Sunday, did \$30,600, a very good showing, equal to earlier seasons.

Feb. 13—"Rigoletto," single performance by New England Opera Theater, grossed \$4,900.

April 21.—"Abl Gezunt," starring Molly Picon did \$5,100 in five performances.

April 26.—Metropolitan Opera in for a week and a day, did a fabulous \$127,700, all but a complete sellout.

May 1.—Ballet Russe De Monte Carlo. One week's engagement drew a sturdy \$31,500.

Season's total gross: \$413,200. Total playing time: 12 weeks, three days.

BRATTLE THEATER

Oct. 6.—"Twelfth Night," starring Betty Field. Two weeks, four days.

Oct. 19.—"The Sea Gull," starring Luise Rainer. One week, five days.

Nov. 2.—"Don Juan in Hell," starring Claire Luce. First professional performance in America. One week, five days.

Nov. 16.—"The Guardsman," with Viola Roache starred. One week, five days.

Nov. 30.—"Henry IV," by Pirandello, with Ian Keith starred. One week, five days.

Dec. 13.—"Misalliance," five days.

Jan. 19.—"Troilus and Cressida," two weeks three days.

Feb. 8.—"Shadow and Substance" starring Julie Haydon. One week, five days.

Feb. 22.—"King Lear," starring William Devlin. Five weeks, five days.

April 11.—"The Wild Duck," starring Blanche Yurka. Two weeks.

April 28.—"Yes Is for a Very Young Man." One week, three days.

May 11.—"The Country Wife," starring Cyril Ritchard and Madge Elliott. Three weeks, four days.

Theater open a total of 28 weeks, one day, and has averaged a weekly gross of \$3,000. This is remarkable considering the specialized types of plays and the 500-seat capacity of the theater. Probably the total season's gross was between \$125,000 and \$130,000, exclusive of a summer operation.

COLONIAL THEATER

Oct. 10.—"Regina," Opera, mislabeled musical play scared customers away, doing \$15,700 the first week, \$15,200 the second.

Oct. 31.—"Texas Lil' Darlin'," got a middling reception and did poorly in each of three weeks: \$20,800, \$21,500 and \$16,300.

Nov. 24.—"The Rat Race" got a mixed reception and did poorly in a week and a half \$11,700 for the first few days, \$18,800 for the full week.

Dec. 12.—"As You Like It," Theater Guild's production, warmly received and did fair business in two frames: \$24,700 the first, \$25,200 the second.

Dec. 26.—"Brigadoon," on a return engagement, back for four weeks and top business: \$31,700, \$27,300, \$25,900 and \$28,400.

Jan. 22.—"Yoselle, the Nightingale," with Maurice Schwartz, in for a week and a day and a fair \$9,700 for this specialized attraction.

Jan. 30.—"Come Back, Little Sheba" came in without much fanfare, got fair notices but did poorly as do most serious plays in this town. Got \$12,700 the first frame, \$12,600 the second.

Feb. 14.—"The Wisteria Trees," despite a much-touted production and the presence of Helen Hayes, did only fairly well. First short week racked \$22,700. Next two full weeks got \$26,100 and \$26,000.

March 6.—"Mister Roberts" finally hit Boston, despite earlier predictions that the censors wouldn't take it. In 12 weeks, to June 3, the grosses have run like this: \$30,400, \$30,800, \$30,500, \$29,400, \$29,100, \$28,800, \$28,200, \$25,500, \$26,200, \$21,400, \$12,400, \$15,900. And still going strong, probably lasting thru July.

Season's total gross, \$690,600. Total playing time: 28 weeks and one day.

(Continued on opp. page)

Philly Season Looms Big With 16 on Sked

PHILADELPHIA, June 17.—Altho the past season saw the legitimate stage here dipping to its lowest ebb in 16 years in respect to the number of attractions offered, the 1950-'51 season promises a bonanza of bookings. The local Shubert office, which manages the town's four stage temples, announced a dozen shows definitely slated for presentation here. Six of them will be viewed prior to Broadway.

The tryouts will include four musicals—a ballet-and-ballad version of Booth Tarkington's *Seventeen* with tunes by Alec Templeton and book by John Cecil Holm and Stella Unger; *Toyland*, a new tune show by E. Y. Harburg and Fred Saidy; *Tsk! Tsk! Tsk! Paree*, an Olsen and Johnson revue now touring the West Coast, and *Out of this World*, the Cole Porter musical based on the *Amphitryon* legend, which skeds to preem October 18 at the Shubert Theater.

Completing the sextet of test run shows will be a revival of *King Lear*, starring Louis Calhern, and a London hit, *Ring Around the Room*.

Also definite for next season are Katharine Hepburn's production of *As You Like It*; the D'Oyly Carte Gilbert and Sullivan opera company, and return visits by *Mister Roberts*; *Kiss Me, Kate*; *Les Ballets de Paris* and *Oklahoma*.

In addition to the dozen, the Theater Guild promises for its subscription series of six shows such items as *I Know My Love* with Alfred Lunt and Lynn Fontanne; Maurice Evans in *The Devil's Disciple* and four new plays—Sampson Raphaelson's *Hilda Crane*, Arnold Shulman's *My Fiddle Has Three Strings*, David Snow's *The Long Days* and George Northrop's *The Head of the Family*.

Two other items coming are *Come Back, Little Sheba*, with Shirley Booth and Sidney Blackmer; and the premiere of *Bless You All*, a new revue by Harold Rome and Arnold Auerbach.

The 16 shows figured at this early date stack up even stronger when it is remembered that the season just concluded saw only 40 attractions coming to town.

Off-Broadway Review

MASTER-BUILDER SOLNESS

(Opened Thursday, May 25)

CHERRY LANE THEATER

A drama by Henrik Ibsen, adapted by Marie Donnet. Staged by Miranda D'Ancona and Audrey Hilliard. Sets by Eugene Walter. Stage manager, Wells Hough. Press representative, Bernice G. Hellburn. Presented by Repertory Theater, Inc.

Knut Brovik Winton Sedgwick
Kala Fossli Audrey Hilliard
Ragnar Brovik Henry Waldon
Halvard Solness John Scanlan
Aline Solness Marie Donnet
Doctor Herdal James Arenton
Hilda Wangel Miranda D'Ancona

The Repertory Theater, Inc., 1950 adaptation has done much to alleviate the ponderousness of Henrik Ibsen's *Master-Builder Solness*. Except for some highly out-of-place slang, Marie Donnet has given the old masterpiece some modern meaning, while still remaining faithful to the original. Production-wise, the group deserves back-pats for noble effort. Some lack of maturity of the players is responsible, perhaps, for their not fully understanding their roles and grasping the tougher scenes; their eager intense approach to the play for missing the few light, humorous touches which the old boy did intend. But on the whole, their efforts bring forth a strong measure of success, and indicate even greater achievements in future productions.

John Scanlan as Halvard Solness, the master builder, has much to contend with. Besides the battle with God, the possession by trolls, frustrations and fear of the younger generation written into the role, he has personal speech and body mannerisms to overcome. Despite these hurdles, he brings a power to the script. Miranda D'Ancona as Hilda Wangel, who goads her fearful, cowardly master builder to great strength, symbolized in his climb to the top of a tower, wanders from the path trod by Eva LeGallienne in the same role, and never quite reaches her goal.

Less taxing tho their roles may be, the minor players have matters more under control. Marie Donnet as Mrs. Solness, gives a moving and tender portrayal of the down-trodden wife. She never oversteps her bounds, yet plays the part to its fullest. Hers is the outstanding performance. James Arenton and Henry Waldon can take special bows as the doctor and the draughtsman, respectively. Over-all there is a unity of playing which is highly commendable.

Miss D'Ancona and Audrey Hilliard have staged the play well against an excellent modern background by Eugene Walter. No one is given credit for costuming, which is just as well, especially since Miss D'Ancona's costume puts her at disadvantage with its poor design. The men fare better. But the general appearance of the women is very bad indeed.

The Repertory Theater, Inc., deserves praise for its production of *Master-Builder*, the fact remains that the script is not Ibsen's best, nor the group's either for that matter. But they do show what they can do, which is more than enough, at least, to make this reporter want to see more.
Dennis McDonald.

\$ History of Boston Season

(Continued from opp. page)

PLYMOUTH THEATER

Oct. 10.—"I Know My Love," on Guild subscription for first two weeks, with Lunt and Fontanne, did \$27,800, \$29,100 and \$30,500 on the open week, breaking the house record.

Nov. 3.—"The Father," praised by some local critics, but barely got by with \$8,200 for the first short week and \$12,800 for the second full one.

Nov. 21.—"The Man Who Came to Dinner," with Monty Woolley, drew a respectable \$15,100 and \$14,000, despite having played here half a dozen times and being shown in every near-by summer theater.

Dec. 26.—"Happy as Larry," surrealist theater piece with Burgess Meredith, booked for two frames, but lasted only one, taking \$8,500.

Jan. 8.—"The Happy Time," gently rapped by some reviewers, but did a snappy \$18,500 the first week, \$23,000 the second.

Jan. 23.—"The Madwoman of Chaillot," played one week at the Plymouth to the tune of \$20,000 before moving to the Shubert for two more frames.

Jan. 30.—"Diamond Lil," Mae West's free-wheeling opus, The clamor for seats was deafening to the tune of \$26,500 the first week, \$28,000 the second.

Feb. 13.—"Streetcar Named Desire," on a return date showed itself a strong grosser, taking \$22,800, \$24,900, \$21,000 and \$19,200 in the four weeks.

April 3.—"Riverside Drive," with Maurice Schwartz, played a week to a respectable \$9,700.

April 10.—"Tickets, Please!" looked bad locally and got rapped. Did \$10,000 in each of two weeks here, hardly enough to pay expenses.

April 24.—"That Lady," Even the magical Katharine Cornell name couldn't draw over \$14,600 in a middling play.

May 5.—"The Cantor's Boy," Yiddish musical, did a passable \$3,200 in three days. Season's total, \$398,500. Total playing time: 21 weeks and one day.

SHUBERT THEATER

Sept. 19.—"Goodbye My Fancy," opened the Boston season and did only fair for three weeks: \$18,700, \$17,200 and \$14,900.

Oct. 10.—"Anne of the Thousand Days" was okay for two frames; \$21,300 and \$28,300.

Oct. 31.—"Private Lives," with Talullah Bankhead, romping at \$17,800 the first week, \$21,300 the second.

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

Dec. 8.—"Alive and Kicking" was generally beaten by the critics and reflected this at the box office. For three weeks the take was \$15,000, \$25,000 and \$15,100.

Dec. 26.—"Dance Me a Song," review received with cold politeness, drawing weak money in three stanzas: \$16,000, \$15,600 and \$10,000.

Jan. 16.—"Arms and the Girl" was a big thing here, with \$28,600 the first week \$35,900 the second.

Jan. 30.—"The Madwoman of Chaillot," after a week at the Plymouth, played the Shubert for two more at \$24,400 and \$22,600.

Feb. 13.—"Now I Lay Me Down To Sleep" received in utter confusion by the reviewers and public to the slow tune of \$12,600 and \$8,100.

Feb. 22.—"Lend an Ear," on a return engagement, did okay with \$27,100 the first week, \$29,400 the second.

May 10.—"Miss Liberty" was warmly received to the tune of \$30,500, \$34,800 and \$31,200.

May 15.—"Diamond Lil" back in the same season for pretty good business: \$18,800 the first week, \$18,300 the second.

Season's total gross, \$600,100. Total playing time: 27 weeks and one day.

WILBUR THEATER

Sept. 26.—"Double Bill," Maurice Evans and Edna Best, in two Terrence Rattigan plays, did a poor \$12,000 for each of two frames.

Nov. 14.—"The Closing Door" slammed shut with \$4,800 and \$2,100 for two frames.

Dec. 12.—"The Velvet Glove" did quiet business in two weeks, pulling \$9,000 and \$6,900 respectively.

Dec. 26.—"Summer and Smoke," on Guild subscription, got along on \$15,800 and \$17,000 for two weeks.

Jan. 9.—"Design for a Stained Glass Window" was seriously, tho coldly received to the tune of \$4,200 and \$5,800 for two frames.

Jan. 23.—"An Old Beat-Up Woman" came in for two weeks, and canceled out the second when the bad news came in: \$5,100 for one week.

Feb. 6.—"Yes, M'Lord," on Guild subscription, drew a respectable \$15,400 and \$15,900.

Feb. 24.—"The Heart of the Matter," in a world premiere, came in for three weeks, but opened late and finally played a week and a couple of days. Two days at \$4,400 made a week at \$5,000 look sick.

March 20.—Cornelia Otis Skinner, in a week's repertory of her solo dramas, did fine business, taking \$7,700.

Season's total gross, \$142,100. Total playing time: 15 weeks.

Out-of-Town Review

THE SCHOOL FOR SCANDAL

(Opened Wednesday, June 7)

CIRCLE THEATER, HOLLYWOOD

A comedy by Richard Brinsley Sheridan. Directed by Jerry Epstein. Settings by Robert Tyler Lee. Stage manager, Richard West. Publicity, Cleary-Strauss & Associates. Presented by Circle Players.

Lady Sneerwell Naomi Stevens
Snake Richard West
Sneerwell's Servant Joe Piscone
Joseph Surface John O'Malley
Maria Catherine Gittings
Mrs. Candour Janet Brandt
Crabtree Wheeler Dryden
Sir Benjamin Backbite Charles Bianco
Sir Peter Teazle William Schallert
Rowley Steven Meyer
Lady Teazle Marie Wilson
Maid Mary Munday
Sir Oliver Surface John H. Goldsworthy
Bill Broker Michael Hadlow
Trip Nari Drevjen
Charles Surface Allan Nixon
Sir Harry Bumper Sydney Chaplin
Gentlemen Robert Sherman
Careless Jack Conrad

Marie Wilson is a great comedienne, both on radio and in flickers. As a straight, dramatic actress, however, she leaves much to be desired. The beautiful Marie's Circle Theater debut in *School for Scandal*, has its moments, but the gal's forte is comedy—not subtle delivery of tricky lines. Sheridan's ancient parlor

piece, streamlined and modernized by the resourceful Circle group, provides some bright laughs, thanks to a talented cast and smooth, alert direction by Jerry Epstein. Even tho some of the key roles are near actor-proof, there remained much to be done to polish the period piece, and the Circle group does a bang-up job.

As for Miss Wilson, it can be stated that she makes a fetching, sexy, sometimes exciting picture as the country bumpkin turned into a lady by marriage to an English noble. Lacking, however, are the nuances, shadings and sly intonations called for. At times, she portrays her complex role with deft and telling skill; at other moments she merely mouths the author's words, tossing away some of the play's best phrases. First-night nervousness may have accounted from some lack of power but she is still wanting in acting versatility.

Circle Players have done a workmanlike job all the way. Stand-out characterizations were achieved by John H. Goldsworthy as Sir Oliver Surface, William Schallert as Sir Peter Teazle, and Wheeler Dryden as Crabtree. Others worthy of mention include Naomi Stevens, John O'Malley, Catherine Gittings, Janet Brandt, Michael Hadlow and Allan Nixon.

Costumes and settings were colorful and authentic, adding much to the charm of the Restoration period.
Allan Fischler.



BROADWAY SHOWLOG

Performances Thru June 17, 1950

	Opened	Perfs.
DRAMA		
Come Back, Little Sheba... (Booth)	2-15, '50	141
Death of a Salesman..... (Morosco)	2-1, '49	564
Detective Story..... (Hudson)	3-23, '49	517
Mister Roberts..... (Alvin)	2-18, '48	957
Peter Pan..... (Imperial)	4-24, '50	64
The Cocktail Party..... (Henry Miller)	1-21, '50	172
The Consul..... (Barrymore)	3-15, '50	109
The Happy Time..... (Plymouth)	1-24, '50	167
The Madwoman of Chaillot... (City Center)	6-13, '50	7
The Member of the Wedding... (Empire)	1-5, '50	188
The Wisteria Trees..... (Martin Beck)	3-29, '50	93
MUSICAL		
Gentlemen Prefer Blondes... (Ziegfeld)	12-8, '49	220
Kiss Me, Kate..... (Century)	12-30, '48	610
Lost in the Stars..... (Music Box)	10-30, '49	264
South Pacific..... (Majestic)	4-7, '49	492
Texas, L'I Darlin'..... (Mark Hellinger)	12-25, '49	236
Tickets, Please..... (Coronet)	4-27, '50	60
Where's Charley?..... (St. James)	10-11, '48	704
CLOSED		
The Show-Off..... (The Arena)	5-31, '50	(21)
(Week of June 17, 1950)		
COMING UP		
(Week of June 19, 1950)		
Julius Caesar..... (The Arena)	6-20, '50	

Silo Circuit

The Barter (Abingdon, Va.) Theater opened its 18th summer season Monday (12) featuring Madel Turner in the Aunt Penniman role of *The Heiress*. Incidentally, Theater Fair, new tent show project of Barter's, went into rehearsal last week in New York, prior to a six-week tour of Northern New York State. The tour is sponsored by Esso, Standard Oil Company of New Jersey, which is the first of the large corporations to lend assistance in bringing professional theater to the hinterlands.

Some future silo items sked the opening of the Keene (N. H.) Summer Theater for Monday (26). *The Streets of New York* leads off a list of five productions, each to run two weeks. Herbert Gellendre is staging and Joseph Wood is musical director. Nancy Walker revives her old role in *On the Town*, the lead-off bill at the Marblehead (Mass.) Theater July 3. Operator Jack Quinn opens his Southbury (Conn.) Playhouse Tuesday (27) with still another edition of *Harvey*. The Bass Rocks (Mass.) Summer Theater has set its opening date for July 1 with Richard Waring and Francesca Bruning starred in *What Every Woman Knows*.

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ROUTES

Dramatic and Musical

Death of a Salesman (Geary) San Francisco.
Getting Married (Orpheum) Kansas City, Mo.
Kiss Me Kate (Shubert) Boston.
Lend an Ear (Great Northern) Chicago.
Mr. Roberts (Colonial) Boston.
Oklahoma (Erlanger) Chicago.
South Pacific (Philharmonic Auditorium) Los Angeles.
Two Blind Mice (Harris) Chicago.

Burlesque

By UNO

DOLORES LELAND, with daughter, Dolores Brown, and husband, Kirk Brown, are playing summer legit stock at the Playhouse, Worcester, Mass. . . . Empire, Newark, N. J., shuttered June 22 for the season, with **Stinky and Shorty**, reunited, and **Nadine**, featured. . . . **I. B. Hamp** and **Gertrude Beck**, after closing at the Fox, Indianapolis, were slated to open at the Gayety, Detroit, but were forced to call it off because of a back injury sustained by Hamp. . . . **Milt Schuster's** bookings at the Palace, Buffalo, include **Eddie Innis**, **Marion Wakefield**, **Benny Moore**, **Jet Carroll** and **Pat Burns**, week of June 15, and **Artie Lloyd**, **Franzelle** and **Romayne**, June 22. Other placements by Schuster include **Tommy Miller**, **John Head**, **Dexter Maitland**, **Leah Wynn**, **Yvonne**, **Bobbie Faye** and **Bonnie Boyia**, Gayety, Detroit, June 15; **Bob Ferguson**, **Mary Murray**, **Joe DeRita**, **Wauneta Bates**, **Stanley Montfort**, **Honey Lee**, **Jerry Paul** and **Eugenie**, feature, Rialto, Chicago, June 15, and **Fred Frampton**, **Harry Bentley**, **Walt Collins**, **Sherry Shannon**, **Ethel Barri** and **Sherry Everette**, Follies, Chicago. . . . **Sammy Price**, recovered from a hemorrhoid operation, is headed for a Catskill mountain engagement with **Betty Jo Morgan**.

BENNIE PEARCE, eccentric comic from the Casino, Toronto, is in New York for a video show. . . . **Belasco**, Los Angeles, which opened in 1920 with legit and later switched to burly and pix, has been bought by the Immanuel Gospel Temple for a church. . . . **Saul Korman**, Independent Circuit owner, closed the Columbia, Detroit, for the summer. He will reopen the house in the fall with the policy of colored burly with traveling feature attractions, which proved successful during the last four months. **Mel (Bobo) Bourne** and **Bill Robertson**, comics, and **Eddie Lee**, straight, headline a unit which opens in Shelbyville, Ind., June 23. . . . **Georgia Sothorn** opened June 16 for two weeks at the Chanticleer Club, Baltimore, thru **Dave Cohn**. She hops from there to the Casino Club, Rockville, R. I., and the Ebony Room, Milford, Conn. . . . **Sammy Smith**, following week of June 16 at the Globe, Atlantic City, starts his seventh summer season July 1 at Shawanga Lodge, Highview, N. Y. . . . **Jean Bedini** and **Joe Malino** are with Steeplechase Park, Coney Island, N. Y., the former as ticket taker at kiddieland, and latter as ticket seller on the Boardwalk. . . . **Jack Montgomery** wound up a season as producer at the Hudson, Union City, N. J., June 4 and left to supervise a girlie group for four weeks at **Julio DeJoris's** Show Club, Calumet City, Ill. . . . **Dardy Orlando** continues as added attraction at **Minsky's Rialto**, Chicago. . . . **Tommy Brice** rejoined **Cole Bros.' Circus** in Pittsburgh, where he will work novelties for **Frank Repraz**.

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Richards' Health Subject Of Clash in L. A. Hearing

(Continued from page 4)

Richards' heart condition could prove fatal if he were subjected to appearing at the hearing. **Benedict Cottone**, FCC general counsel, asked that a doctor acquainted with Richards' case history testify in person. **Dr. Roy E. Thomas**, of Los Angeles, stated he had treated Richards for the past 12 years and that, in his opinion, the station owner's cardiac condition is so severe his presence on the stand could bring death.

Dr. Thomas was ordered to submit his medical records on Richards to the commission, to be reviewed by **Lieut. Comdr. Arthur Dahlgren, M.D.**, of the Public Health Service. In his testimony, **Dr. Thomas** revealed that the station owner had been hospitalized by a heart attack and had received repeated warnings to lessen his biz activities. **Cottone** asked if attendance at horse races, football games and participation in renewing **WJR's** affiliation with **CBS** would exert the station owner as much as would taking the stand. The doctor retorted the above activities could be classified as recreation and, a bit miffed at being on the stand so long, cracked: "I don't consider this recreation."

Battle to bring Richards to the stand continued when **Robert Reynolds**, **KMPC** general manager, was called by **Cottone** to testify. **Cottone** probed **Reynolds** for almost three days, concentrating during the final day on the extent of Richards' activities.

Fact that **Cottone** had opened the case by calling on station's witnesses brought a blistering attack from **Hugh Fulton**. **FCC's** counsel retorted that he would present his side of the case in the manner he saw fit. **Fulton** then charged that **Cottone's** insistence to go first indicated that these proceedings were held for revocation of license and not renewal of application. (According to **FCC**

procedure, the station can go first during license renewal proceedings, but during revocation hearings the government presents its charges first.) **Cottone** asked **Fulton** how the government could possibly revoke a license that has already expired and is now up for renewal.

In questioning the **KMPC** manager, **Cottone** sought to corroborate **Clete Roberts's** testimony during the previous hearing. **Roberts**, at that time, stated he was fired by Richards following a report on **Gen. Douglas MacArthur** in which he referred to the general's alleged physical infirmities. **Roberts** then charged that Richards was boosting **MacArthur** as a possible presidential nominee and that mention of these infirmities ruined the general's chances for office. In delving into **Reynolds's** version of the incident that led to **Roberts's** discharge, **Reynolds** testified that he—not Richards—personally fired **Roberts** because of his "calculated defiance" of station policy. "I had begun to lose confidence in **Roberts** as an individual as a result of the **MacArthur** incident," **Reynolds** added, and "he was making uncomplimentary remarks around the station and was not a satisfactory employee."

Cottone then introduced in evidence a letter from **Reynolds** to Richards and **Harry Wismer**, veepee of the three stations, dated February 3, 1948. In part it stated:

"**Clete Roberts** will submit his resignation or express desire to continue with us by Thursday or Friday of this week. He understands thoroly that he can do the latter only on the basis that he will go along 100 per cent with company policies. These policies: A. To do everything within our power to elect a new administration. B. Curtail special events operations. C. Dispense with at least one or possibly two writers. My opinion is that he will resign."

151 Listed in 'Report on Commie Radio-TV Influences'

NEW YORK, June 17.—American Business Consultants, publishers of an anti-Communist news letter called *Counterattack*, will release Thursday (22) a 215-page book, *Red Channels*, subtitled "The Report on Communist Influences in Radio and Television."

Channels's introduction makes the point that, with the constant and rapidly increasing circulation of video, coupled with radio's long-established and tremendous coverage of the American home, broadcasting and telecasting are considered by the Communists their No. 1 propaganda medium in this country. The book declares itself to be an expansion of **J. Edgar Hoover's** statement before a congressional committee March 26, 1947, to the effect that: ". . . The (Communist) party has departed from depending on the printed word as its medium of propaganda and has taken to the air. Its members and sympathizers have not only infiltrated the airways but they are now persistently seeking radio channels."

The book lists 151 names of producers, writers, actors, directors and others in radio, television and other branches of show business, tho it makes no charges that any or all of these people are Communists or even fellow travelers. Alongside each per-

son's name is reported information which *Channel* says: ". . . Is taken from records available to the public." Reports of various committees (the California Un-American Activities Committee, for example) are freely quoted, signatories to various Communist-front organizations' advertisements are named, etc.

In introducing the names, *Channel* states: "The purpose of this compilation is three-fold: (1) To show how the Communists have been able to carry on their plan of infiltration of the radio and television industry; (2) to indicate the extent to which many prominent actors and artists have been inveigled to lend their names, according to these public records, to organization espousing Communist causes—this regardless of whether they actually believe it, sympathize with or even recognize the cause advanced; (3) to discourage actors and artists from naively lending their names to Communist-front organization or causes in the future."

The book also points out that ". . . in screening personnel, every safeguard must be used to protect innocents and genuine liberals from being unjustly labeled."

In addition to the names of the 151 show business people listed, the book also lists 131 organizations. These are described as being listed in "citation by official government agencies of organizations and publications found to be Communist or Communist-front prepared and released by the Committee on Un-American Activities, U. S. House of Representatives, December 18, 1948."

Magic

By Bill Sachs

THE JOHNSTONES opened at the Monteleone Hotel, New Orleans, June 14, for two weeks, after which they hie themselves back to their native Chicago for a week of club dates. From Chi they are slated to head for the Trocadero Club, Henderson, Ky., and plan to be back in their established New England territory by mid-July. . . . **Jerry Bergmann**, European youngster who got his start in pro magic in St. Louis a few years ago, is currently showing his wares at **Ciro's** in London. . . . **Harold Bolloin** and **Dick Burke** were awarded the Annual Gold Award of Assembly 47, Society of American Magicians, Rochester, N. Y., as a result of a combined audience and club vote held at a recent show at **Honeoye Falls**, N. Y. The two tied for first place, so duplicate awards were made. **Bolloin** was recently elected president of Assembly 47. . . . **Joan Brandon** is currently displaying her magical dexterity at the **Mapes Hotel**, Reno. . . . **Ramon LaRue (Sir Edwards)** is pictured in the June 19 issue of *Life* magazine doing his sensational act of escaping from a straitjacket while suspended by his ankles from a flying helicopter. . . . **Ray Amy**, St. Louis magician-mentalists, typewrites of recently catching **Chan Loo** and his company in "Horrors of the Orient," a 45-minute display of magic presented as a midnight show along the ghost show idea. The unit is playing one-nighters thru Kansas and Missouri. "Show is fast moving," **Amy** writes, "with **Chan** carrying two fem and one male assistants. The show features the **Wolf Man** and is one of the snappiest and most clean-cut presentation of its type I've ever seen. He closes with the **Temple of Benares** and carries his own accompanying film." Also in St. Louis at the moment, according to **Amy**, are **L. Guy Gerber**, who is working fair dates out of the **Joe Smith Agency**, and **Joe Thomas**, who works along the lines of **Russell Swann**, with original and solid materials. **King Baile**, veteran outdoor magician, is working the **Lindhorst Magic Den** in St. Louis.

MYHRE THE MAGICIAN (Ed E.

Myhre) is back in his regular summer territory in the Dakotas after six months in Kansas and Oklahoma. It's his 44th year on the road. "Business in Kansas was very good," **Myhre** writes. "Had a pleasant visit with **King and Hazel Felton** at **Topeka**, Kan. Caught one of their programs at a lodge date. No double lifts or thumb tips but plenty of ducks and rabbits. And did that audience eat it up! They are old-time trouper who can really sell a magic act." . . . **Wormald**, who bills himself as the "Whirlwind Magician," returned to his quarters in Oklahoma City recently after a successful trek thru Texas with his unit, and last week hopped into Chicago on a two-week shopping expedition to prep for his fall opening. "Met many magic old-timers on my Texas tour," **Wormald** writes. At Austin, **Herman Yerger**, the Hindu mentalist, and a group of his friends caught our performance, and we had a get-together after the show at **Herman's** attractive clubhouse. While playing near San Antonio, enjoyed visits with **Mr. and Mrs. Doc Mahendra**, **Mr. and Mrs. Harry Otto**, and **George Pughe**, of the **Ward Bros.' Circus**, and it wound up in a gay party. **Pasha**, veteran mentalist, and his wife came down from Dallas for the event." **Wormald** is slated to return to Oklahoma City this week to begin the overhauling of his show for the fall season. . . . **Merv Taylor**, magic dealer, and **Bob Haskell**, Hollywood trixster, jumped to Detroit following the recent **IBM-SAM** convention in Chicago for a visit with the **Harry Cecilis** and **Roy Halls**. . . . **Mrs. Guy Stanley** is disposing of her late husband's large collection of magic and books at her home in Utica, Mich.



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SCHENECTADY, N. Y.



KELLY MASTER, well-known leading man with Midwestern rep and stock companies a number of years ago, recently had his second novel, "Piney," published and distributed by Little, Brown & Company. Using the pen name, Zachary Ball, Master also has contributed short fiction to a number of national publications. An adventure tome, "Joe Panther," is being brought out in the fall by Holiday House. Its setting is Miami, where Master now makes his home.

Sunds Ready Iowa Tenter

GRINNELL, Ia., June 17.—A new tent rep show is being launched by Jess and Dot Sund, according to Dr. J. Sampson, showman of this city. The Sunds, well-known repsters, have just closed 15 weeks of circle stock in surrounding towns to good business.

The show will play under canvas, seating 1,000. The Sunds plan a no-reserve-seat policy. Route covered will be the same as that covered by the old Hila Morgan and Ward Hatcher shows thru Iowa. Already booked is the Bussey, Ia., Celebration.

The Sunds have signed a cast including Ray Zarlinton, Bernice Zarlinton, Carl Parks, Melie Zarlinton, Ted Dearing, Ralph Blackwell, Flossie Smith and Glen Smith.

Live Talent Used At Pa. Open-Airers

PHILADELPHIA, June 17.—Promotions, and live talent are being utilized by the drive-in theaters in the area to promote attendance. The Keystone Drive-In on Hershey Road, one mile east of Harrisburg, Pa., presented its first stagemusical last week in offering Mabel Seiger and her Sons of the Plains. Max Chapman, manager of the drive-in, presented the Western group of five people from the roof of the refreshment building in full view of all the automobiles. Eugene Plank, manager of the Reading Drive-In near Reading, Pa., is conducting a radio advertising program similar to "Top the Music." The program is called "Mr. Naughty" and is presented on Tuesday and Thursday nights.

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Personnel Switches, Added Spots Mark Conn. Operations

HARTFORD, Conn., June 17.—Jack O'Sullivan, former manager of the Garde Theater, New London, Conn., has been appointed manager of the Lockwood-Gordon-Rosen Drive-In Theater, Danbury Conn. He replaces William Moore, resigned. Frank Fitzgerald has been named concessions manager at E. M. Loew's Milford Drive-In Theater, Milford, Conn.

Rochester, N. H., City Council has granted James and Michael Nadeau, Dover, N. H., authority to build a drive-in in Rochester. Willard B. Rogers, head of the Will Rogers Drive-In, Columbia, Conn., has been re-elected president of the Symphony Society of Greater Hartford. Louis Consolini has opened his new 500-car capacity Drive-In Theater at Canaan, Conn.

Interstate Theaters Corporation has announced plans for immediate construction of a \$125,000 700-car capacity drive-in near Quinebaug, Conn. Project will be the first of its kind in Northeastern Connecticut. Erwin G. Neumann, Interstate theater district manager will have charge of the new spot which will feature the latest type sound and projection equipment, and individual in-car speakers.

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

Slout's "Tom" In Press Rave

DETROIT, June 17.—The Slout Players' special production of *Uncle Tom's Cabin* for the Michigan Historical Society Wednesday (14) at Albion, Mich., was the subject of a feature article in the Sunday issue of *The Battle Creek Enquirer-Times*.

The writer pointed out that Slout believes that his is the only show now on the road producing this historic play, about to achieve its hundredth anniversary.

These facts were a basis of the decision of the Historical Society to invite members from all parts of the State to attend the unusual event.

Roberson Wis. Biz Below Other Years

BEAVER DAM, Wis., June 17.—Roberson Players, working their second Wisconsin stand of the season here, report business off somewhat from previous years.

Date at the fairgrounds here, June 12-19, was substituted at the last minute when the original stand at Portage, Wis., was altered due to heavy cheese maker's convention in that city. Local date marks the 27th annual return to this area for the Roberson & Gifford, Inc., combine. Show still consists mainly of a 45-minute vaude stint before the plays go on. Acts are backed by a three-piece musical combo and troupe totals 13 persons.

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

Sunday Services Held At Peekskill Location

PEEKSKILL, N. Y., June 17.—Hollowbrook Drive-In, a 600-car unit which preemed here last week, is being utilized Sunday mornings for church services.

Amplifying units are attached to the worshiper's cars so that the sermons, delivered from the top of the projection booth, can be heard with ease and clarity.

Six ministers in the North Haven area have organized the Wayside Worship Committee to hold morning services at the drive-in theater on Sundays "because of the special conditions which exist during the summer."
(See PERSONNEL on page 153)

Pic Stars See Brunk's Show At Canon City

CANON CITY, Colo., June 17.—Brunk's Comedians, currently making a tour of established Colorado territory, had several film actors as guests at their performance of *The Only Road* during their local stand last week. While MGM Pictures was shooting scenes for its *Vengeance Valley*, Burt Lancaster, Robert Walker, Ray Collins and a number of other pic performers took in Brunk's Thursday night (8) show.

Following the performance, all went back stage and visited with personnel on the unit. Lancaster at one time trouped with the Bill Kreow show and a number of circuses. Walker is the former husband of Jennifer Jones, whose father is Phil Iseley.

Also visiting were Fred and Hazel Twyman, former repsters who make their home here. Fred has a part in the picture. All with the show were saddened to learn of the death of Frank B. (Perry) Ketchum. Kitty Farren has purchased a new vent dummy which she had named Boob. Kitty's brother is expected to join the org soon.

Local stand marked the show's first appearance in the mountains. A number of the personnel made a trip to Pike's Peak to see the sunrise, while the entire show held a picnic at Royal Gorge during the engagement.

Bryant To Direct Chi Fair Showboat

CINCINNATI, June 17.—Capt. Billy Bryant, former operator of the Bryant Showboat, has been named to direct activities at the land-locked showboat at the 1950 Chicago Lakefront Fair, he announced during a visit to the Queen City this week.

Bryant, who has spent considerable time on lecture tours since he closed his showboat in 1942 after it had plied Ohio River waters for many years, also has appeared on television, the New York stage and in radio. He recently authored a book on the showboat titled, *Children of Old Man River*.

Former Frank Buck Zoo Becomes Drive-In Unit

NEW YORK, June 17.—The site at Massapequa, Long Island formerly occupied by the late Frank Buck's animal farm and circus arena, has been transformed into a drive-in theater, which opened last week. Buck liquidated his zoo shortly after the termination of the New York World's Fair in 1940 and some of the buildings were taken over by a phono record firm.

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

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Soundie, Subjects, 100 ft. each, for \$2.95. Used Victor and Kodascope Projectors, like new, \$150.00; Western Features, \$45.00 and up; empty 1600 ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; 2-Reel Shipping Cases, brand new, \$3.50 each; Mills Panoram Soundie Machines in Cabinet, \$125.00.
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Late Musical Westerns rented, \$7.50 two nights or sold outright. Acme Suitcase Projector, 2000 ft., complete with sound, \$95.00. Pair of Holmes Projectors, 200 ft., with amplifier and speaker, \$495.00. Shipping Cases, 2000 ft., for \$4.00 each. Silent Features, \$15.00; Shorts, \$3.50. Poster supply free lists.
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THE FINAL CURTAIN

ANDERSON—Bud E., owner of Seal Bros.' Circus, June 15 of injuries sustained in a truck accident near Forsythe, Mont. Services June 19 at Emporia, Kan. (Details in General Outdoor Department.)

BEDELL—Robert, 69, musician, recently in Brockville, Ont. He was at one time a member of the Majestic Theater Orchestra in Halifax, N. S. Survived by his widow, three sons and two daughters.

BENDOW—Wilhelm, 68, light comedian, May 28 in Einbeck, Germany. For over 25 years he was featured in niterfy shows, revues at the Scala Berlin and in radio. An auto accident two years ago forced his retirement.

BRANDSCHAIN—Herman, 36, assistant editor of *Broadcasting Magazine*, June 7 in New York. His widow and son survive.

BURKE—Abbey, 57, for 25 years operator of the Bluebird Novelty Company, Amherst, N. S., carnival merchandise house, recently in that city. Survived by his widow, four sons and a daughter.

BURKE—Joseph A., 66, writer of such old-time song hits as *Carolina Moon*; *Oh, How I Miss You Tonight* and *In a Little Gypsy Tearoom*, June 9 in Upper Darby, Pa. (See Music Department for details.)

CHRISTENSEN—H. G., 56, commercial film exec and director, June 10 aboard his boat off Huntington, L. I., N. Y. He directed the filming of many training films for the army on secret war developments and had been president of the West Coast Sound Studios and veepee of the Associated Sales Company. His widow survives.

CLEMONS—James K., 67, former song and dance man, June 5 in Hollywood. He had recently been a film bit player.

COLE—Olive Cooper, 58, former showgirl and light opera actress, June 15 in New York. She appeared in light opera companies thruout the country, including a company at the Harris Theater in Pittsburgh. She also made many silent films with such stars as Pauline Harris. Her last appearance was at the Silver Slipper in New York. A son, George, theater manager of the 14th Street Academy of Music, New York; a daughter, Floria Grayson, dancer, and another daughter survive. Burial in Cypress Hill Cemetery, Jamaica, L. I., N. Y., June 17.

DROGMAN—Max, 71, cellist, June 15 in New York. Born in Berlin, he played with Victor Herbert and the Berlin and New Orleans Symphony orks. His widow survives.

FISHER—Sallie (Mrs. Arthur Houghton), 69, former stage actress and one-time leading woman for John Barrymore, June 8 in Twentynine Palms, Calif., of a heart attack. Beginning her stage career in Chicago, she later moved to New York, where she starred in such musical comedies as *Mademoiselle Modiste*, *Eva* and

Watch Your Step, and with Barrymore in *The Stubborn Cinderella*. She became a vaude headliner before retiring in 1919. Survived by her husband and a daughter, Mrs. David Collins. Burial in Twentynine Palms June 13.

GARY—Charles D., 40, actor, June 6 in Sawtelle, Calif.

GILPIN—Charles III, 71, songwriter, suddenly June 10 at his office in Philadelphia. He composed songs for over 30 Mask and Wig shows at the University of Pennsylvania in Philadelphia, and for *Listen, Dearie*, a Shubert production. Survived by his widow, Adelaide V. Rodriguez, a daughter and a brother.

GORMAN—Clyde, 65, concessionaire with the Mid-Way of Mirth Shows for three years, recently in Hermann, Mo., of a heart attack. Burial in that city.

HALL—Orson Loftin, 73, former Chicago dramatic critic and editor, June 12 in New York. He worked on *The Chicago Journal* as a critic and later became an editorial writer, signing his pieces O. L. Hall. His sister survives.

HERSHEY—J. E. (Skimp), 37, auto race driver, in Atlanta June 12 of injuries sustained in a stock car crash the day before.

HIGGINS—Guy F., 78, retired film studio executive, in Hollywood June 11. Survived by a daughter, Mrs. Kathleen Anstine.

HOUGHTALING—Jonathan Franklin (John Law), 46, novelty manufacturer, of a heart attack in Los Angeles June 10. Survived by his widow, Jane; a daughter, Barbara; his mother, three brothers and a sister, all of Los Angeles. Burial in Inglewood Park Cemetery, Los Angeles, June 14.

JOHNSTON—Curtis, 45, former skater, recently in Moncton, N. B. In late years he had been selling advertising novelties. Burial in St. John, N. B.

JOMIER—George Francois Armand, 76, film technical advisor, June 13 in Santa Monica, Calif. He was a native of Paris.

KEMPER—Roy S., 61, secretary of the Missouri State Fair, Sedalia, June 14 in a Macon, Mo., hospital. (See General Outdoor Department for details.)

MAKOVSKY—Bohumil (Boh), 72, head of the music department of Oklahoma A&M College, Oklahoma City, for many years, June 12 in Stillwater, Okla., of a stroke. Early in life Makovsky lead a band with a road show. He went to Oklahoma City in 1903 and organized and directed a band at the Delmar Gardens, amusement park. He was named head of the college's music department in 1916.

MCLAUGHLIN—Earl, 60, manager of the Circus Mart, Guilford, Ind., amusement center, June 15 in Veterans' Administration Hospital, Dayton, O., of cirrhosis of the liver. Survived by his widow, Bertha, Guilford; two sons, Bud and Barney, and two daughters, Dorothy and Ruth. Burial in the Veterans' Administration Cemetery, Dayton, June 19.

MOORE—Rector (Doc), 66, showman, June 8 in Lawson Veterans Administration Hospital, Chamblee, Ga., of cancer. Survived by his widow, Mollie; a daughter, Bee Qualls, and four sons, Joe, Frankie, Monty and Rector Jr.

NIEDERHAUSER—W. H., veteran concessionaire, for the past two years with the Mid-Way of Mirth Shows, recently in Barry, Ill., of a heart attack. Survived by a daughter, a sister and a brother, all of Marshalltown, Ia. Burial in Marshalltown.

ROONEY—Mrs. Nettie, 64, who with her late husband, Frank Rooney, trouped with the Al G. Barnes Circus for years, recently in Madison, Wis.

SCOTT—Clyde Purcell, 48, manager of Station KECA, June 13 in Hollywood. Formerly sales manager for KFI and KECA, he was appointed general manager for the latter station in 1944, when it became part of ABC. His widow, Vivian, and a

daughter, Mrs. W. J. Gowdy Jr., survive.

SHEARER—Mrs. Constance Augusta, widow of artist John Porter Shearer and mother of dancer Sybil Shearer, June 12 in Lyons, N. Y. Two brothers and a sister also survive.

SPEARS—George E., 66, former well-known billiard player and exhibitionist, and father of Georgie Spears Jr., acrobat and contortionist, June 11 in Jackson, Mich., of a heart ailment. He owned the Spears Billiard Manufacturing Company in Jackson. He leaves two other sons, Hilton, Chicago; Eddie, Atlanta, and two daughters, Barbara, Lansing, Mich., and Billie, Wyandotte, Mich. Burial in Evergreen Cemetery, Lansing.

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STEVENS—Ada, 61, vaude sou-
brette, June 2 in Berlin. She was
married to Werner Stevens-Carter,
magician, and toured Europe with
him.

SUTHERLAND—George, 73, manag-
ing director of the Allan & Company
Music House, recently in Sydney.
(See Music Department for details.)

TOWNSEND—William I., veteran
member of the Fred Waring Pennsylvanians, June 11 in New York. Joining Waring in 1922 as a violinist, he later was head copyist in charge of the group's music library. A daughter, Ann, survives.

WALKER—Mrs. Margaret McHugh,
47, with RKO theaters in Cincinnati
for 15 years, June 13 in Bethesda Hos-
pital, that city. Survived by her hus-
band, Harry, and two brothers, John
and James.

WASHBURN—Nelson (Chief), 68,
in recent years a magician with Helen
Golden's Side Show on the Page
Bros.' Shows, recently in a Tampa
hospital of a heart ailment. Early
in life he was with legit shows and
circuses.

WELSH—Edward, 60, concession-
aire at Mission Beach, Calif., in San
Diego, Calif., June 9. Burial in Pa-
cific Coast Showmen's Club plot,
Evergreen Cemetery, Los Angeles,
June 15.

Marriages

BARRY-WHITE—Philip Barry Jr.,
stage manager, and Patricia Allen
White, actress, June 11 in Wilton,
Conn.

BERNSTEIN-KAHN—Fred L.
Bernstein, assistant general manager
and sales manager of WTTM, Tren-
ton, N. J., and Anita Kahn June 4 in
that city.

DOWLING-BOWDEN—Osmond G.
Dowling, editor of *Radio Revue*, and
Frances Bowden June 1 in Dublin.

LAINE-GREY—Frankie Laine,
singer, and Nan Grey, film actress,
in Beverly Hills, Calif., June 15.

Le BELL-DUGAN—Michael Le
Bell, tele cameraman, and Margaret
Jean Dugan June 10 in Los Angeles.

LENAHAN-ARCHBOLD—Dennis
Lenahan, salesman for Eagle-Lion-
Classics pictures in Detroit, and Helen
Archbold recently in that city.

MOLINARO-KELLER—Louis Mo-
linaro and Jane Louis Keller, daugh-
ter of George J. Keller, Bloomsburg,
Pa., animal trainer, recently in that
city.

MOORE-WHEELER—Billy Moore,
drummer, and Lou Wheeler, both
with Raynell's *Pin-Up Parade* on Cet-
lin & Wilson Shows, June 3 in Union-
town, Pa.

ROH-THORPE—Frank J. Roh Jr.
and Marilyn Thorpe, daughter of
Mary Astor, actress, in Van Nuys,
Calif., June 15.

ROSS-REINER—Kal Ross, dis-
jockey at WPEN, Philadelphia, and
Judy Reiner, model, June 11 in Moun-
Vernon, N. Y.

SHAVER-GARRAMONE—Ralph
G. Shaver Jr., band leader and son
of the Albany, N. Y., booking agen-
and ballroom operator, and Grace
Garramone, daughter of Michael Gar-
ramone, Albany Seeburg phono op-
erator, June 4 in that city.

STRONG-MAJURE—Jerry Strong
Washington radio and TV emcee (*TV
Shopper's Review*, WINX, and the
Jerry Strong Show, WRC), and Lucie
Majure, his assistant, recently Chevy
Chase, Md.

WEITZEL-ZOTTER—Kenneth P.
Weitzel and Rose Zotter, secretary of
Theatre Control Corporation, Detroit,
June 24 in that city.

XANTHO-TALLAS—Peter Xantho
stage manager of Clutterbuck, and
Mary Tallas, actress, June 4 in New
York.

Births

Twin boys, Martin Louis and Mil-
ton Lee, to Harry (Bing) and Mil-
dred Bernstein June 11 in Bethesda
Hospital, Cincinnati. Father was a
concessionaire with Polack Bro.
Circus, Eastern Unit, until recently
and prior to that was a bingo op-
erator on the Johnny J. Jones Ex-
position.

A daughter to Mr. and Mrs. Larry
Alexander June 2 in Chicago. Father
is an announcer at WBBM.

A son to Mr. and Mrs. Buddy Allen
June 5 in Miami Beach, Fla. Father
is a talent agent and booker.

A daughter to Mr. and Mrs. Ken
Grant recently in Houston. Father
an announcer at KNUZ.

A daughter to Mr. and Mrs. Gar-
Miller June 5 in Chicago. Father
in the continuity department at
WBBM.

A son to Mr. and Mrs. Carl Wand-
rei recently in Detroit. Father is with
the Jam Handy Organization, Detroit.

A daughter to Mr. and Mrs. Dick
Ortner May 30 in Chicago. Father
is an ABC producer in Chicago.

A daughter to Mr. and Mrs. William
Nelson May 30 in Chicago. Father
a member of the WBBM orchestra.

A son to Mr. and Mrs. Allan Shinn
May 30 in Pittsburgh. Father is with
Howdy Baum's ork.

A son, Michael, to Mr. and Mrs.
George Thomas June 5 in Philadel-
phia. Father is co-star on TV *Jam
boree* on Station WCAU-TV in that
city.

A son to Mr. and Mrs. Bernard
Whiteman in Detroit recently. Father
is accountant for the Korman Thea-
ters Circuit.

A daughter, Cynthia Anne, to Mr.
and Mrs. Daniel W. Kops recently in
New Haven, Conn. Father is veepee
and general manager of WAVZ, New
Haven.

A son, Thomas, to Mr. and Mrs.
Frank Thompson June 4 in Benning-
ton, Vt. Mother is the former Con-
chita (Snookie) Morales, trampoline
performer; father is a snare drummer.
They were with Biller Bros.' Circus
last season.

A daughter, Joan, to Mr. and Mrs.
Bob Shea recently in St. Louis. Father
is an announcer for KXOX.

A son, John Jr., to Mr. and Mrs.
John White recently in St. Louis.
Father is in charge of KXOX-FM
sales.

A son to Mr. and Mrs. Jim Moore
June 6 in San Francisco. Father
an announcer at KGO, San Francisco.

Divorces

Johanne Havens-Montegale Stand-
er from Lionel Stander, actor, in Lo-
Angeles June 6.

Erica Strong, actress, from Eric
Seelig, costumer, in Los Angeles June
5.

Joan Blondell, actress, from Mike
Todd, legit producer, June 8 in Las
Vegas, Nev.

Mrs. Annette Silvers from Lou
Silvers, orchestra leader, June 5 in
Los Angeles.

Mimi Forsythe, actress, from James
Parnell Turner in Los Angeles June
12.

John Shepard

John Shepard III, 64 a de-
partment store exec and pioneer
in radio broadcasting, died in
Brooklyn, Mass., June 11 of a
heart ailment. A trustee of the
Yankee Network, organized by
his father, he continued as its
head after it was sold to the
General Tire & Rubber Com-
pany. Shepard was one of the
founders of the first FM chain,
the American Network, in 1941,
and was president that year of
FM Broadcasters, Inc. He was
also named president of the
American Broadcasters' Associa-
tion in 1942, when it was
formed. Shepard did much to
foster broadcasting of many
sports and was one of the
founders of the Mutual Broad-
casting System. His widow,
three daughters and a brother
survive. Burial in Brookline
May 13.

ALFRESCOES OUT OF ROUGH

House Committee Would Tax Non-Profit Organization's Unrelated Income Over 1G

Affect on Outdoor Biz Hinges on Bill's Final Wording

WASHINGTON, June 17.—The House Ways and Means Committee this week took action which may spell trouble for the outdoor show world. The group voted to tax for the first time "the unrelated active business income" in excess of \$1,000 of nearly all non-profit organizations. Religious bodies would be exempt. Committee staffers told *The Billboard* that the scope of the proposal will depend upon the definition of unrelated active business income which is now being drafted by the committee. It was stated that if the term is defined broadly, it could mean that agricultural groups, firemen, hospitals, boards of trade and the like would have to pay income taxes on their net from fairs and carnivals.

When the proposal was adopted as part of the omnibus excise tax bill, the intent, according to staffers, was to raise revenue from such tax-free enterprises as the spaghetti factory run by a large university. However, the wording of the provision in the tax bill may be broad enough to cover any business enterprise of non-profit groups.

Groups Affected

Groups whose unrelated active business incomes would be taxed, with a \$1,000 exemption, are labor, agriculture and horticultural organizations, literary, library, scientific, research, educational and charitable groups, hospitals, foundations, business leagues, chambers of commerce, real estate boards and boards of trade. A proposal to include business activities of churches was voted down.

The committee hopes to report the entire tax bill to the House floor by June 23. The measure includes a host of excise cuts, including a reduction of 10 per cent of the federal admissions tax and an exemption from the admissions levy for non-profit agricultural fairs.

Conklins' Park Rides Register Increased Biz

HAMILTON, Ont., June 17.—J. W. Patty and Frank Conklin's park ride installations have been getting better business than last year. Patty made the announcement here this week upon returning from a swing through the installations with Frank. Better biz was scored in the face of poor weather, he said.

The Conklins have 12 rides in operation at Belmont Park, Montreal; 9 at Crystal Beach, Ridgeway; 9 at Annyside Park, Toronto, and 2 at Burlington Beach here. They have taken delivery on two new Whizzang rides and several new kiddie rides.

While at Trois-Rivieres, Que., on a survey trip, the Conklins set final details for a \$15,000 paving job on the fairgrounds midway. They also visited Quebec, where they plan to build a new entrance for the amusement area at the Exposition provinciale. The entrance, Patty said, will cost in excess of \$10,000. Other fairgrounds visited included the one at Sherbrooke, Que.

Patty expressed the opinion that fairs will provide bigger busi-

Roy S. Kemper Dies; Sedalia Sec. Since '45

Singleton Takes Over

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

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

He became fair secretary in December, 1945, after serving as chief clerk for more than 10 years, during which time he headed up its concession department.

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

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

Rolla E. Singleton, administrative assistant secretary of the fair, who took over most of Kemper's duties this spring, will continue in that capacity for this year's fair.

Wis. Restricts Truck Moves

MADISON, Wis., June 17.—Truck traffic will be restricted on certain Wisconsin highways starting July 1, according to Sverre O. Braathen, attorney and circus fan. He suggested that motorized shows inquire about alternate routes before entering the State.

Restricted highways will be closed to trucks between 1 p.m. and 10 p.m. on Saturdays and from 9 a.m. to 10 p.m. on Sundays, he stated.

Business is better than 1949. He cited the fact that the employment situation is healthy and that there is little talk of a recession.



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

Bud E. Anderson Killed in Crash Of Circus Truck

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

Anderson was a veteran showman and horse trainer. He operated Seal Bros. Circus for several years prior to 1937 and after that season sold the equipment to operators of the Parker & Watts Circus. Later he organized Bud E. Anderson's Jungle Oddities Circus. In 1949 he revived the Seal title. Anderson also was with numerous other circuses where he presented Liberty and other horse acts.

Funeral services will be conducted Monday (19) at Emporia, Kan., which for many years was Anderson's winter quarters.

Committee Sets Johnson-Preston Bill Discussion

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

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

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

Urban Dates Lead, Rural Take Tighter

No Miracles Expected

(Continued from page 3)

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

Tempering the hopeful outlook is the use of 1949 as a gauge. Last year was not satisfactory for many ops, both because of decreased earnings and because the taste of the fabulously plush prior years had not yet worn off. This season operators are adopting a more realistic approach in the acceptance of a leveling-off stage and the necessity for astute management and prime attractions as opposed to the virtual accident earnings to which many had become accustomed. As a result, they're confidently looking forward to a good (Alfrescoes Out of Rough, page 66b)

Mich. Annual Inks C. Miranda; Lets Contracts

DETROIT, June 17.—Carmen Miranda has been signed as a headliner attraction for four days at the Michigan State Fair here, and fair chiefs are awaiting final word on negotiations for two-day appearance by Betty Hutton. Definite pact with Miranda was revealed at a meeting yesterday (16) of the fair's entertainment committee.

Barnes-Carruthers Theatrical Enterprises, Chicago, was awarded a contract for a nine-day rodeo, to start September 1, as a grandstand show, and will book Lloyd Schermershorn's Indian Creek Rodeo, of Hamilton, O., for the date.

Andy Barto, owner of Motor City Speedway here, was awarded the contract for auto races September 10. Barto had a similar contract last year, when the 100-mile event registered a \$65,000 gate. He announced plans to have six top drivers from the Indianapolis race on hand for speed test this year.

Irish Horan's Auto Thrill Show was the winner of the contract for the September 11 spot at the Michigan grandstand. Possibility of skedding additional shows by the thrill unit was being considered.

Carmen Miranda will head the basic eight-act review September 3-6. If the Hutton deal pans out, she will be in for September 1-2. A committee meeting is set for Thursday (22) to wind up arrangements for the annual. A third headliner spot, September 7-10, may be filled at that time. Name policy this year follows appearance of Bob Hope at the 1949 edition. Gus Sun was awarded the contract for the review, Jack Dickstein, director of entertainment, announced Tuesday (13).

Playland-- At the Beach



By SAM ABBOTT

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

They based their prediction on past incidents and the fact that their boss worked this way. Several years ago he started collecting ship models and storing them in a room. At regular intervals the ships were dusted off and polished. They remained out of public sight for a long time and were then placed on exhibit. A similar procedure was followed with antique music boxes. They began to arrive from all parts

of the globe and were put in working condition but in storage. After years of collecting, Whitney brought them out, installed coin mechanisms and started them to work for him. His collection of music boxes cannot be duplicated, and to set an estimated value of over a million dollars on them is conservative and a hazardous guess.

Started With Lead Gallery

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

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

Cashes in on Seals

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

When Whitney bought the Cliff House and property for \$1,000,000, he was unable to acquire the Rocks.

WHITNEY'S PLAYLAND AT THE BEACH covers 19 acres. The largest privately owned amusement park in America, George Whitney owns and operates all concessions and rides except two. A skating rink and ballroom are under lease. Seal Rocks (A), a tourist attraction, add to Playland coffers by the use of coin-operated telescopes. The Cliff House (B) was part of a parcel Whitney acquired for \$1,000,000. To the right of the Cliff House, a moderately priced restaurant, is the Cliff House Souvenir Shop, the largest in the world.

They had been deeded in 1887 by Congress to the people of San Francisco. Whitney did the next best thing; he installed several batteries of coin-operated telescopes along his property and tourists are able to view the seals sunning themselves by paying only a dime. The telescopes do a land-office business and it is a bad month when less than \$800 is grossed.

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

The Whitney Touch

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

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

Cliff House Big Grosser

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

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

Has 16 Rides

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

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

(Continued on page 74)



GEORGE K. WHITNEY, owner of Playland at the Beach, San Francisco. The park, a multi-million-dollar operation, grew from a \$3,000 shooting gallery which he purchased on time in 1923.

Close-Ups:

Art Concello Flew Thru the Air To Become Top Ringling Exec

By Tom O'Connell

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

ALTHO he flew thru the air for many years with the best of them, Arthur Concello always kept his eyes open for a down-to-earth job. Today he has it—general manager of the Ringling Bros. and Barnum & Bailey Circus. Concello has trained or helped train a number of standout aerial acts in this country and abroad. He and his wife, Antoinette, of triple-somersault note and once his partner, both stopped flying in 1943 when John Ringling North lost control of the Big Show and Concello was in his mid-thirties. They had inherited the center ring spot with R-B when the famed Alfredo Codona suffered a shoulder injury in 1933, and the pair made the Flying Concellos one of the top circus draws. But since his first days in show business, and particularly since 1943, Concello has displayed a pronounced flair for the business and organization end of a circus.

Born in Seattle

Concello was born in Seattle and, contrary to general circus rule, he did not come from a long line of performers. When he was three years old the family moved to Bloomington, Ill., a mecca for prospective aerial acts. The schools, gymnasiums and clubs of the town all had permanent flying rigs, and Concello's first teacher was C. D. Eurtiss, a YMCA instructor. Altho he was soon mastering the intricacies of flying, Concello had an off-hand attitude toward performing that others could not understand.

At 16 he joined the Hagenbeck-Wallace Circus, which had its winter quarters in Peru, Ind. He would show up about 10 days before the spring opening of the show to the consternation of those responsible for whipping the org into shape. But Concello was always able to go thru his act letter-perfect, so no beefs were forthcoming. Concello would say he had been "looking around for business opportunities" if asked why the delay in reporting. He made no bones about asking for a salary raise if he thought his work merited it.

Married Antoinette

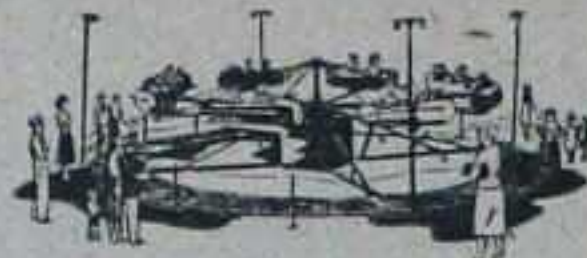
He met Mrs. Concello, then Antoinette Comeau, when she was doing an iron-jaw act with the Sells-Floto Circus in 1927. Sells-Floto also win-
(See Art Concello Flew on page 88)



ARTHUR CONCELLO

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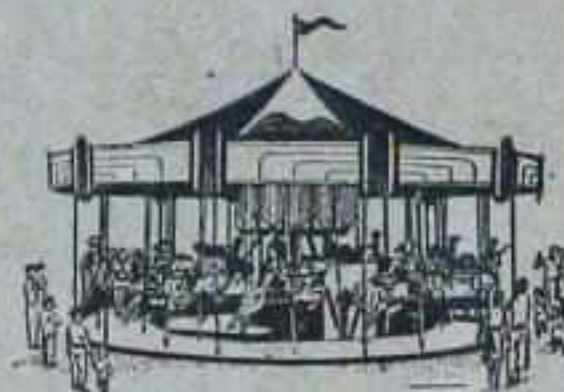
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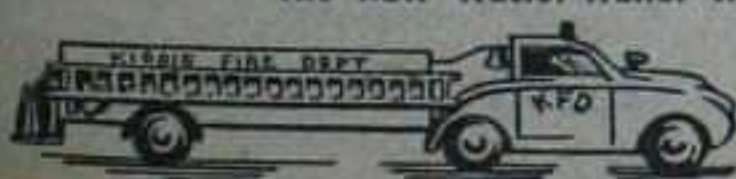
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LeSourdsville Pulls 'Em!

By Al F. Schneider

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

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

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

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

Big Potential Market

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

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

Thirty miles east and west of the park are almost exclusively occupied by farms and small towns whose inhabitants make up the remaining 20 per cent of the park's business—a segment of trade that becomes increasingly valuable whenever the area's industrial system shows signs of wear and tear. Thus, an area of about 280 square miles containing about 2,000,



A SHOT showing some of LeSourdsville's carefully manicured formal gardening, the huge vault of foliage overhanging the mall and the spic-and-span condition in which the resort is kept, all points of pride to the Streifhau-Dazey operating team.

000 people with good incomes supply the 800,000 patrons who annually pass thru LeSourdsville's turnstiles.

Bucks Opposition

All the more remarkable is the fact that LeSourdsville can draw that many people each year in the face of stiff opposition from Coney Island, Cincinnati, and two Dayton resorts, Lakeside Park and Frankie's Forest Park. Obviously, people don't travel to LeSourdsville merely because to do so affords a pleasant automobile

ride, altho that is a minor factor in an over-all study of the park's popularity.

In appraising LeSourdsville's operation, two factors immediately stand out as being important to the success of the park's owners, Edgar Streifhau, president, and Don Dazey, secretary-treasurer-manager. These are (1) an intensive advertising campaign starting several weeks before the season's opening and continuing thru the Labor Day closing, and (2) continuous

promotional activity that is bound to produce the patrons necessary to make LeSourdsville's season a success.

Manager Dazey estimates that 5 per cent of the season's gross is used for advertising purposes. This money is allocated to all advertising media, including newspapers, radio, poster boards, and fence, auto bumper, street car and bus cards.

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

Appeal to the Masses

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

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

The loss in gate receipts resulting from such an offer is insignificant, Dazey points out. More important, it helps bring out a good crowd on opening day and creates good will. Moreover, it is apt to bring repeat visitors, wanting to make use of the pass, on week-days when business is often dull.

LeSourdsville's promotional department cultivates the picnic bookings field intensely, both by mail and thru personal solicitation. Annually the park books some 300 picnics of all sizes, made up of industrial, business and fraternal groups for the most part.



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



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

Special sales inducements, in the form of reduced rates on attractions, vary with the size of the group. Some only offered free gate admission, said Dazey.

These are in addition to a "tremendous number" of dinner parties held in the park's two dining rooms. To illustrate the size of LeSourdsville's dinner business, Dazey reported that in 1949 the dining halls served 12 tons of fried chicken, exclusive of all other types of meals.

Pyros a Powerful Lure

Free acts have not been too popular as attractions for the park. When they come in, said Dazey, they generally do so at the request of a picnic sponsor for some special entertainment. Night fireworks, however, have been good draws, and LeSourdsville contracts for about 14 of them each year.

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

Special Days Produce

Special days loom large on LeSourdsville's calendar, and are responsible for a sizable portion of the park's over-all attendance and gross. They include Candy Day, each kid getting a bag of sweets and a nickel rate on rides; Radio Day, when air personalities from the various stations over which the park advertises appear at the park; a Labor Day picnic; Safety Day, sponsored by safety councils of Hamilton and Middletown and featuring safety demonstrations and 5-cent rides for children; Dr. Pepper and Pepsi-Cola days, featuring free souvenirs for everyone and nickel rides for children, and an annual nine-day food show which draws about 50,000 people each year. Highlight of the food show is a cooking school sponsored by the Cincinnati Gas & Electric Company.

Following the lead of many successful operators, LeSourdsville's owners have long recognized the important part sylvan beauty plays in luring people to a resort. LeSourdsville stands high in this respect.

Its 18-acre lake, fed by wells, is generally elliptical in shape, and runs north and south the long way. A good stand of large trees occupies most of its shore. At the southern arc of the lake are concentrated most of the park's attractions and, coincidentally, this is where the foliage is heaviest, the large trees overhanging the concrete paved mall like a huge canopy to afford ample shade for pleasure seekers from the hot mid-summer sun.

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

maker, a three-acre area separated from the rest of the lake. Here, too, are located the Dodgem, Roller Coaster and Scooter Boats which rank second, third and fourth, respectively, as money getters.

Extending around the lake's Southern end are the remainder of the park's attractions—an Octopus, Ferris Wheel, Merry-Go-Round, Whip, Pretzel, Flying Scooters, Rockplane scenic ride, miniature train, Kiddie Autos, Kiddie Rockets, Funhouse, miniature golf course, water toboggan; a ballroom which operates four nights weekly, using territorial bands and an occasional name; shooting gallery, Skee Ball and Whirl-a-Ball alleys, Penny Arcade, ABT rifles, three lunch counters, novelty shop; creamy,

(Continued on page 67)

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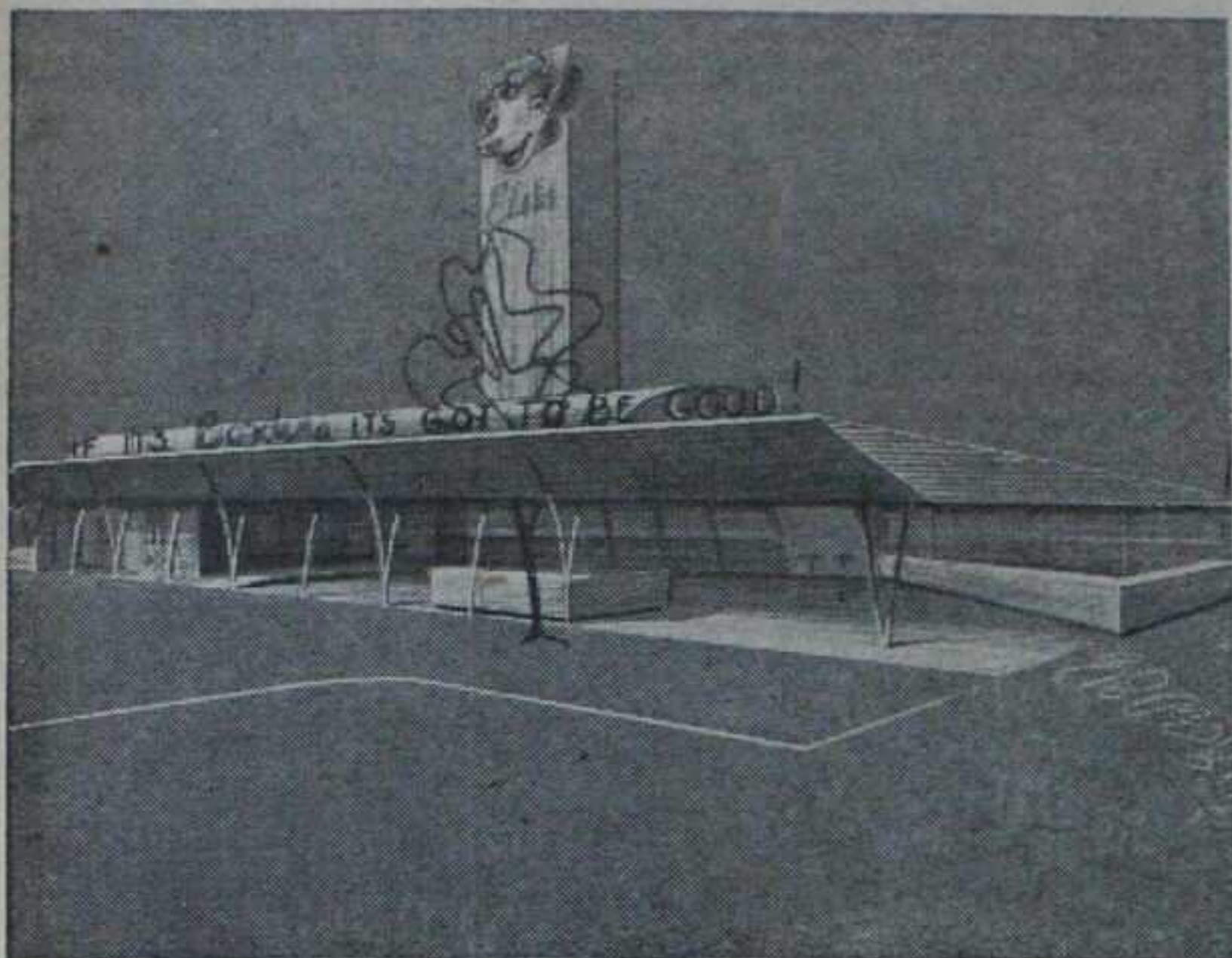
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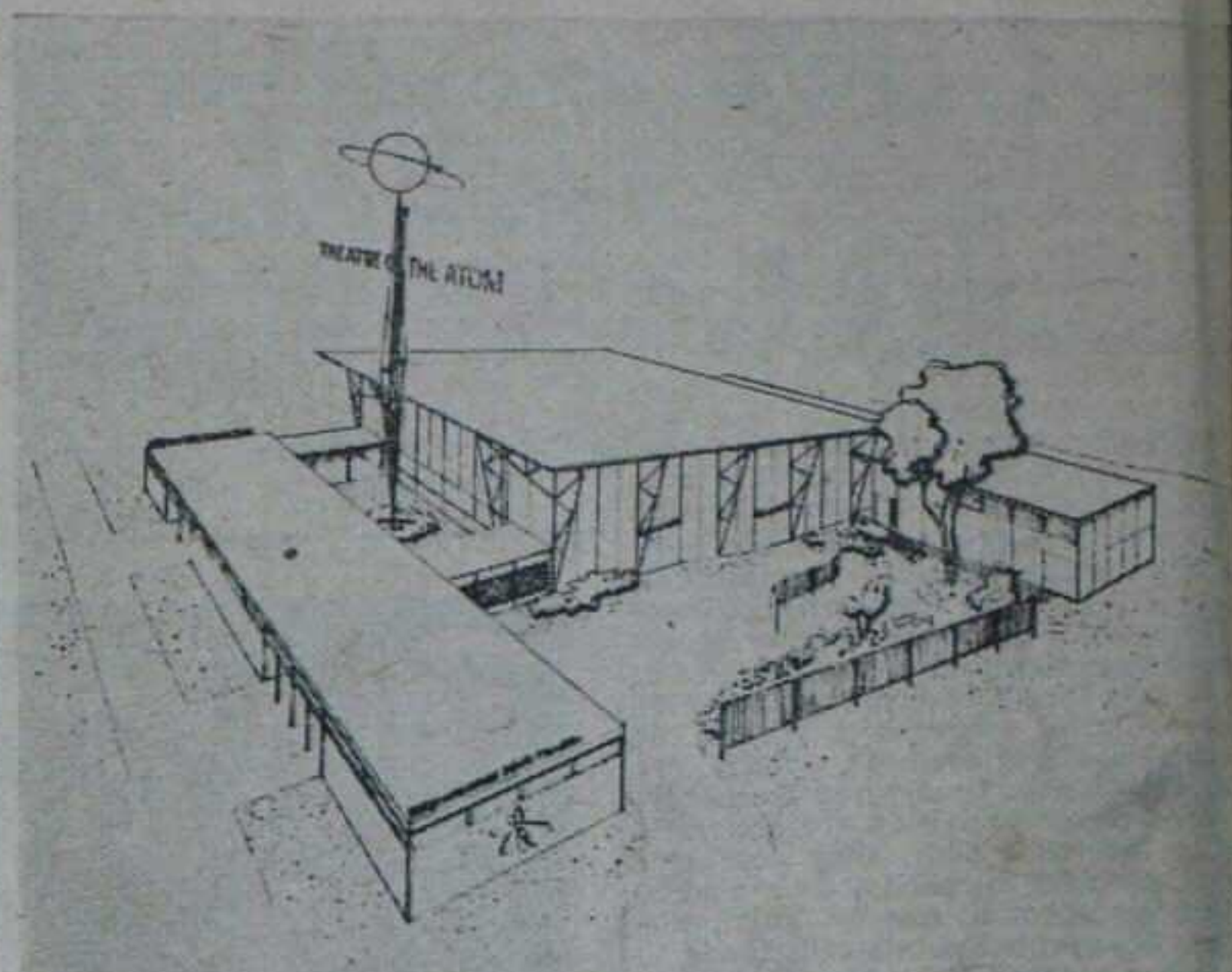
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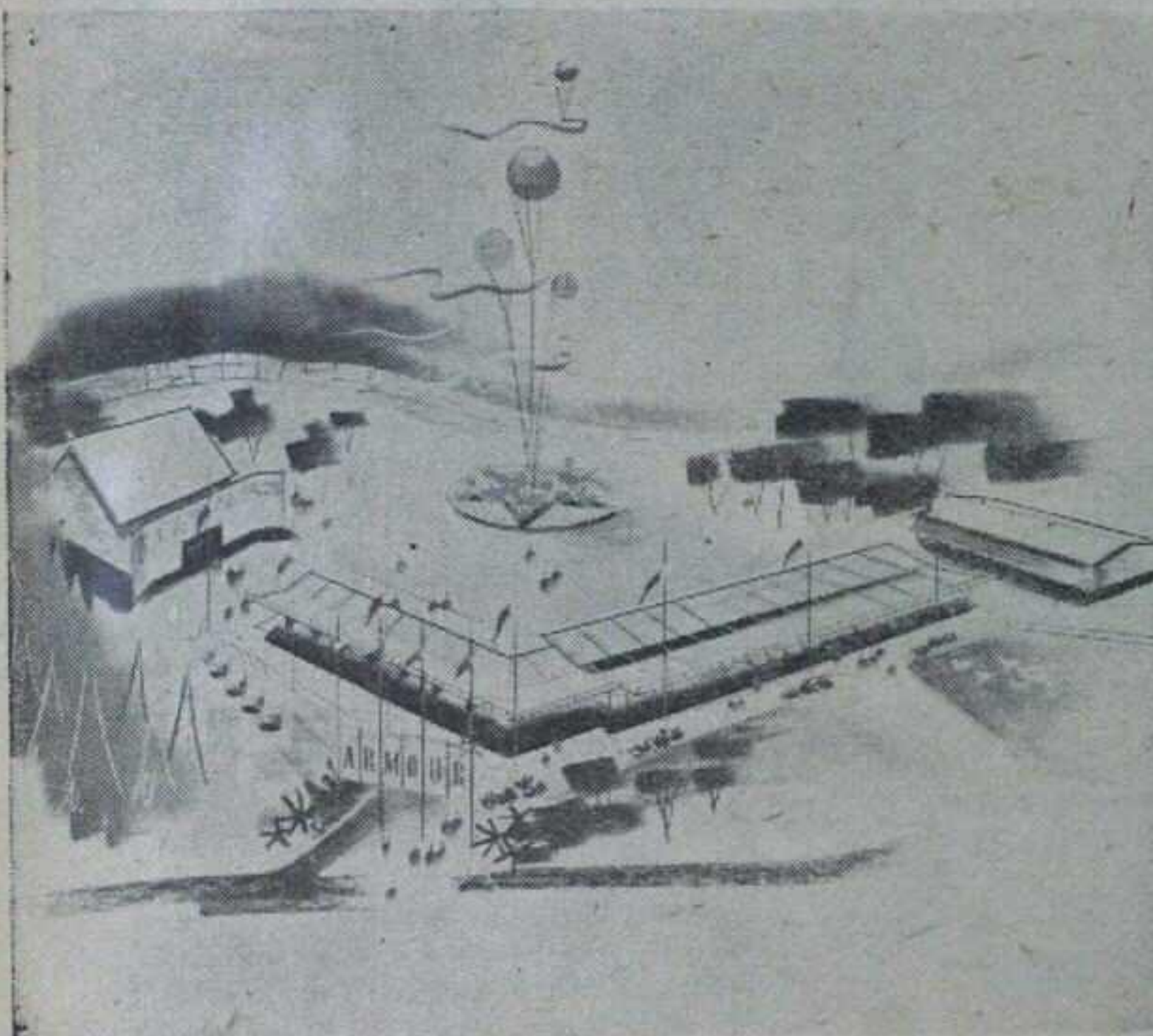
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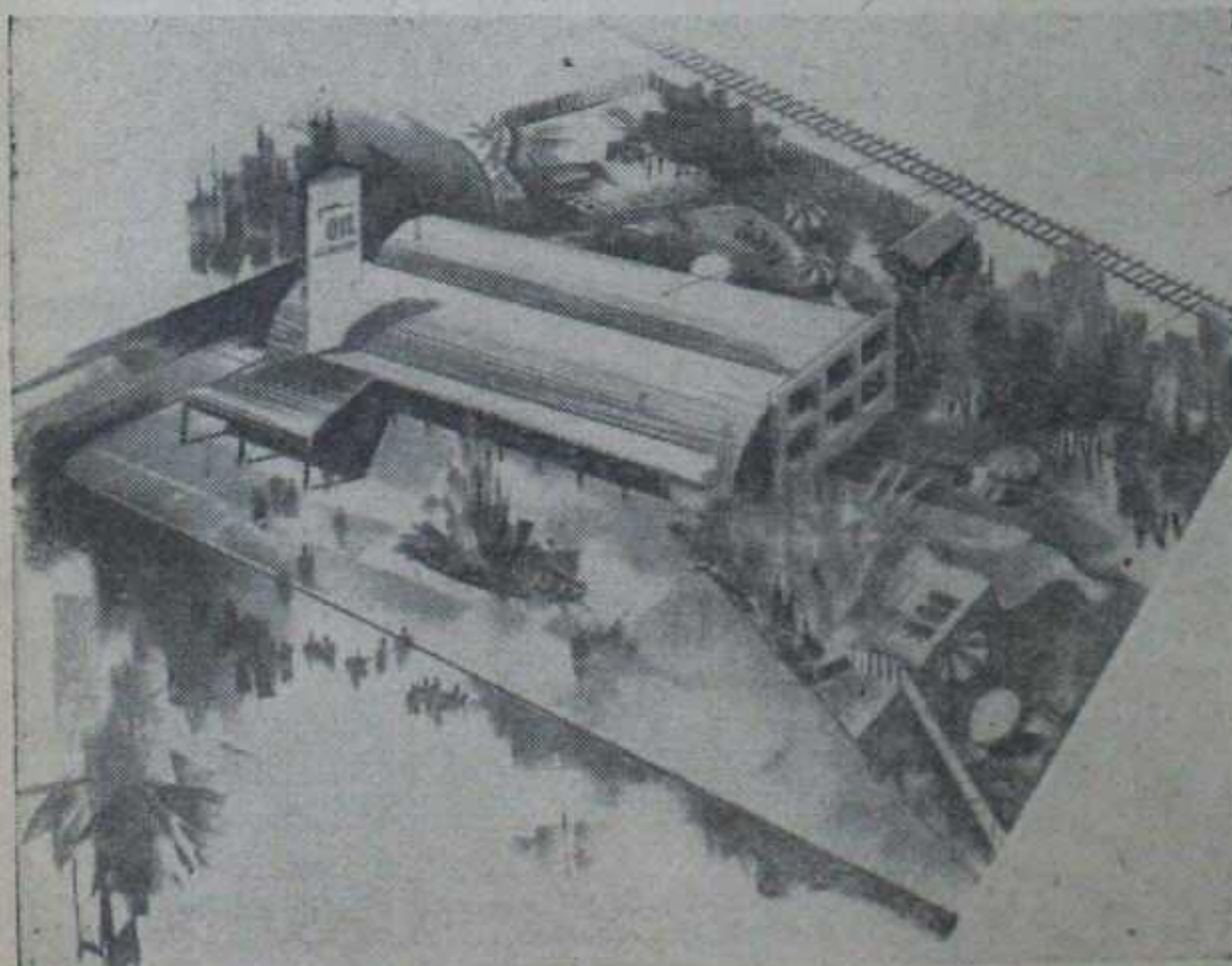
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COUNTY FAIR-TYPE layout, exhibits will be furnished by Armour & Company.



OIL INDUSTRY will provide picnic area, information, theater, plus exhibits.

Chi Fair Buildings Striking in Design

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

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

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



CHAIN STORE'S attractive set-up is expected to woo, win patrons.

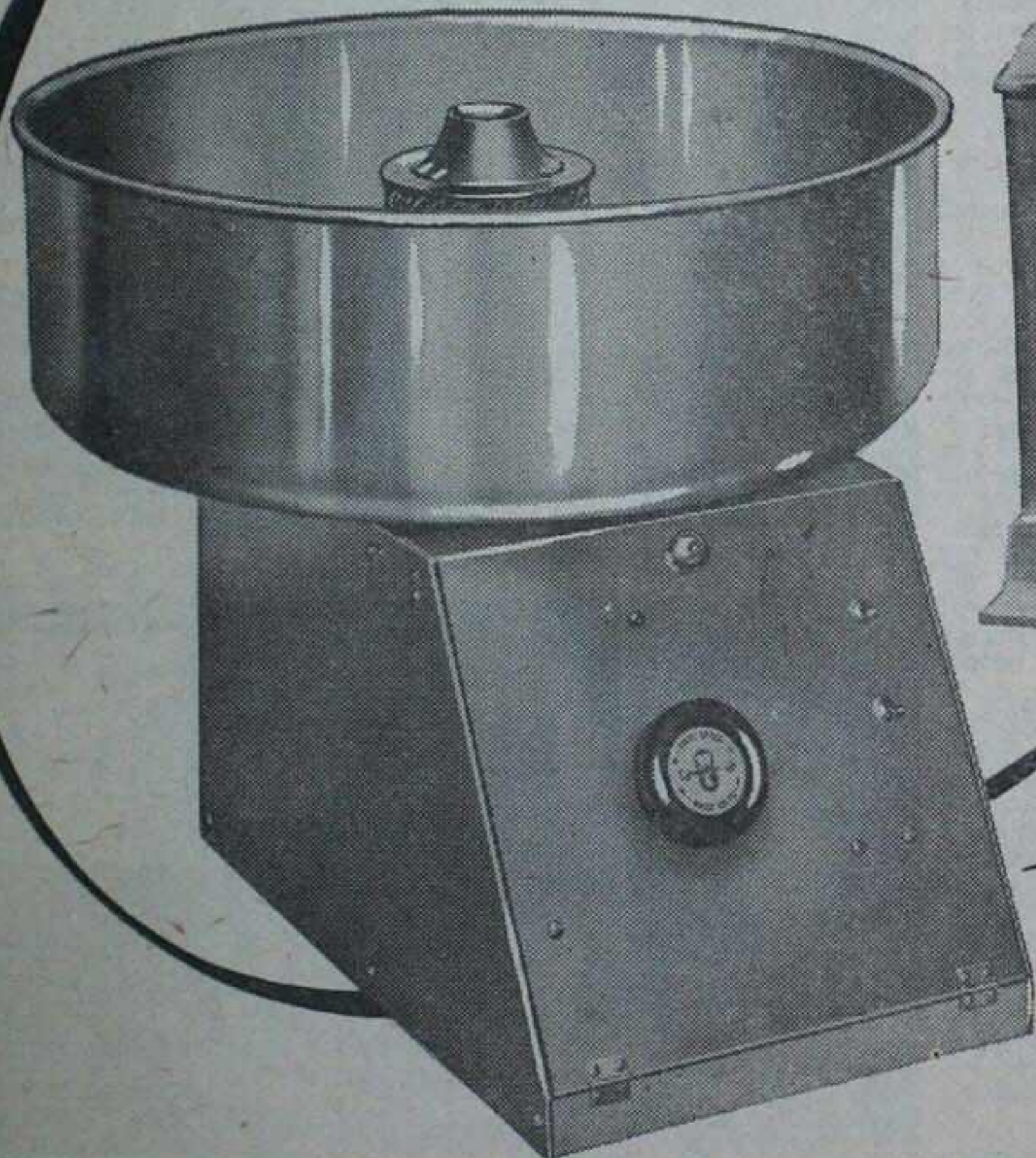


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Price, complete as illustrated, \$275.00

These are just two of the many concession items listed in our new 77 page catalogue. Everything you need for Snow Cones, Popcorn, Candy Apples, Cotton Candy and Cookhouse Concessions. If you are in the Concession business or are planning to go into it, a copy of this catalogue will be sent upon request.

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Hershey Serves All

By Jim McHugh

Chocolate Manufacturing Center Also Makes Art of Catering to Wide Entertainment Tastes With Amusement Park, Stadium, Arena, Ballroom

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

The model playground, encompassing 1,000 acres, occupies far more space than the chocolate factory, but the success of the latter made possible the vast entertainment-recreation set-up. Principal units available for the satiating of every possible taste in recreation include the amusement park, sports arena, stadium, four golf courses and a theater.

If all of the fun centers conceivably could operate simultaneously and at capacity, amusement and recreational activity could be provided for upward of 75,000 persons. The sports arena has 7,200 permanent seats, with the capacity increased by several thousands more for boxing or similar events requiring little space. The outdoor stadium has permanent seating for 16,000 patrons, and is so planned that it can be expanded into a horseshoe-type structure, thereby nearly doubling the capacity if and when the need arises. The ballroom has held 6,700. The outdoor swimming pools alone have accommodated 5,500 patrons in one day. Theater capacity is 1,904, while the amusement park golf course, zoo and museum can care for inestimable thousands.

Modest Beginning

Growth of the fun features located here has more or less run concurrently with the successful operation of the Hershey Chocolate Company. M. S. Hershey, founder and operator of the multiple enterprises until his death at 88 a few years ago, started a park with just a bandshell and grass. The success of the presentation was not what he hoped for and he quickly analyzed the trouble as a lack of participation by patrons. Accordingly, he added a miniature railroad and a carousel, both of which gained immediate popularity.

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

Few Concessions

Other park units are a Penny Arcade including Skee Ball units, two shooting galleries and two ball games. The latter comprise the only game concession in the park. The lack of concessions is explained by George W. Bartels, manager of the various amusement-recreation facilities, as necessary in the creating and continuance of a quiet atmosphere sans hawking and without pressure patrons to spend. Hershey patrons

are made to feel that they are welcome whether they spend \$1, 5 cents or nothing, he says.

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

Successful Operation

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

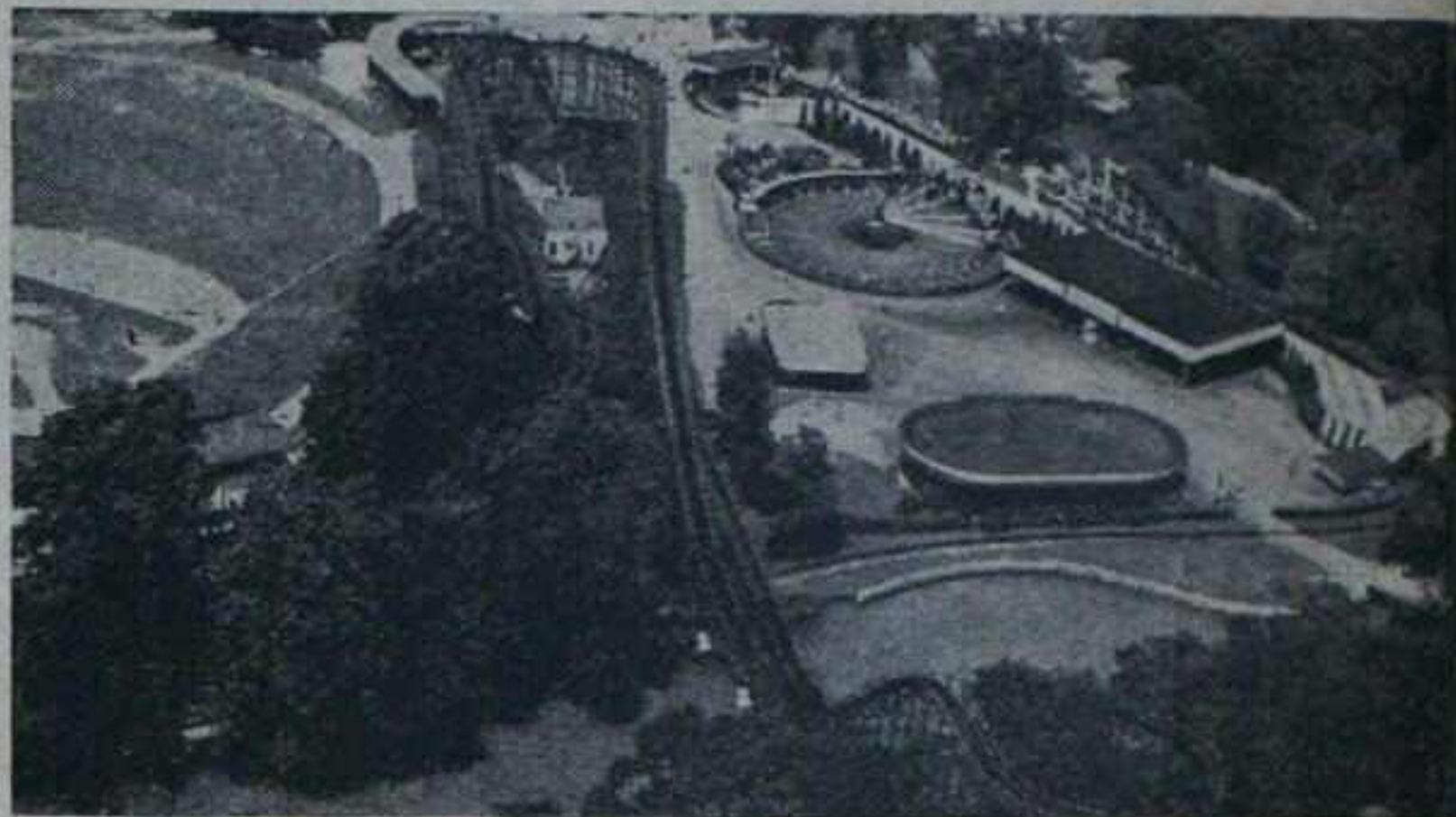
Because there is no paid gate it is impossible to determine actual park attendance and per capita spending. Athletic fields and picnic facilities are numerous and free within the amusement park acreage, and conceivably a great many visitors, especially those in the older age groups, seldom, if ever,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

Profits Aid Orphans

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

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

The outdoor swimming pool, which actually incorporates three units, is a mammoth affair with locker facilities for 4,000. In a single day it has handled 5,500 admissions. Pool No. 1, for swimmers, is 210 feet long and 60 feet wide; pool No. 2, for non-swimmers, 200 feet long and 180 feet wide; pool No. 3, somewhat smaller, is for wading. Total water capacity is 1,500,000 gallons and this is filtered three times daily. Pool adjunct is



AERIAL VIEW of section of Hershey Park.



SUNKEN GARDENS, ballroom, pool and golf club.



STADIUM, as viewed during a polo game.



PART OF CROWD for Harry James and orchestra in ballroom.

the Sunken Garden, ideal for sun bathing.

Zoo Adopts Free Gate

Hershey Zoo, a war casualty, was reopened this year with a free gate. It isn't as large as it was when admissions were charged but, nevertheless, there is a representative group of domestic and foreign beasts. The Pennsylvania State Game Commission took over one building for elaborate entertaining and educational exhibit of game. The co-operation of the State would have been lacking if admission was charged to the zoo, it was pointed out.

Ten acres are covered by the Hershey Stadium, which has a present seating capacity of 16,000, and which can be enlarged to a horseshoe effect with a capacity of 27,000. It has eight light towers capable of flood-lighting the field with up to 250,000 wattage. It has a quarter-mile macadam track and was used for midget auto races prior to the war. Although the races paid off with big grosses they were not resumed because of fatalities. This action was taken at the discretion of Hershey Estate execs and not as the result of any legislation. The stadium is used for various athletic events and earns some revenue on a rental basis. The New York Yankees professional football team trains there annually and a couple of college games are carded each fall.

Arena Structure Unique

Hershey Sports Arena is the largest concrete span monolithic structure in America. It has permanent, individual seats for 7,200 spectators at hockey matches and for about 10,000 at events not requiring a large floor space. Rectangular in shape, it is 232 feet wide and 362 feet long. The height from the ice surface to the roof is 100 feet. There are no pillars or columns to obstruct vision. Steam heated, the arena is used for ice skating, ice hockey featuring the Hershey Bears, ice carnivals, basketball, tennis, including professional matches; rodeos, track meets and other sporting events. The Bears play an average of 35 home games each season. Last year, for the first time since 1938, the team missed the play-offs. The Ice Capades shows

the Arena for two weeks each year. In the '30s an indoor circus was tried but the unique construction of the building makes it impossible to hang rigging for aerial acts.

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

Extensive Flacking

Altho the Hershey Chocolate Company has never advertised nationally to aid its climb to a dominant position in the chocolate field and thus created a phenomena in the history of American industry and enterprise, the multiple amusement units here are ballyhooed in conventional fashion. Name bands, together with free concerts on Sundays and holidays, occasional free acts and many other features are used to lure crowds from a radius of about 80 miles, including many communities in Maryland. Patronage is drawn from Harrisburg, only 12 miles away, Lancaster, Reading and York.

Best-selling mediums for the various attractions appear to be newspapers and direct mail. Bill posting has always been used extensively, and this season, for the first time, radio is being used heavily. Each year some 60,000 pieces of direct mail, including order blanks, are sent out for the arena ice shows. Altho uncalculated, the percentage of returns is reported very big. As a result, direct mail amounting to some 30,000 pieces in one shipment was used to announce the park's Decoration Day features.

Television has not yet affected any of Hershey's amusements. The closest station to date is in Lancaster, about 30 miles away.

Picnics Increasing

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

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

225 Employees

About 225 full and part-time employees are needed to operate the amusement enterprises. School teachers and students are used during the summer and for arena night shows and stadium week-end matinees. Other than office help and execs, 22 men are employed thru the year. They include a painter, sign writer, carpenter and three maintenance mechanics. The remainder are maintenance men and refreshment salesmen.

Bartel is assisted by Lloyd Blinco, who handles much of the booking; Howard Baun, operations manager, and J. E. Geistwhite, office manager.

Visitors to Hershey can easily spend a full day viewing the free attractions, including magnificent flower gardens, the zoo, a trip thru the chocolate factory, etc. Actually, there is no need to spend money for a thoroly enjoyable time. But execs concerned with the successful operation of the amusement enterprises are not concerned with the potential drain of patronage by free attractions. They believe, as M. S. Hershey did, that a good product will sell itself. And they have a whole assortment of good products available on a year-round basis.



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"Stay-Ups" Stand Out

By Tom Parkinson

Wire-walking Wallendas hold appeal
30 years; Pioneer Carl founded now
famous act after coal mine stint

WHEN CARL WALLEUDA quit his job in a coal mine, he didn't stop at the surface, but kept going right on up—up to a high wire and on to circus fame as head of the Great Wallendas.

Sustained circus thrills for nearly 30 years is the Wallenda record; the seven-person pyramid with bicycles on the high wire never seems to lose appeal. Those who have seen the act dozens of times continue to freeze in awe when the bicycles stop half-way across, when the balance poles quiver, and when Herman Wallenda shouts "Steady!" as the group nears the far side.

It was at Breslau in 1921 that Carl took his first high, narrow and handsome step on the high wire. Now a troupe of 14 continues the Great Wallenda success with Cole Bros.' Circus.

Carl, chief of the act, says it would be impossible to estimate how many times they have crossed the wire. Similarly, it would be impossible to state how many witnesses have body-Englished the troupe thru the act. But their record for longevity at the top of talent lists is one of the most impressive.

Gain "Name" Fame

Long-term appearances with Ringling Bros. and Barnum & Bailey, stints with other major shows, European bookings, a try with their own show and a mighty little "at liberty" mark the Wallenda trail. Their name has become synonymous with their type of act. Their fame is one of the best current examples of building circus talent into national figures, name attractions comparable in many respects with those of other fields.

It is strictly a family affair so far as the Wallendas are concerned. The few members who don't have direct family ties with the others are reminded by Carl that if they're in the troupe they're in the family. Actually, three closely connected families comprise most of the troupe.

In the seven-person pyramid are Carl and Herman Wallenda, brothers; Arthur Grotenfent, their half-brother; Don Edwards, Phillip Kreis, and, trading off, Helen (Mrs. Carl) Wallenda or Henrietta (Mrs. Arthur) Grotenfent, Phillip, Helen and Henrietta are brother and sisters.

Children Join Act

Edith Wallenda, Herman's wife, and Madelain Kreis, Phillip's wife, are assistants on the high platforms. Gunther, Herman's son, and Carla, Carl's daughter, also are in the act. Rose Behee and her niece are regular members of the unit. Carl's son, Mario; Herman's daughter, Rose Marie, and the Phillip Kreis's two children complete the family. John Phipps has been the Wallendas' rigger for many years.

Mrs. Sabina Kreis, mother of three in the act, accompanies them and helps keep the trailers tidy. She recently decided not to return to Munich with her husband, Vallentine, because of her liking for this country. George Grotenfent, Carl's stepfather, also is in this country.

The Kreis family was with German circuses and carnivals. Helen joined the Wallendas in 1927 and Carl taught her to walk the wire. When Henrietta (Rietta) joined she was frightened by standing on another person's shoulders while on the ground. Now she not only takes shifts as top mounter on the big pyramid but also does the sway-pole turn. Whether it is Helen



THE GREAT WALLEUDAS, outstanding for their long stay at the top among circus acts, include (rear, left to right) Herman Wallenda, Carl Wallenda, Arthur Grotenfent, Gunther Wallenda, Don Edwards, Phillip Kreis; (front row) Edith Wallenda, Rietta Grotenfent, Carla Wallenda, Helen Wallenda and Rose Behee. Not in the picture is Madelain Kreis.

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

Take Two Tumbles

Twice in their long years on the wire the Wallendas haven't made that other side. Their first fall came shortly after joining the Ringling-Barnum show. A horse struck the cable anchorage at Akron, and the jolt caught the family while in a three-high pyramid. Thrown off balance, they fell. How they saved themselves made headlines:

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

Their other fall came at Schenectady, N. Y., the first year they worked on bikes. Carl sensed something might go wrong and ordered the cycles left behind for that matinee. While they were aloft, a storm washed out an anchorage and the wire sagged loosely. Helen caught a guy wire and a prop man caught her. Joe Geiger, then a member of the troupe, caught the main wire. Herman struck the small mat or hand net used then. Carl jumped to a stage. All except Helen worked that night as usual.

Phillip Loses Eye

Shreveport, La., in 1949 was another eventful stand for the Wallendas. The troupe was with Ward Bros.' indoor show. On the first night of the stand Frank Torrence returned from retirement to join the act in the place left when Geiger retired. On the final day, Phillip fell at the end of the act and was severely injured. Geiger was called back to fill in. Phillip was out for a year and still has not regained the use of one eye, but he returned to the wire while the act was at Havana in January of this year.

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

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

later operated a permanent circus at Liege, Belgium. The King of Bavaria presented him with a gold medal for his circus work. Carl's father, Angelbert, was born at the Liege circus and continued the Wallenda Circus as a wagon show in Germany. During the winters he had a flying act and once had a seven-person acrobatic troupe.

Wallenda "True American"

Carl's mother had the international name of Kunigunde Jamison before her marriage. Her father had left his well-to-do English family in Dublin to marry a rider from the Kramer family circus in Bavaria and was disowned for the decision.

While Carl considers himself a former German (all the Wallendas are now United States citizens), his four grandparents were Belgian, French, English and Bavarian. The rather slight man, who jokes self-consciously about his inability to overcome a German accent, declares his multi-national background makes him a true American after all.

The present master of the high wire was born on his father's little Wallenda Circus in Germany 45 years ago. Herman also was born on that show.

War Closes Circus

When World War I closed in on the Wallenda show, Carl was about 9 years old. The boys' father was taken into the German army and was not seen again. Their mother, Kunigunde, couldn't keep the circus going under wartime conditions and soon lost it. To help support the family, Carl and Herman did handstands and other circus tricks in cafes and beer gardens. German soldiers on leave tossed coins to them and they took the money to their mother.

During the war their mother married a second time and their new stepfather was George Grotenfent. But even a husband and father didn't help the family out of its troubles; Grotenfent, too, was in the army.

With the war over, the Wallenda-Grotenfent family formed a small circus again but soon found that Germans in 1920 didn't have enough marks to buy circus tickets. The sea-

son was poor. To see themselves thru the winter the troupe stopped in Saxony and the boys went to work in a coal mine. As a 10-year-old, Carl found little that was desirable about that mine.

Back to Mines

Spring of 1921 took the family to the Circus Malve, but again business was bad. When the circus closed, it was back to the mines for the boys. This time Carl and Herman did a John Robinson or a John L. Lewis—they cut short the mining engagement and left home.

Herman went to Austria to join a teeterboard act. Carl made his way to Breslau and sought out Weitzmann, a leading high-wire artist, at Circus Busche. At the time, Carl recalls, high wire acts were not popular. Usually they were used as free acts, and the performers worked singly on short spans of wire.

Weitzmann told the youngster once that Carl would do a handstand on the high wire the next morning. The thought of such a thing kept Carl awake all night and he would have left if he had had any money. But when the time came he found it was not difficult. Earlier tightwire training on the family circus simplified it and Carl's first use a balance pole made it easy. Besides, minor was the alternative. Carl elected to stay.

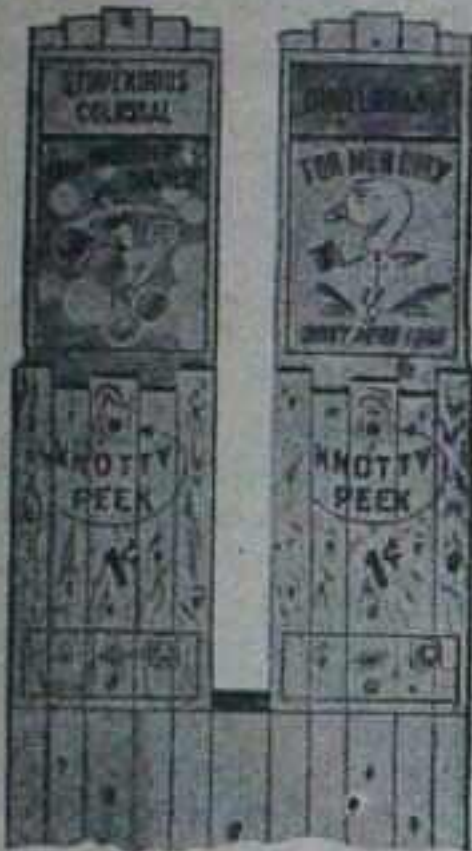
Carl Starts Own Act

Carl and Weitzmann were successful with their new act and played Austria, Hungary and Germany. But at the Circus Sarasini in Dresden Carl left to be on his own again—this time starting the act which led to today's success.

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

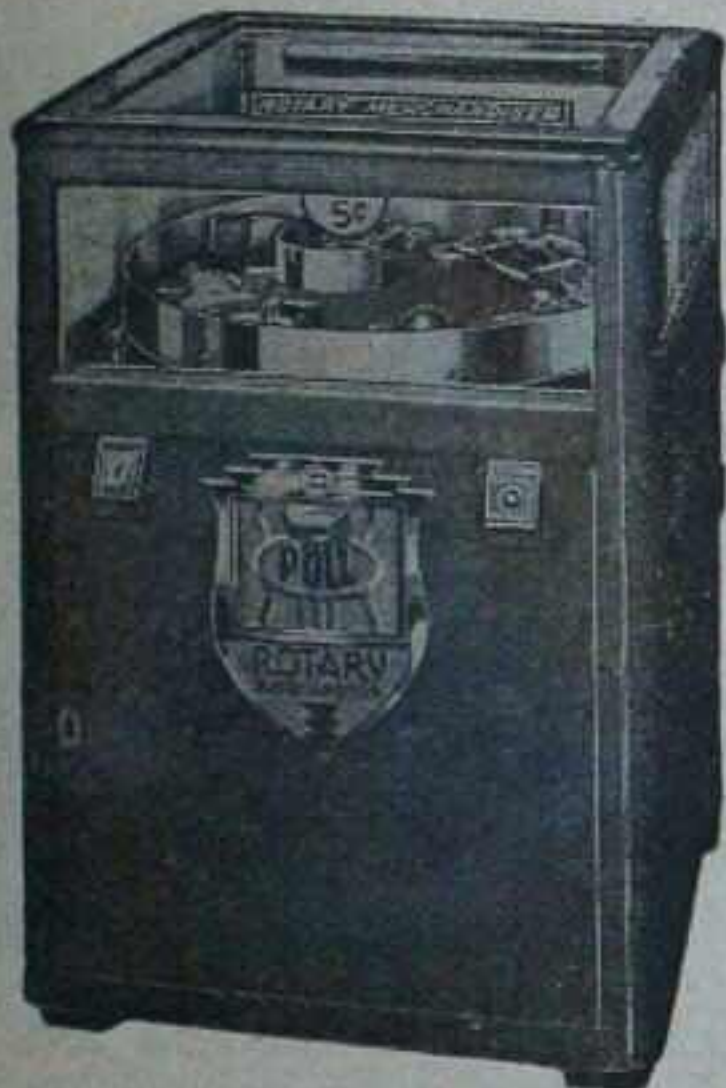
(Continued on page 66)

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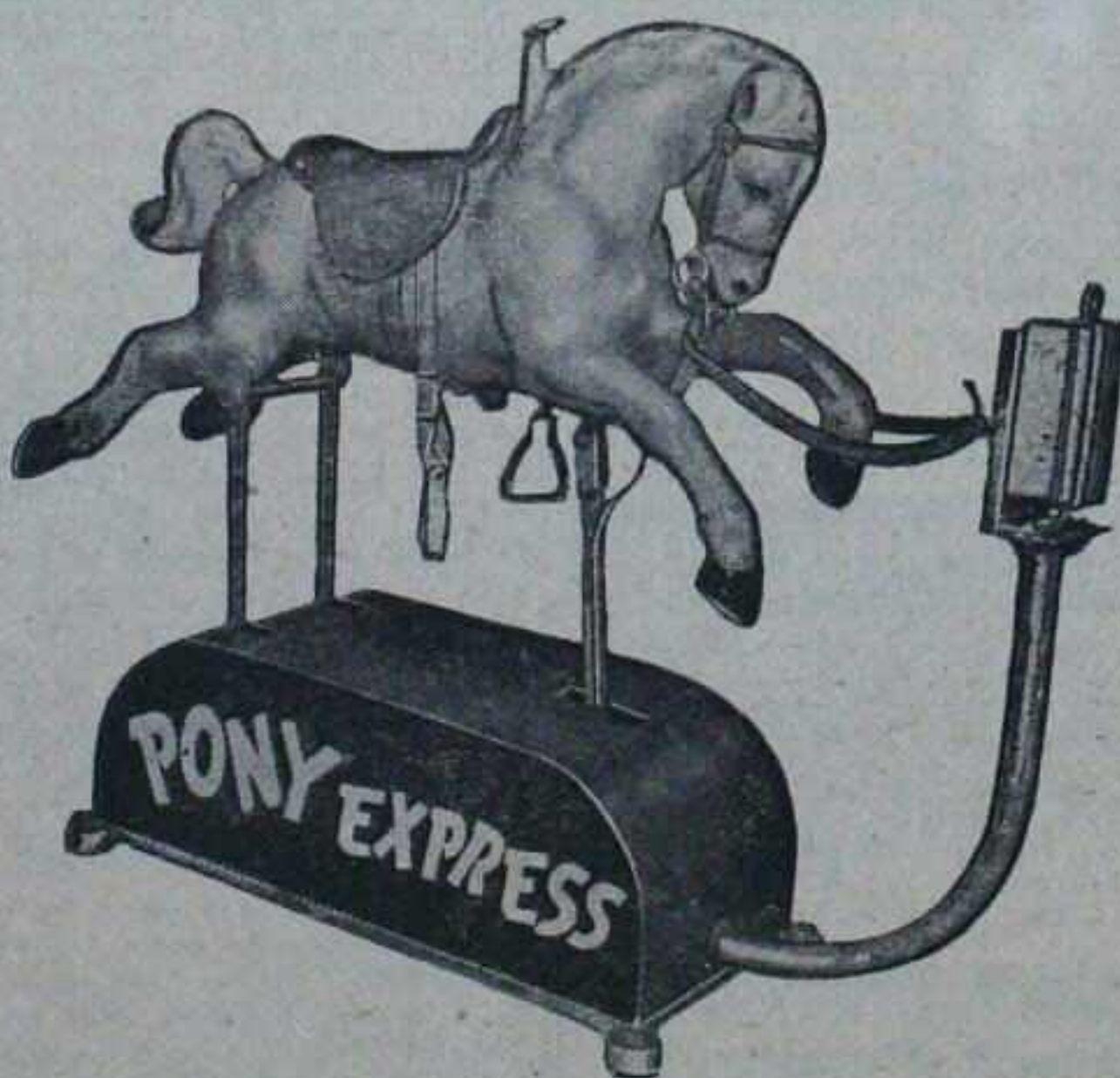
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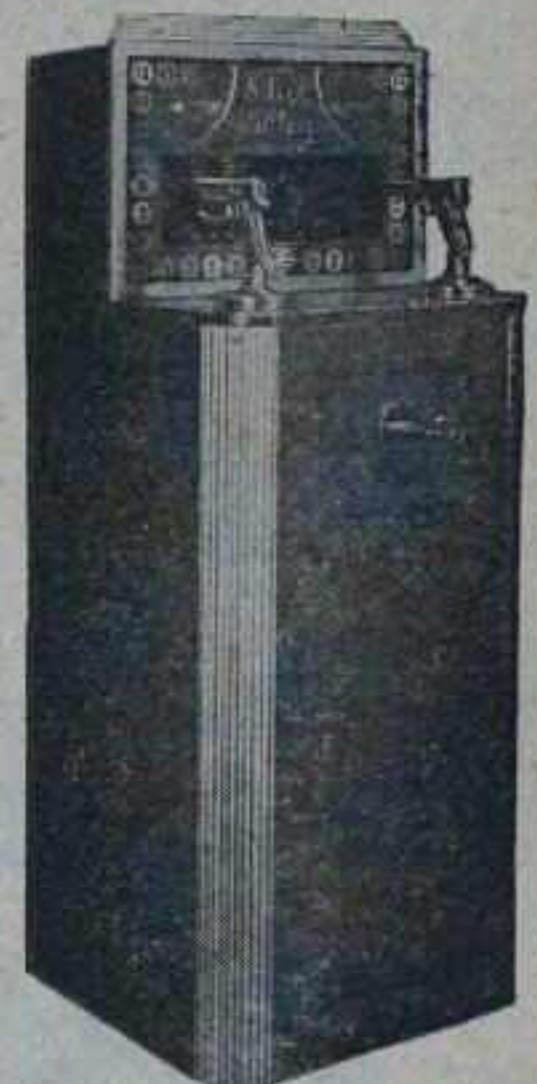


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Candy Butcher, Animal Trainer Stint Gave Father Ed Sullivan Insight of Big Top Trouper

By Guy Livingston

WHENEVER a circus plays a New England date the first visitor to the lot is usually Father Edward S. Sullivan, the circus priest, known to thousands throughout the circus and outdoor show world. Outwardly, he has a parish of around 300 fishermen and their families at Church of the Sacred Heart, in the little seaport city of Gloucester, Mass., but wherever the Big Top goes up around the world he has parishioners ranging from the acts to canvassmen.

ing out that they have the strongest jaws of all animals, he warns parents and children in his circus lectures about the danger of getting close to them.

He repeats a statement credited to Benson that "You may not be able to trust your fellow man, but you can always trust an animal—to be wild!"

Call to Priesthood

When Benson left Lexington for Norumbega Park, on the outskirts of Boston, Father Ed, accompanied him. By then he had taken his seminary examinations. (He was graduated from St. John's Seminary in Brighton, Mass., in 1924.) In all, he served as assistant to Benson for six years in Lexington and two years at Norumbega and when Benson was commissioned to lead a safari on a \$650,000 expedition into Africa, India and Indo-China in 1918, he offered him the job of No. 1 boy and traveling secretary, but the call to the priesthood was too strong, and Father Ed turned the job down.



FATHER EDWARD S. SULLIVAN

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

His life and how he got into show business is as fascinating and adventurous as any of the many performers, who wear the special miraculous medal, illustrating the legend of the juggler of Notre Dame, designed by Father Ed. Over 3,000 of these medals have been given out to performers and circus people all over the world.

Juggler of Notre Dame

The legend of the juggler of Notre Dame was picked, Father Ed says, because he thinks it best represented the circus. In the legend, the juggler, having been nursed thru a siege of illness, wishes to make an offering, but has nothing to offer but his juggling skill. He performs his best tricks in front of the statue of the Blessed Mother, and legend has it that the arms of the statue moved forward in a gesture of benediction.

Father Ed has been locked in a cage with five lions for 15 minutes, almost drowned in a near blow-down, attacked by a boa constrictor, worked on a high wire, swung as catcher on a flying trapeze, handled bears, tigers, snakes, lions and monkeys, and worked out a whisky-straight cure for six chimps with pneumonia.

Born in Charlestown, Mass., in 1898, Father Ed took to the canvas world at an early age. He remembers helping out on the lot for such shows as the old Barnum & Bailey, Sell-Floto, Hagenbeck-Wallace and 101 Ranch Wild West Show, on Sullivan Square in Charlestown. He was always fascinated by the animals, especially elephants, thus he never saw much of the actual show. After working for his ticket to the blues and getting in, he would invariably fall asleep, he points out.

Influenced by Benson

Looking back, the 52-year-old, six-foot, 200-pound priest, who has been a spiritual advisor to many men and women of the circus world for over 15 years, feels that his contact with the late John T. Benson, who founded Benson's Animal Farm, Nashua, N. H., and was known internationally as one of the greatest animal men of all time, started his interest in the people of the circus.

During his last year in grammar school Father Ed got a job at the old Lexington Park, Lexington, Mass., as a candy butcher, but soon after Benson took him on as a helper. The association—one of deep affection—lasted until Benson's death in 1945.

Meets Circus Execs

Under Benson's guidance he learned about animals and met the circus execs and top animal acts as they came to purchase animals. At an early age Father Ed was impressed with the potential danger of bears when one attacked and maimed a youngster who had clambered under railings to retrieve peanuts.

"I still won't go into a cage with bears," he says. "I feel they are the most dangerous of all animals." Point-

Packing Boas

It was a five-man job, he recalls. "The boy who was holding up the middle got panicky and dropped it. I was on the head, a vulnerable spot, because the boa constrictor uses its tail as a fulcrum and stuns its victims with a 2,000-pound blow. The boa began to lash and its head came straight for me. I leaped and made the top of the nine-foot high Bostock Circus wagon, which Benson brought over from England, as a reminder of his early English circus days. The wagon is now at the Benson Animal Farm and it brings back memories everytime I see it. We finally succeeded in getting the boa into the box."

Start of Benson Farm

Hoboken residents wearied of the weird noises from the warehouse, and Benson, given an ultimatum, moved the animals to a health farm he owned in Nashua, N. H. Thus was born the Benson Animal Farm, now a show place.

One spring six chimpanzees were shipped to the farm. Their heavy colds were diagnosed as pneumonia. A doctor prescribed straight whisky. Animals won't take medicine and they adhor alcohol, Father Ed points out, and have been known to attack trainers and handlers bearing the

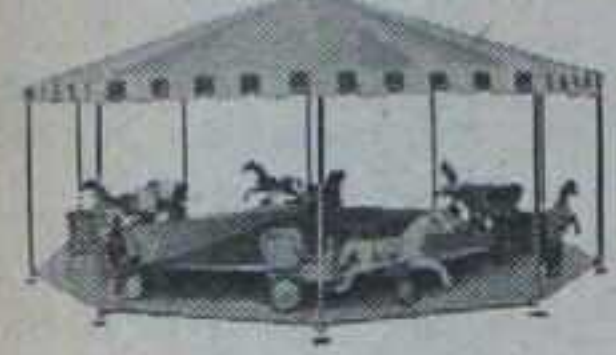
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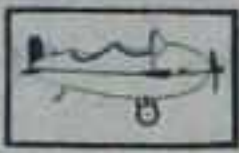
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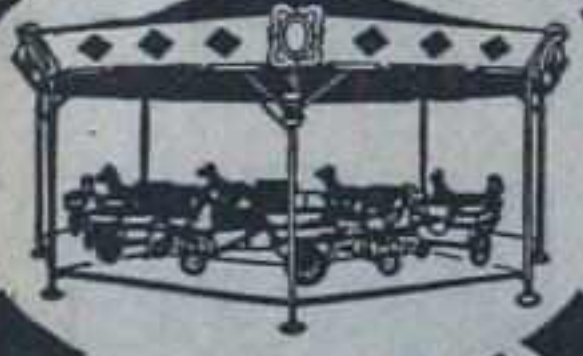


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faintest trace of alcohol. Father Ed was asked to help out, and he tried spooning the whisky to the chimps, but they kept pushing his hand away.

Nursing Chimps

"After spilling almost all of a half a pint," he recounts, "I decided drastic measures had to be taken, so I smeared the liquor over their faces and paws, and they began to lick it off. In a short time, they were coming over to me begging for it, but the only way they would take it was by licking it off my hands."

"They can talk all they want about elephants and their memories," Father Ed declares, "but when I came up to the farm a year later the four chimps came up to me and kept pulling my hand to their faces. They remembered, all right."

But pointing up the animal philosophy gained from Benson, "that you can always trust an animal—to be wild," Father Ed recounts that he nursed a tiger cub thru a bad siege of pneumonia only to have the tiger try to bite his hand off in repayment.

On the road with Ringling-Barnum in 1945, Father Ed said mass every day in the train and on Sundays under the canvas of the big top. He has done a big job in helping to break down the barriers that once existed between the clergy and the circus.

Unplanned Water Show

While playing Dallas with the Big One that sea-on a Texas twister came up, resulting in a near blow-down. The doctor's top and the dressing room and pad room tops went flying away and the lot was waist deep in water. Father Ed, perched on a pile of trunks, started off for help, but with the lot waist deep in water, decided to do a rope swing, a la Tarzan. He saw a rope hanging, and shouted out to ask if it was tied down. He got an affirmative answer, and grabbing the rope swung out in a wide arc, only to drop into the water. Everybody got a laugh out of that one and it helped ease the strain of nerves. Father Ed recalled with a smile. His unbilled tank dive was the subject of banter for a long time on that tour.

He's tried his hand with all the acts just to see what it's like up there. He's been on the high wire with the Wallendas, the Gretonas and has tried catching on the trapeze with Eddie Ward.

Visits All Circuses

The animal cages have lost none of their fascination for him, and he calls them the "backbone and greatest thrill of the circus." Father Ed visits all circuses, both indoor and outdoor shows, within 200 miles of his parish. He spends a month in Sarasota each year with Ringling-Barnum as the guest of Mrs. Charles Ringling. He's likely to turn up anywhere there is a circus playing in the eastern half of the United States. His next trip is to Chicago for a week with the Ringling show. Since 1938 he has been national chaplain of the Circus Fans of America (CFA).

He puts circus performers up against boxers, wrestlers, baseball and hockey players for modesty, all-round clean living and longevity in their professions. He points to aerial performers still going strong in their 60s, and bareback riders still performing in their 70s.

From Cradle to Grave

Father Ed is called upon by his circus parishioners to perform all

sorts of duties, from baptisms to funerals. He knows about the heart-break and tragedy that haunts the big tops, and rushed to the scene of the Hartford, Conn., fire. Father Ed helped to dissolve the feeling against circuses after that fire. A letter he wrote to *The Hartford Times*, was printed in full on page 1.

"I have been fighting over 15 years against intolerance toward circus people, and I think that thru my circus lectures, of which I deliver some 65 a year, I have accomplished much in that direction," Father Ed remarks.

After nearly every one of his lectures he finds that he has helped his audience to understand the circus and its people. He has an extensive collection of motion pictures of Ringling-Barnum winter quarters, loading and unloading, performances; Biller Bros., King Bros., Hamid-Morton indoor circus, and other outdoor free acts.

Whenever the Big One comes to Boston Father Ed takes some of his "parishioners" out to see his church. Recent visitors to Gloucester were the Doll Family, Gracie, Tiny, Daisy and Harry, and Paul Harumbo.

Aids Performers

Circus folks remember pretty Mary Jaye, victim of a freak accident in Fitchburg, Mass., who was taking a sun bath in the backyard when a tractor ran over her face, her long

hospitalization and finally the restoration of her beauty thru plastic surgery, arranged by Father Ed.

On May 8, this year, death struck Jerzy Wierbicki, Polish performer, billed as the Great Del-Orti, when his sway pole broke while he was testing it in Amesbury, Mass., for his first American appearance. To Wierbicki's widow and children in England went a check for \$100 from Father Ed's circus fund. More is on the way.

Of his circus fund, Father Ed says he gets very few requests for aid. "I have to go out and find them," he says. "Circus people are proud and they do not go looking for help." On many occasions he has dug up worthwhile cases only after long search.

Special Mass Permission

Father Ed maintains a heavy correspondence with outdoor show people. Telephone calls placed merely to "the circus priest up around Boston" succeed in getting thru to him in a matter of minutes. Whenever he travels with a circus he obtains permission to say mass under circumstances and in places he deems fitting.

He has been responsible for many ideas in bettering the performer's and workmen's lives on the road. And, from the circus owner's viewpoint, he has been of considerable assistance in opening up towns and cities to circuses.

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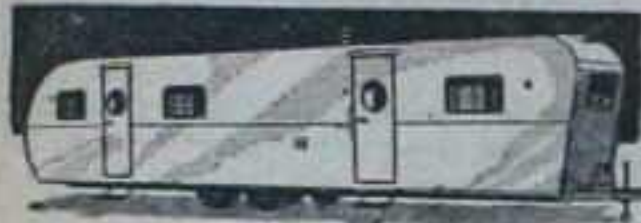
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Indoor Circuses Cue Outdoor Ops; Tented Orgs Swing to Sponsored Dates as Means of Hying Biz

IT'S being said under some marquees that the day when a circus could play a town without local promotion help is—or soon will be—all out and over. Few of those who have seen a new day coming say they prefer the change; it's being forced, they say, by new advertising problems, contracting difficulties and the need for "guaranteed" income. Facing every circus op who is considering promotion changes is the question of advance sales. Whether he's considering auspices, phone crews, book promotion, sales of performances or other methods, his problem boils down to advance sales. That advance means logging money ahead of time that might not come in show time. It means, in many cases, an extra sales boost thru charity tie-ups and local aid in clearing the growing problems of contracting.

Alternative "Wildcatting"

The alternative is the standard practice of billing and advertising and then learning at show time whether the campaign clicked or whether it might have if bad weather or rival attractions hadn't shown up. Many showmen using some form of advance sales see the old, traditional method now as a modern form of wildcatting. Which system is better depends on which showman you ask.

Advance sales methods in use today break down into three types— independent advance ticket offices, block sale of entire performances and thru auspices.

Still in infancy is the plan under which a circus opens an advance ticket office without local tie-in—a kind of extended downtown ticket sale. Ringling Bros. and Barnum & Bailey Circus is in its second year with partial use of this system. Cole Bros.' Circus offers advance tickets in some places. Extensive use of the independent advance sale, however, remains in the future.

RB Sells Shows

Developing into a significant policy on the Ringling-Barnum show this year is the plan for selling entire performances, usually to industrial concerns. The idea is a favorite of General Agent Waldo Tupper, and the system assures the circus of a set amount in advance. A shower at matinee time may keep the folks at home but it won't cut the circus's basic income. Under good conditions it turns out capacity crowds that load concession coffers.

Show-selling is not new; circuses of 30 and 40 years ago occasionally sold all seats to a single buyer. But Ringling this year has stepped up the development. Shows have been sold to a company at Fall River, Mass.; to a Legion post on Long Island, to the Montreal police and to others.

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

Tenters Seek Sponsors

By far the most frequently used advance sale system is that of auspices or sponsors. Several circus operators say this is the "only way" to book a show any more. This year more canvas operas have joined the indoor orgs on the sponsored list. Methods differ in detail, with some shows counting on the auspices for advance ticket sales only and with others leaving some advertising or contracting to the auspices. Several tented circuses maintain phone crews for promotion, but sale of local advertisements for programs is still left almost exclusively to the indoor shows.

Jack Mills, whose Mills Bros.' Circus has been using auspices for several years, reports that sponsors are becoming increasingly difficult to

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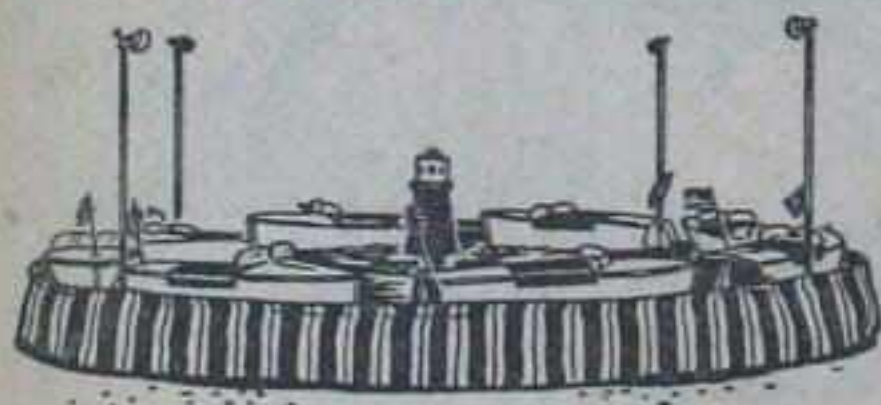
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find; potential groups already have regular annual agreements with any of a number of types of amusements. He finds, too, that the results of phone promotion are falling off.

Lucio Cristiani, co-owner of King Bros.' Circus, a newcomer this year to the sponsored field, declares there is no important fault in the method. His show's early season experience was that promotion men were not far enough ahead of the show and that the auspices did not have long enough to push the ducats. He figures that from 60 to 90 days should be allowed if an active sponsoring group is to sell the maximum.

Town's Size Influences

Si Rubens' Rogers Bros.' Circus is an outstanding example of a show which successfully plays larger towns under auspices than otherwise would be practical. Tom Packs tells of finding that auspices lodges centered in a small city but having membership over a larger area produce good crowds for shows which ordinarily would be too large for the town.

Showmen report that certain organizations usually are effective sponsors while others as a general rule produce less. Shrine groups, firemen, policemen and junior chambers of commerce, old favorites, remain the most popular. Kiwanis, Rotary, Lions and similar clubs are being used by several shows. Small circuses have found that parent-teachers groups and even churches prove okay for them. Poor, in the opinion of several circus operators, are veterans groups and others in which membership is varied and organization is likely to be loose.

Among indoor circuses, which rely most heavily on auspices, some are trying gimmicks to encourage more effort by auspices ticket workers. One offers merchandise prizes for mass ticket sales. Another arranges for the local ticket salesman to receive a percentage of the sales he makes.

Need More Agents

Difficulties in completing deals with auspices makes necessary a force of advance agents much larger than otherwise. Several trips to a town may be needed to find the auspices, get its approval and seal the deal; a single agent cannot book a town per day as under other systems.

Some circus execs who feel strongly that independent stands are outmoded also feel that the auspices system is showing weak spots. Among First of May auspices there have been cases of confusion and misunderstanding which undermine the plan. Among experienced sponsors a few have decided they could eliminate the middle man and have tried producing their own shows with varying success. The increasing number of shows seeking auspices also complicates the matter.

Sponsored circuses are not new; ancestors of the Cooke family played under Masonic auspices in Scotland a hundred years ago. But sponsorship has grown to be an important factor has brought the greatest impetus to the trend.

New Plan Needed?

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

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

Countering the whole theory that something new must be added are such present-day circuses as Al G. Kelly-Miller Bros. They succeed with the traditional billing and booking on the strength of a title, advertise with standard paper and many heralds, offer plenty of animals and pure circus, and repeat well.

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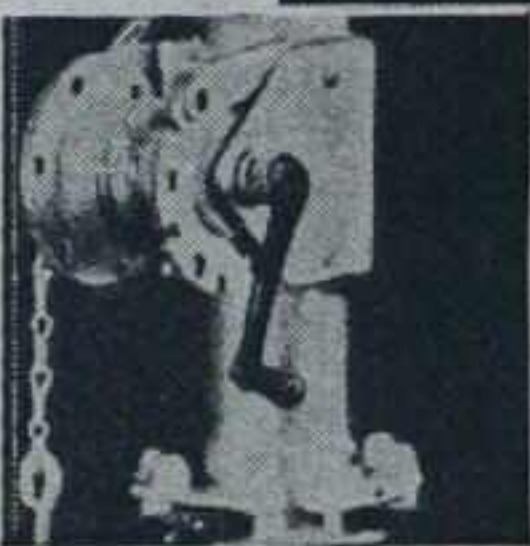
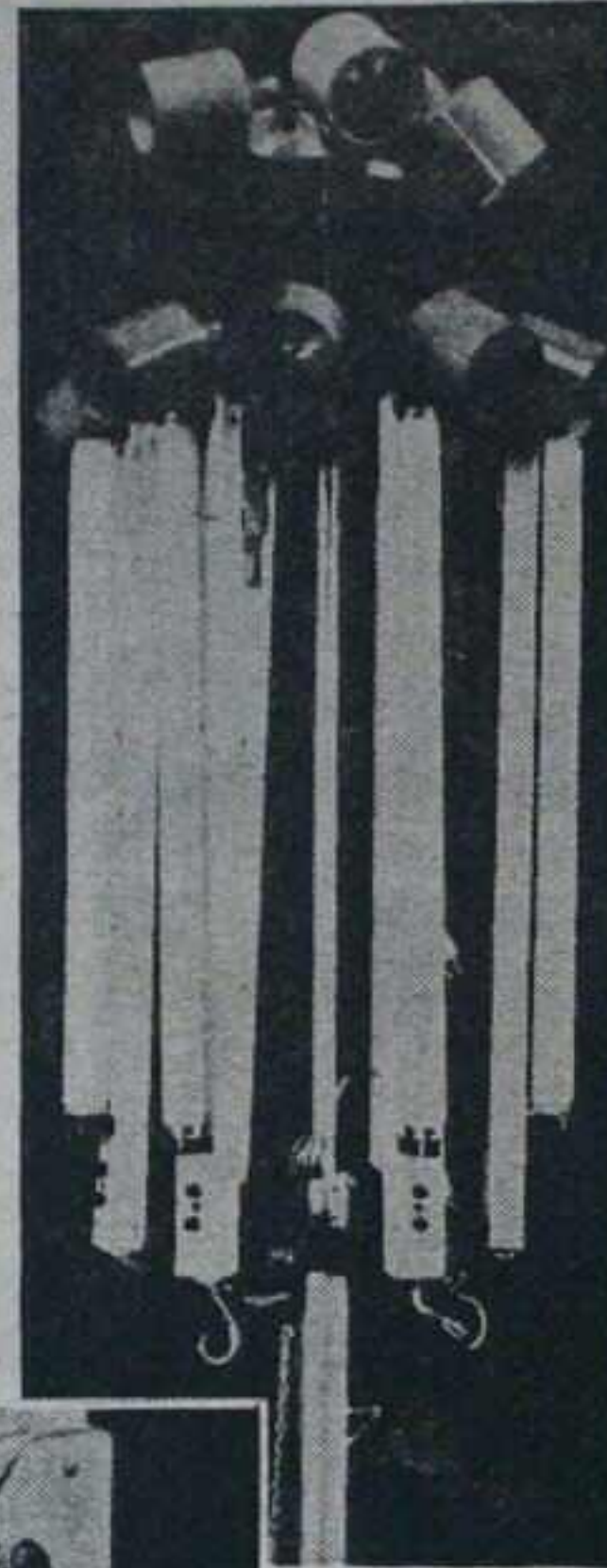
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(B) Showing Downey winch for raising and lowering top pole to required elevation. Each turn of winch lowers or elevates pole by one foot to any height between 21 ft. and 41 ft. Perfected cable mechanism employed in raising

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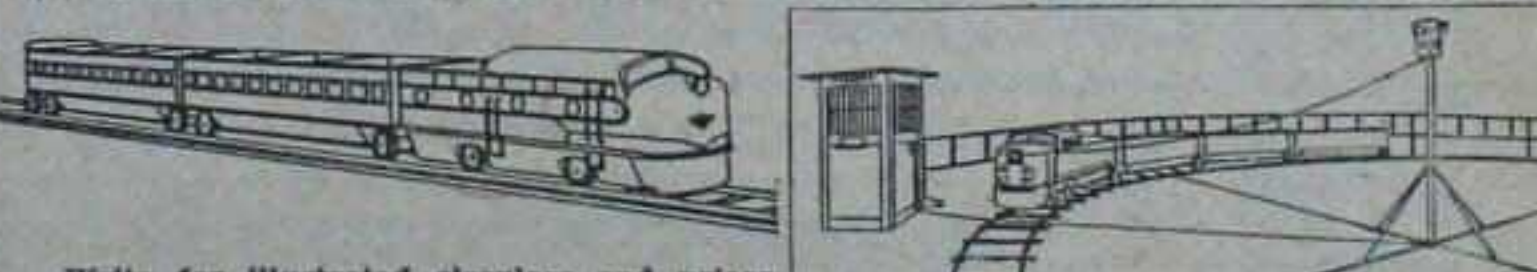
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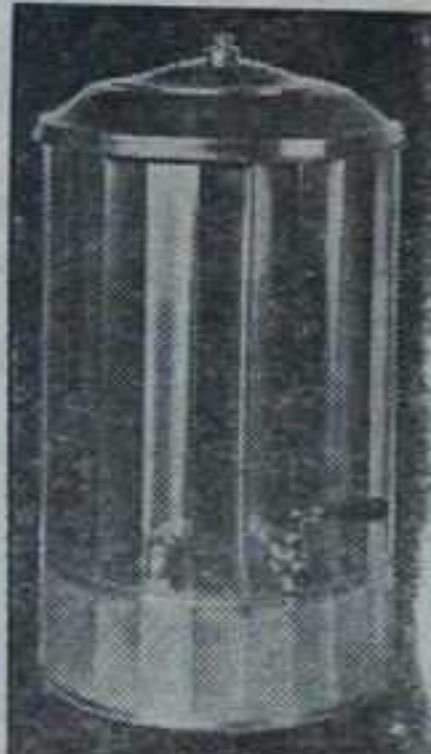
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Wallenda Wire Act Sustains Circus Thrills for 30 Years

(Continued from page 60)

with the act. The new act proved a success at the Circus Gleish and others. At this time Carl also performed a sway-pole act such as Rietta does now as part of the unit's repertoire. Carl has a soft spot in his heart for the sway-pole and sees the present act as a continuation of his own.

Perfect Three-High

In 1924 Herman left the teeterboard troupe and joined Carl's organization. More people meant a bigger act to Carl and he drafted plans for something never done before—a pyramid on the high-wire. When he told the others of his plan, they agreed it was a good joke and laughed—until Carl convinced them he was serious. Practice in the fall of 1925, however, perfected the stunt, and at Milan, Italy, they presented the first three-high on the wire.

"There was no trouble about engagements then," Carl recalls. In 1926 they appeared at the Circus Busche in Berlin and gained world-wide publicity for their dare-deviltry. In the fall of the following year they decided to go abroad. In Paris, Carl booked his own act into the Santos Artigas Circus of Havana.

In Cuba the Wallenda act made a deep impression on a big man with a derby, a denicotined cigar and a knowledge of good circus talent. By the next day John Ringling had signed a contract with the Wallendas.

Make Garden Bow

Then came the Wallenda debut with Ringling Bros. and Barnum & Bailey—an event Carl describes as "one of our greatest successes"—on April 5, 1928, in New York.

Carl recalls that the troupe was nervous and eager to do well. During rehearsals in the Garden they saw a tight-wire artist working without a net. The man's dexterity on the wire amazed Carl, who declared that if such feats could be done on a low wire without a net, the Great Wallendas no longer needed a net. They replaced their large net with a small portable one and have since eliminated that. The wire walker Carl watched was Con Colleano, now with Cole Bros.' Circus.

Another triumph for the Wallendas came in the early '30s when they appeared on the opening bill at Rockefeller Center; Mr. John arranged it.

The Wallendas held the late John Ringling in high esteem and Carl speaks of him as "one of the greatest." After that 1928 opening Ringling told the Wallendas he felt the same way about them.

"As long as I live, you'll be with us," he told the Wallendas. And they were. They were top features of Ringling-Barnum for 10 years, staying until the circus was shuttered early in 1938 by a strike.

Play Fairs, England

The high wire family finished that season playing fairs and during the following year appeared at the San Francisco World's Fair. Barnes Bros.' Circus in Chicago and the Blackpool Tower Circus in England. They were in England when the war broke out but were able to catch an American ship and return to the States. In 1940 and 1941 they played George Hamid dates and the next season found them back as stars of the Ringling-Barnum show for the first of another five years.

As they began their act at Hartford, Conn., in 1944, Rietta screamed to Carl and pointed behind him. Looking, he saw fire but signaled the act to go on. Someone, he thought, would put the blaze out. But when the flames reached a center pole, he ordered the troupe down. During the confusion that followed Carl and his wife were separated for an anxious 20 minutes; however, they and others in the act were reunited in time to hear a radio broadcast of a casualty report. First of the names intoned on that death list was "The Wallenda Family." Even tho they were safe and

together, Carl recalls, that broadcast frightened them all over again.

For 1947 the Wallendas organized their own circus. The family had grown and Arthur was back from three years with the naval air force. Members of the family put on most of the circus themselves. They played at ball parks and grandstands for weeks before deciding it had been a mistake.

Wallenda Circus Fails

Carl pays high tribute to the people who trouped with him that season for their efforts and co-operation in trying to make the show succeed. But it lost much money, and now Carl says, "I like to draw a big cross over that year."

The large family remained so the chief planned a new act which would keep the Wallenda and Grotenfent branches together.

The Wallendas first three-high had been with five people. From 1931 to 1947 they continued as a three-high act but performed it on bicycles. In 1930 the family had formed a second unit, the Grotenfent Family, and it appeared with the Wallendas on Ringling for two years, then went to Bertram Mills Circus in England for three. In 1935 it returned to Ringling and remained thru 1938, when it was discontinued.

Big Act Starts

In 1947, Carl's idea was to build a seven-person pyramid on bicycles; it was the first of its kind in the nation. To make the large troupe an ever better buy for bookers Carl developed it as a unit doing several acts, including sway-pole, unsupported ladders and ballet as well as the wire feature.

It is that act which has brought the Great Wallendas what Carl describes as "the biggest successes of our lifetime." They have had no idle weeks in more than a year and show owners vie for the troupe's services.

For the next step, Carl is ready with new feats for use if the present set wears out or if someone comes along sooner with the right kind of pay check. And another generation of Great Wallendas is being trained.

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<p>CANDY FLOSS SUPPLIES Heating Ribbons Bands Complete Stock of Parts Complete Repair Service</p>	<p>ECHOLS ICE SHAVERS Sno-King Ice Shavers Serv-Ice Ice Shavers Ready to Use Flavors and Concentrates</p>	<p>CARMELCORN EQUIPMENT AND COLEMAN BURNERS</p>	<p>5 SIZES POPCORN BOXES. COMPLETE STOCK OF BAGS</p>
<p>PEANUTS Raw and Roasted Attractive Circus Bags—Peanut Warmers—Peanut Roasters—New and Used.</p>	<p>HOT DOG STEAMERS ROOT BEER BARRELS DEEP FAT FRYERS</p>	<p>TOP-POP HYBRID POPCORN Top-Pop corn is carefully grown from specially hybrid seed. Try our TOP-POP Hybrid Popcorn and see for yourself how it makes more money for you. Every bag unconditionally guaranteed.</p> 	<p>SNOW-FLAKE SNOW CONES! Get the original candy stripe Snow Cones, attractively printed in our exclusive red and green design with circus scene in the background. New Patented Leak Proof Bottom. These flashy Snow-Flake cups will increase your snow cone business.</p> 

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Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x26" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

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Space-savers, time-savers . . . just a twist of the wrist and they're ready to fill . . . serve more customers per minute . . . take in more dough per hour . . . 5, 10, 15, 25, 40¢ sizes . . . your own name or design at slight extra cost, a "must" for making "big money" fast! Lowest prices.

Pops Up Your PROFITS! "GRAND POP" VOLUME CORN

Top grade, non-blended South American Hybrid Corn, naturally cured, large yellow kernels. One quality . . . the best. Our large volume selling assures fresh stocks . . . in 100 lb. moisture proof bags, 10 pound cans. Lowest prices for highest quality.

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Star's money-making "muscle man" . . . can be mounted vertically, horizontally . . . makes up to 50 pounds per hour with bottled gas or electricity. Convertible to run off trailer battery . . . for independent power. Fits in 25"x28" space . . . plenty of flash . . . grabs cash! \$248.00.

More Dollars from Hot Dogs! STAR STEAMRO

Draws more customers, more repeats . . . Keeps every frank and roll moist and warm . . . customers never wait . . . hand 'em out fast as they order. Constructed of monel metal and glass, easy to keep clean . . . low operating cost, plug in anywhere. Holds 200 hot dogs . . . 50 buns. \$76.45.

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. . . Everything to make Cash for "Carnies" . . . we mean Everything!!

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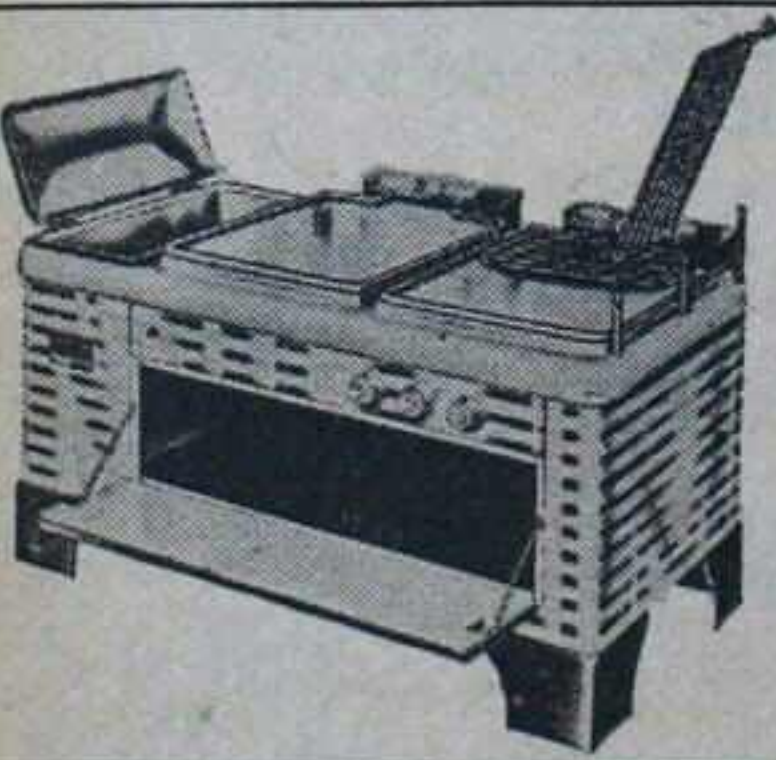


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HERE'S THE "SANDWICH KING" for ANY TYPE "SPOT"

SEVERAL kinds of Sandwiches PAY, get wise \$\$\$\$ to this NOW; our machine either GAS or ELECTRIC (specify). SIZE 34x19x18. Has Warming Compartment. Also TWO GRIDDLES. Large capacity HOT DOG steamer. ALL ACCESSORIES with machine. YEARS OF PROFITS.

Either Model, Gas or Elec., \$129.50 Net
We handle also the following items: FROZEN CUSTARD equipment, HOT DOG MACHINES, STEAK BROILERS, POPCORN MACHINES, etc. IMMEDIATE ATTENTION & SHIPMENTS.
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Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

Alfrescoes Out of Rough, Tho No Miracles Expected

(Continued from page 51)

season and logically avoiding the wishful thinking that would lead to the vain hope of a record-breaking tour.

Popular appeal of the alfresco field because of its minimum demands on patrons' purses may well be again asserting itself as a cautious public turns from attractions demanding folding money. Outdoor operators have not found it necessary to contemplate across-the-board price cuts to stimulate either gate or grosses.

Special Days Help

Free spending has been reported from virtually every section of the country when good conditions prevailed. Special days featuring cut prices, especially as moppet lure, are effective gimmicks in good or bad times and are being continued without undue emphasis.

The cry against the vagaries of the weather, seemingly stronger than ever before, are little more justified than in the past. Smart ops know that spring is inevitably accompanied by much rain, mud and cold. Top-bracket ops, with the confidence inspired by solid bankrolling, accept the buffeting philosophically and point out that playing under the stars in any season is a gamble, with good odds usually accruing to the winner.

Circuses which can fold quicker than other segs have met with varied experiences ranging from excellent to awful. The Ringling-Barnum circus is having an excellent run which began indoors with a record take at New York's Madison Square Garden and is continuing under canvas. Hunt Bros., pint-sized in comparison to the Big One, also has been bagging more than adequate grosses along the Eastern seaboard and thru New England, including Maine, where it is currently routed.

Not so cheerful are the reports of Cole Bros. biz, despite Bill (Hopalong Cassidy) Boyd, its Hollywood-TV feature.

Dailey crawled thru the Middle West garnering bum takes; then, according to plan, added Joe Louis and jumped into Canada for reported better biz. On the West Coast, Clyde Beatty has been doing well, while truck orgs spread thruout the country have been meeting with the usual mixture of good and bad business—with the better dates overcoming the blanks.

Carnivals Uneven

Carnivals have been running hot and cold, but the over-all picture is good. While one org might have blanked out in Little Rock, another was putting together a hefty take at Garfield, N. J. Best spending to date has been reported from Eastern centers, with the normal three-to-one spending ratio jumping to four-to-one on several occasions. With crowds at least on a par, and in many instances better than a year ago business has been highly satisfactory with the exception that too many nights have been lost to the weather.

Industrial areas such as Peoria, Ill.; Kenosha, Wis.; Wilmington, Del.; virtually all of New Jersey; Norwich, Conn., and Worcester, Mass., have all contributed hefty carnival grosses.

Altho the principal dough to date seems to be available in the manufacturing areas the outlook for fairs is equally good. Government surveys and reports indicate a continuing flush rural economy. Annual

execs have continued their high attractions budgets in the belief that good business is in the offing.

Numerous permanent fun zones in the East have documented increased per capita spending to pile up further evidence that industrial centers may again be coming into their own as prime contributors to the alfresco take, a position wrested away from them by farming areas after the war. Reports from the rest of the country indicate that the funspots are pacing 1949 takes, a continuation of which will undoubtedly please most ops.

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Five Rolls 4.00	Roll	2,000 \$ 6.80	
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1 Mission Model S.C. Pre-Mix Dispenser \$32.50
4 Gallons Mission Orange, Grape or Lemon-Lime.... 10.00
Value..... \$42.00

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Which Means You Are Getting 1 Case of 4 Gallons Syrup — FREE —

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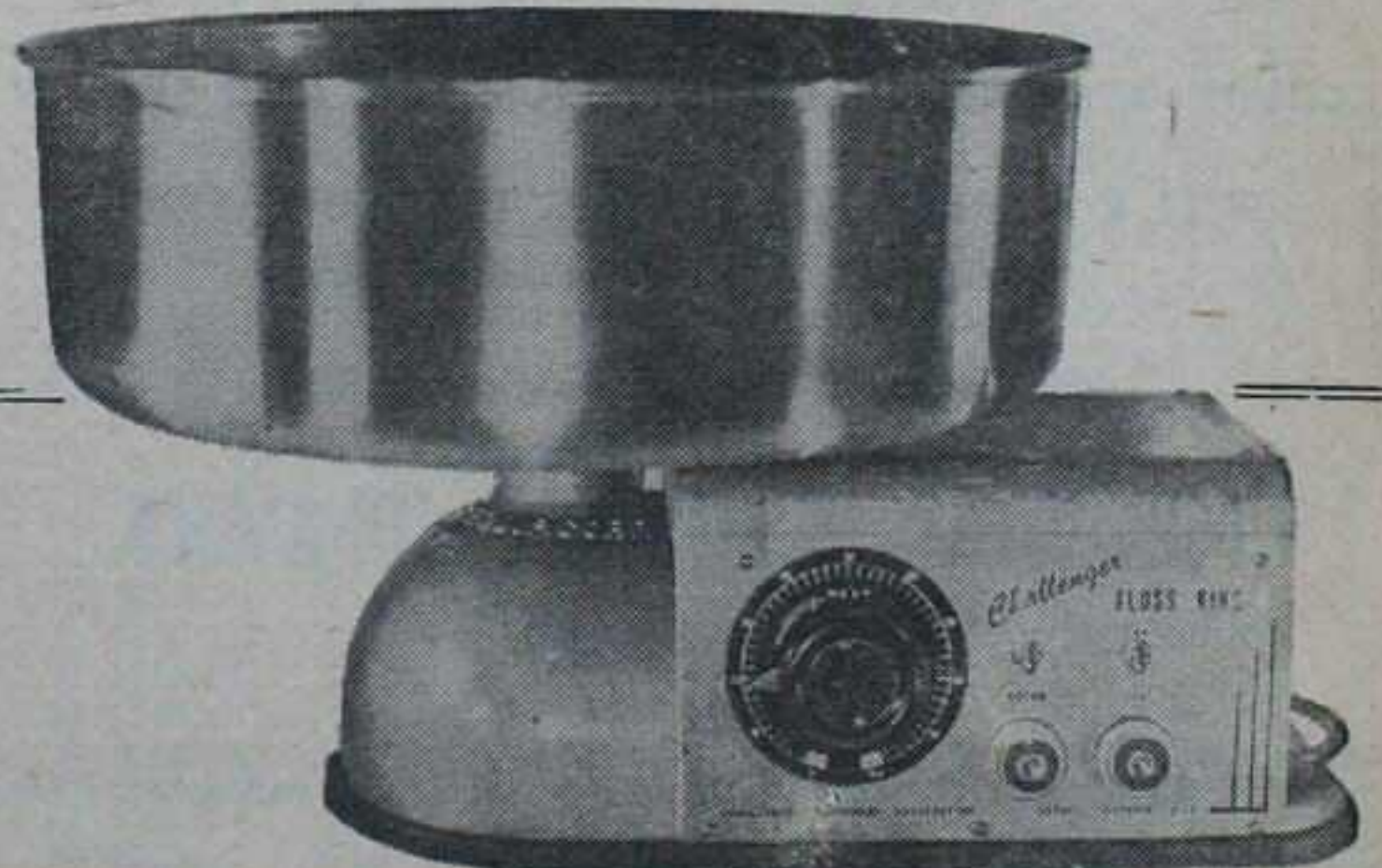
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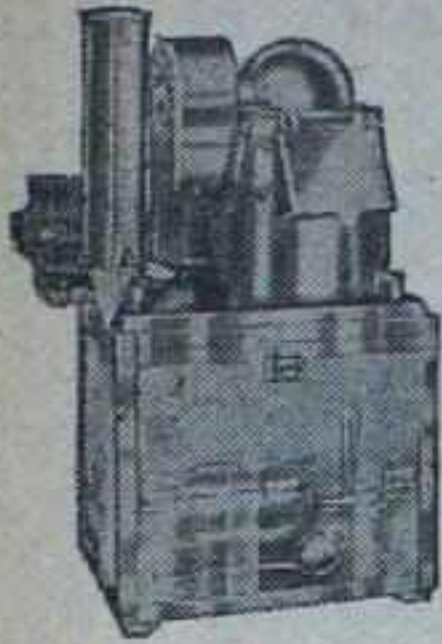
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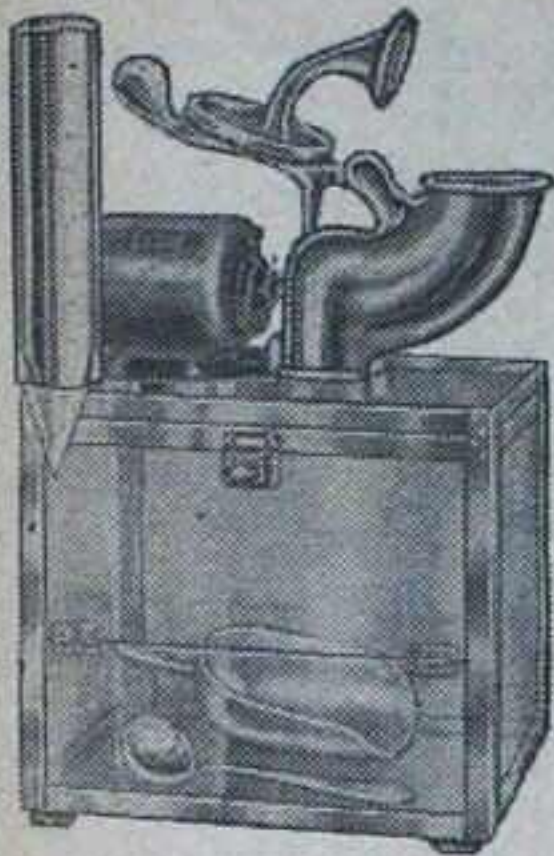
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**AUTOMATIC FEED
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GREATER CAPACITY**



All the snow you need for your busiest day. Fill the hopper and start selling snow cones while the machine continues to make an even grade of fine snow. Ladle, scoop, ice pick, funnel, 4 dispensing stoppers and cup dispenser furnished with each machine. Send 25% deposit, machine will be shipped balance C. O. D. All prices F. O. B. St. Louis, Mo. 1/2 H.P., 110 volt, 60 cycle A.C. motor.

**Ice Shaver and Plexiglas Snow Case,
as Pictured, \$250.00.
IMPROVED Ice Shaver Only \$200.00**

ECHOLS HIGH SPEED ELECTRIC ICE SHAVER

3/4 H.P., 110 volt, 60 cycle A.C. motor. Ladle, scoop, ice pick, funnel, cup dispenser and 4 dispensing stoppers furnished with each machine. This is the machine that has been making big profits for Concessionaires for many years. Send 25% deposit, machine will be shipped balance C. O. D. All prices F. O. B. St. Louis, Mo.

**Price of Ice Shaver and Plexiglas Case,
as Pictured, \$110.00.**

Price of Machine Only \$60.00.

Stand (not shown), \$10.00.

ECHOLS HIGH SPEED ICE SHAVER**SPECIAL — CLOSE OUT SALE**

We are changing the base of this type machine so that it will fit the Plexiglas Snow Case, and we have a few of the smaller base machines on hand which we have priced at **\$50.00** to close them out. If you do not want to use a case with your machine, here is a bargain for you. 1 ladle, 1 ice pick, 1 funnel, 4 dispensing bottle stoppers furnished with each machine. Send 25% deposit, machine will be shipped balance C. O. D.

Price \$50.00 F. O. B. St. Louis, Mo.
Metal Stand (not shown), \$5.00 extra.
All prices F. O. B. St. Louis, Mo.

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3700 South Jefferson Ave.

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POWDERED CONCENTRATED BEVERAGE BASE

(Mfd. by Hilker & Bletsch Co.)

30-oz. vacuum packed can makes 30 gallon. FIVE POPULAR DRINK FLAVORS, ORANGE, LEMON, LIME, CHERRY, AND GRAPE. Packed 24 cans of one flavor to the case, gross weight 57.5 lbs. Sold solid case lots only. \$15.60 a case.

1/3 deposit with order, balance C. O. D. Shipped F. O. B. Cincinnati.

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**The American Foundation for The Blind Lights the
Way for Those Who Walk in Darkness**

**Prison Rodeo
Grosses 118G**

**First show outside bastille
walls yields convicts' fund
45G, Dallas Fair gets 12G**

DALLAS, Jun 17.—Texas Prison Rodeo ended its eight-night stand at State Fair of Texas grandstand Saturday (10) with total paid attendance of 60,421 and a gross of \$118,391 after taxes.

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

The rodeo showed outside walls of the State prison for first time in its 19-year history. Fair officials pointed out that the rodeo never was viewed as money-maker for the fair, but served to maintain its reputation for bringing out the best and most unusual attractions of every type. The rodeo was considered a tremendous success, altho it had only three sell-out crowds in eight nights. Rodeos never have been successful in Dallas before. The money the fair will receive was considered gravy.

Fair's grandstand was enlarged by addition of 5000 temporary metal bleacher seats for the rodeo. Price range was \$3.60 for boxes; \$2.40 for reserved and \$1.80 for general admission. Grandstand capacity was 9,400.

**Showfolk On Hand
For Allen Funeral**

HUGO, Okla., June 17.—Numerous outdoor showfolk friends attended funeral services in the First Methodist Church here Saturday (10) for Mrs. Rosie Luigi Allen, 63-year-old veteran trouper, who died suddenly in Idaho. She was buried in the family plot at Mount Olivet Cemetery beside a son, Jimmie Allen, Hugo showman, who was killed in an auto accident in Texas last January.

Mrs. Allen was born in Milan, Italy, June 2, 1887 and, at the age of seven, started her long career as a trouper with the circus owned by her parents, George and Anna Luigi. When the circus was brought to this country in 1889, she was featured in the family show as an aerialist, acrobat and musician, playing the drums in the circus band.

Following her marriage to the late John Allen, a comedian with her father's show, the couple organized circuses and carnivals which later showed thruout the country. Since Allen's death, she had been in charge of concessions for such shows as United Exposition, T. J. Tidwell, Alamo Exposition, and Carl Barnes & Sons. At the time of her death, she was en route to join the Bob Stevens Circus.

Immediate survivors here for the funeral included her eight children, Mrs. Bessie Martin, Alexandria La.; Mrs. Evelyn Moran, Monroe, La.; Mrs. Jackie Hill, Cecil, D. V. and Billy Allen, all of Hot Springs; Charlie Allen, Bolivar Mo., and Roy Allen, Shreveport, La., and a brother, Gene Luigi, of Houston.

Showfolk friends were Mr. and Mrs. Reid Galbreth, Mrs. Tommie Henderson, Mrs. Laura Lamb, Mrs. Carl H. Bohn, Mrs. Pete Lamb, Mrs. Dolly Roberts, Mrs. Kitty Harrison, Fred Oliver, Mr. and Mrs. Sid Calbert, Mr. and Mrs. Bobby Moran and Mr. and Mrs. Ray Smith.

3000 BINGO

No 1 Cards heavy white, black back 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000. \$5 per 100. Fibre Calling Numbers, 75¢. Wood Calling Numbers \$1; Printed Tally Card, 15¢. Colored Heavy Cards, 25¢ same weight as #1. In Green, Red Yellow \$4 per 100. DOUBLE CARDS No 1 size, 5 1/2 x 14 1/2. 10¢ each

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow Cards postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. in lots of 1,000, \$1 per 100. Calling markers, extra, 75¢.
Set Numbered Ping Pong Balls \$15.00
Replacements, Numbered Balls, Ea 40
1,000 Jack Pot Slips (strips of 7 numbers), Per 1,000 1.25
Middleweight Cards, 5 1/2 x 7 1/2: White, Green, Red Salmon, Yellow Per 100 2.00
1,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads Size 4x5, M 1.50
Elastic Markers, Red or Green, Round or square, 3/4" Diameter, M 2.50
Scalloped Edge, Green only, M 2.00
Smaller Size, 1/2" Diam. Red or Green Plastics, M 1.50
Adv. Display Posters, size 24x36 Each 15
Cardboard Strip Markers 10 M for 75
Rubber Covered Wire Cage, with Chute, Wood Ball Markers, Master Board; 3-piece layout for 15.00
Thin Transparent Plastic Markers, Brown, 3/4 inch, Per M 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8 very large numerals 7 colors, loose, not tabbed, M 2.00
Round White N. J. Cardboard Markers, 2 sizes; 1/2 inch dia., 1800 to lb; larger size 3/4 dia., 1000 to lb. Either size, lb. 85
Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90# Send for illustrated circular. For 135.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery

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PAGE 177

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LeSourdsville Pulls Out All Stops To Draw From Wide Area

(Continued from page 55)

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

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

The policy of making some improvements each year began in 1934 when Dazey, then an architect working for a Middletown lumber company as an estimator, joined Edgar Streifthau and his brother, Ernest, as a co-owner of LeSourdsville.

By an odd coincidence, Dazey entered the LeSourdsville picture on the heels of a fire that destroyed the park bathhouse. In the past he had designed several buildings for the park and, at the time of the 1934 fire, was in the process of drafting plans for a ballroom. Disheartened by the loss, the Streifthaus persuaded Dazey to cast his lot with them in a project to expand the resort which at that time consisted of a small restaurant, minia-

ture golf course, cottages, beach, boats and picnic area.

Expansion Under Way

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

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

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

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

Three Important Factors

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

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

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

With the end of the school term these people are ready, willing and able to take a fling at the amusement park business. It provides them with extra money during the long summer vacation and gives LeSourdsville a plus value in its relations with the public.

Be sure it's the best!



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Concession furnaces assure even heat, even in the strongest wind. Available with either gas or bottle gas burners. Units constructed of heavy sheet metal and are steel bound and strapped. Also can be supplied with 5" or 7" Coleman Handy Gas Plants or Bottle Gas Burners.

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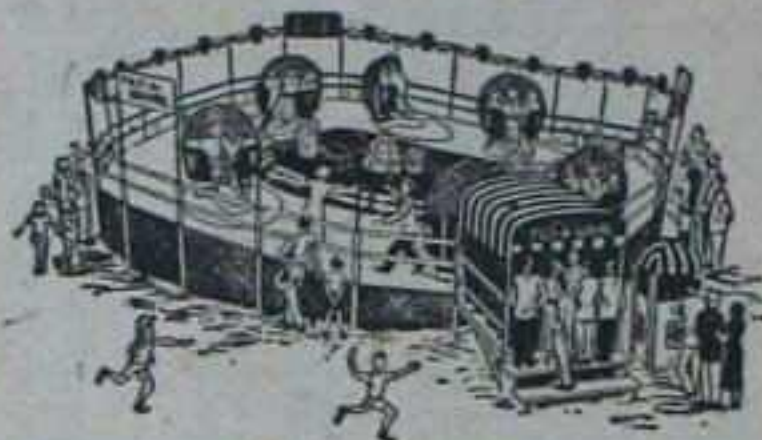
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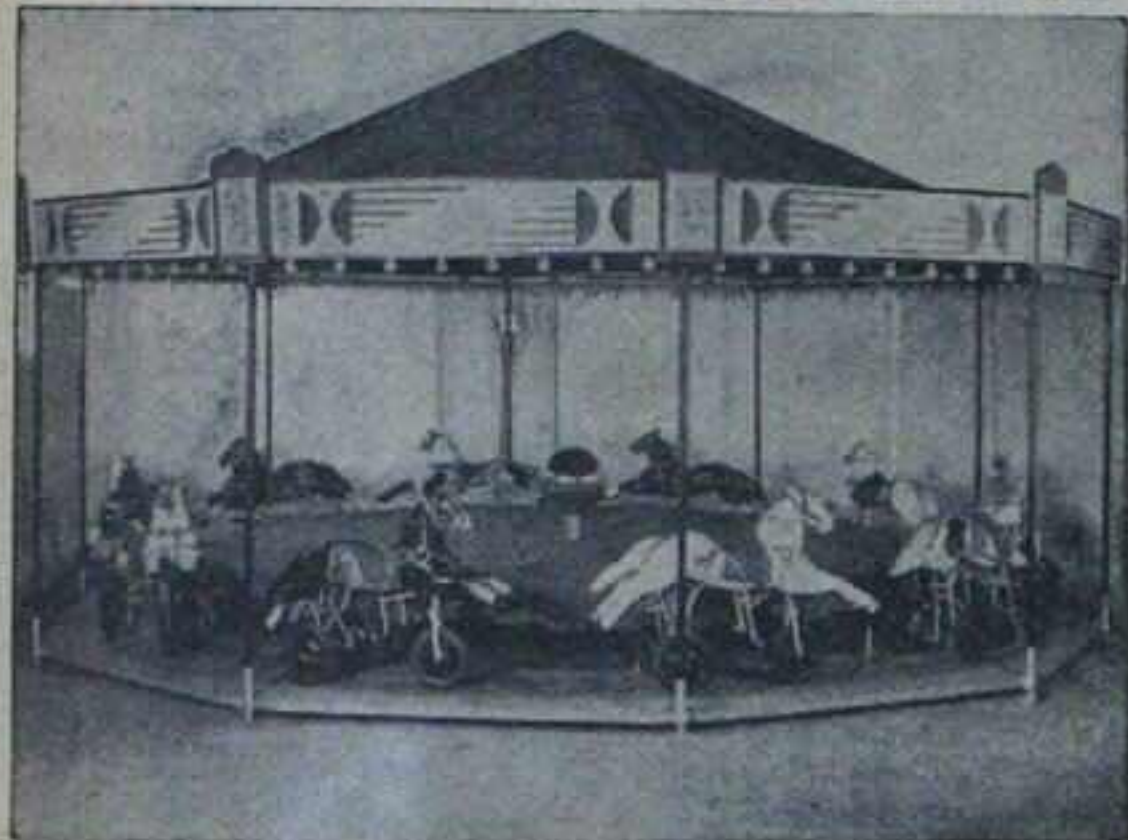
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Rodeo Dates

(Sanctioned by the Rodeo Cowboys' Association)

JULY

- Raymond, Alta.—Raymond Stampede, July 1, saddle bronk, tied calf roping, steer decorating, bull riding (if stock available) \$200 each, bareback riding \$150, total \$950, 1 perf. L. L. Harker, secy.
- Branson, Mo.—Branson Rodeo, July 1-3, 4 events, no bareback, \$200 each, total \$800, 3 perfs. Tom Stanford, Sand Springs, Okla., producer.
- Kerrville, Tex.—Annual Jaycee Rodeo, July 1-4, 5 events \$600 each, total \$3,000, 4 perfs. Earl and Jack Sellers, Del Rio, Tex., producers.
- Waverly, N. Y.—JE Ranch Rodeo, July 1-4, 5 events \$300 each, total \$1,500, 6 perfs. Col. Jim Eskew, producer.
- Levelland, Tex.—Levelland Annual Rodeo, July 1-4, 6 events, incl. team tying, \$500 each, total \$3,000, 4 perfs. D. N. Mills, secy. Buck and Tommy Steiner, Box 216, Austin, Tex., producers.
- Klamath Falls, Ore.—Klamath Falls Round Up, July 1-4, saddle bronk riding \$1,000, 5 events, incl. daily team roping, \$800 each, total \$5,000, 4 perfs. Marshall W. Poole, M. D., 411 Medical Dental Bldg., secy. Keith Rice, pres.
- Auburn, Wash.—No Bar Ranch Rodeo, July 1-4, 5 events \$400 each, wild cow milking \$200, total \$2,200, 4 perfs. Chas. Beach, Rt. 1A, Box 186, producer.
- Belton, Tex.—American Legion Rodeo, July 1-4, 5 events \$320 each, total \$1,600, 4 perfs. Arthur O'Connor, Am. Legion Post No. 55, Chairman. Triangle Bell Rodeo, Dub Spence-John Mellon, Co-Managers, Belton, Tex., producers.
- Pecos, Tex.—Pecos Fair & Rodeo, July 1-4, 6 events, incl. team tying, \$600 each, total \$3,600, 4 perfs. Cutting horse contest \$300. Girls clover leaf barrel race \$300. Emmett Beachman, pres. Bill Dougherty, secy. Beutler Bros., Elk City, Okla., producers.
- Springdale, Ark.—Chamber of Commerce Rodeo, July 1-4, 5 events \$600 each, total \$3,000, 5 perfs. Ed A. Maestri, secy. Clyde Miller, Rich Hill, Mo. producer.
- Amarillo, Tex.—Range Riders Rodeo, July 1-4, 5 events \$700 each, total \$3,500, 5 perfs. George Pulley, 110 Polk St., chairman, rodeo committee. Beutler Bros., Elk City, Okla., producers.
- Mandan, N. D.—Mandan Rodeo, July 1-4, 5 events \$1,000 each, total \$5,000, 5 perfs. J. I. Rovig, secy.; Leo Cremer, Big Timber, Mont., producer.
- St. Paul, Ore.—St. Paul Rodeo, July 1-4, 7 events, incl. wild cow milking and wild horse race, \$1,200 each, total \$8,400, 4 perfs. Pete Kirk, secy. Ray Manegre, president; Ray Kerr, vice-pres.
- Rexburg, Idaho.—Whoopie Celebration Rodeo, July 1-3-4, no show 2d, 5 events \$375 each, total \$1,875, 3 perfs. Arthur Porter, secy.
- Prescott, Ariz.—Frontier Days Rodeo, July 1-4, 5 events \$400 each, wild horse race \$100, jackpot team roping, \$2,100, 4 perfs. Alice Townsend, Box 246, secy.
- Grangeville, Idaho.—Border Days Rodeo, July 2-4, saddle bronk, calf roping \$450 each, bareback riding, bulldogging, bull riding \$435 each, wild cow milking \$300, total \$2,505, 3 perfs. J. W. Park, secy.
- Willits, Calif.—Willits Frontier Days, July 2-4, 6 events, incl. team steer roping, \$600 each, total \$3,600, 3 perfs. H. C. Jorgensen, secy. Moberge, S. D.—Moberge Rodeo, July 2-4, 5 events \$850 each, total \$4,250, 4 perfs. James L. Rothstein, Box 641, secy.
- Sanish, N. D.—Sanish Rodeo, July 2-4, saddle bronk \$750, bareback, bulldogging, calf roping \$600 each, wild horse race \$200, wild cow scramble \$160, total \$2,910, 3 perfs. 250 cash and hand carved saddle to All-Around. Gold and silver trophy buckles to winners in four major events. Doug McGrady, mgr. Brooks Keogh, pres.
- Reno, Nev.—Reno Rodeo, July 2-4, 6 events, incl. team tying, \$1,500 each, total \$9,000, 3 perfs. Ray Peterson, Pres. L. J. Samenza, secy. Harry Rowell, Hayward, Calif., producer. Entries close Saturday, noon, July 1, and must be paid by 10 p.m. same day. Mail or wire entries to Reno Rodeo, Box 30.
- Republic, Wash.—Republic Rodeo, July 2 and 4, (no show 3d), 4 events \$200 each, saddle bronk riding \$300, total \$1,100, 2 perfs. Kelsey & Potts, Tonasket, Wash., producers.
- Wilbur, Wash.—Wilbur Rodeo, July 2-4, 4 events \$465 each, saddle bronk riding, incl. final horse, \$640, total \$2,500, 3 perfs. Ray Goodman, secy.
- Redwood City, Calif.—Redwood City Rodeo, July 2-4, 6 events, incl. team roping, \$450 each, total \$2,700, 3 perfs. Rusty Rufus, Rt. 2, Box 860-H, Los Altos, Calif., mgr. Bob Barmby, Sacramento, producer.
- Toppenish, Wash.—Toppenish Rodeo & Livestock Assn., July 2-4, 6 events, incl. wild cow milking, \$1,000 each, total \$6,000, 3 perfs. R. W. Williams, Box 432, trustee.
- Cody, Wyo.—Cody Stampede, July 2-4, saddle bronk riding \$600, bareback bronk riding \$400, calf roping, steer wrestling, bull riding \$500 each, total \$2,500.00, 3 perfs. Oliver Steadman, secy.
- Livingston, Mont.—Livingston Round-up, July 2-4, 5 events, \$1,500 each, wild cow milking \$800, total \$8,300, 3 perfs. A. J. Tansor, Box 944, mgr.
- Denver Table Mountain Rodeo, July 2, 5 events \$75 each, total \$375, 1 perf. Jack Browne, 795 Sheridan Blvd., producer.
- Brush, Colo.—Brush Rodeo & Race Meet, July 2-4, 5 events \$300 each, wild horse race \$150, total \$1,650, 3 perfs. Gold and silver belt buckle to winner in each event. Western trophy saddle to all around. Harold Gray, secy.
- Red Lodge, Mont.—Red Lodge Rodeo, July 2-4, 5 events \$750 each, wild horse race \$300, All Around Special \$100, total \$4,150, 3 perfs. John R. Graham, secy.
- Mollala, Ore.—Mollala Buckaroo, July 2-4, 6 events, incl. team steer roping, \$600 each, total \$3,600, 3 perfs. Clyde Kendall, secy.
- Halley, Idaho—Wood River Roundup, July 3-4, 5 events \$240 each, total \$1,200, 2 perfs. Anna Clark, secy.
- Greeley, Colo.—Go West With Greeley, July 3-4, 5 events \$500 each, wild horse race \$200, total \$2,700, 2 perfs. John Mariani, 809 19th St. No. 39, arena director.
- Gallup, N. M.—Lions Club Rodeo, July 3-4, 6 events, incl. team tying, \$300 each, total \$1,800, 3 perfs. Henry Wright, 507 S. Strong St., secy.
- Choteau, Mont.—Choteau Rodeo, July 3-4, 4 events, no bull riding, \$400 each, wild cow milking, wild horse race \$100 each, total \$1,800, 2 perfs. J. W. Breen, secy.
- Sedro-Woolley, Wash.—Riding & Racing Club Rodeo, July 3-4, 4 events \$200 each, bareback riding \$150, total \$950, 2 perfs. Mrs. Betty Antone, Rt. No. 2, secy.
- Mullen, Neb.—Sandhills Roundup, July 3-4, 5 events \$150 each, total \$750, 2 perfs. W. H. Bramer, sec'y. Geo. Stichka Co., Les Winget, mng. dir., Inman, Kan., producer.
- Twisp, Wash.—Twisp Rodeo, July 3-4, 4 events \$200 each, saddle bronk riding \$300, total \$1,100, 2 perfs. Kelsey & Potts, Tonasket, Wash., producers.
- Cushing, Okla.—Cushing Rodeo, July 3-4, 4 events, no bareback riding, \$150 each, total \$600, 3 perfs. Floyd Hibbert, Rt. 1, Nardin, Okla., producer.
- Lewellen, Neb.—Ash Hollow Roundup, July 3-4, 5 events \$200 each, total \$1,000, 2 perfs. Paul D. Temple, secy.; Clarence Johnson, mng. dir.; Sand Hills Rodeo Co., Gandy, Neb., producer.
- KallsPELL, Mont.—Flathead Co. Rodeo, July 3-4, 5 events \$450 each, total \$2,250, 2 perfs. Mrs. Edith Taylor, Box 446, secy. Hell-gate Rodeo Co., Bob Rooker, mgr., Missoula, Mont., producer.
- Guernsey, Wyo.—Old Timers Assn. Rodeo, July 3-4, saddle bronk, bull riding, \$300 each, bulldogging \$200, calf roping \$180, bareback riding \$150, wild horse race \$120, total \$1,250, 2 perfs. G. C. Shad, Box 96, secy.
- Belle Fourche, S. D.—Black Hills Roundup, July 3-5, 5 events \$700 each, wild horse race \$450, total \$3,950, 3 perfs. J. F. Koller, secy.
- Sutherland, Neb.—Sutherland Rodeo, July 3-4, 5 events \$200 each, total \$1,000, 2 perfs. H. E. Scollin, J. L. Calhoun, co-producers.
- Clay Center, Kan.—Clay Center Rodeo, July 3-4, 5 events \$300 each, total \$1,500, 3 perfs. R. H. McClellan, Box 133, secy.; Roberts Rodeo, Ken Roberts, mgr., Olathe, Kan., producer.
- Lander, Wyo.—Pioneer Days Rodeo, July 3-4, saddle bronk riding, calf roping, bulldogging, single steer roping \$500 each, bareback riding \$400, total \$2,400, 2 perfs. Richard A. Johnson, secy.
- Rupert, Idaho—Rupert Rodeo, July 3-5, 5 events \$525 each, total \$2,625.00, 3 perfs. Clark Cameron, secy.
- Henderson, Tex.—Rusk Co. Rodeo & Horse Show, July 3-7, 5 events \$500 each, total \$2,500, 5 perfs. J. C. Stroud, Box 772, Joinerville, Tex., secy. Big D Rodeo, Chas. Phillips, mgr., 123 Storey St., Dallas 8, producer.
- Sulphur Springs, Tex.—Sulphur Springs Rodeo, July 3-6, 5 events \$500 each, total \$2,500, 4 perfs. Mike Pribble, Box 183, producer.
- Carrollton, Tex.—Josey Ranch Rodeo, July 4, 4 events, no saddle bronk, \$200 each, ribbon roping \$200, cutting horse contest \$200, girls barrel race \$200, total \$1,400, 1 perf. Arthur James, 1003 First Nat. Bldg., Dallas, producer.
- Chickasha, Okla.—Chickasha Rodeo, July 4-7, 5 events \$700 each, total \$3,500, 4 perfs. Chas. Evans, pres. Murray Nix, secy.
- Mangum, Okla.—Mangum Rodeo, July 6-8, 5 events \$400 each, total \$2,000, 3 perfs. Zeke Wade, chairman. C. S. Doolen, treas. Beutler Bros., Elk City, Okla., producers.
- Butte, Mont.—Butte Rodeo, July 6-8, 5 events \$600 each, total \$3,000, 3 perfs. H. J. (Tex) Murphy, Box 1336, secy.
- Walters, Okla.—4th Annual Walters Rodeo, July 6-8, 5 events \$300 each, total \$1,500, 3 perfs. Bob Duncan, Box 192, secy. Bobby Estes, mng. dir.; Lone Star Ranch Rodeo, Baird, Tex., producer.
- Malad, Idaho—Oneida County Rodeo, July 7-8, 5 events \$300 each, total \$1,500, 2 perfs. Kleal V. Hanson, secy.
- Idaho Springs, Colo.—Gold Rush Days Rodeo, July 8-9, 5 events \$200 each, total \$1,000, 2 perfs. Francis Smythe, Box 631, secy.; Earl Hale, MR No. 3, Colorado Springs, Colo., producer.
- Calgary, Alta.—Calgary Exhibition & Stampede, July 10-15, saddle bronk \$3,000, bareback riding, bull riding, calf roping, bulldogging \$2,500 each, wild horse race \$750, boys steer riding \$700, wild cow milking \$450, total \$14,900, 6 perfs. J. Charles Yule, mng. dir.; J. B. Cross, pres.
- Hughesville, Pa.—Lycoming Co. Fair Rodeo, July 10-16, 5 events \$400 each, total \$2,000, 8 perfs. Col. Jim Eskew, Waverly, N. Y., producer.
- Nampa, Idaho—Snake River Stampede, July 11-15, 5 events \$1,000 each, total \$5,000, 5 perfs. Bob Summerville, Box 170, secy. Leo Cremer, Big Timber, Mont., producer.
- Claremore, Okla.—Will Rogers Roundup Club Rodeo, July 12-15, 6 events, incl. steer roping, \$500 each, total \$3,000, 4 perfs. J. Dovel Moore, secy.
- Coleman, Tex.—Coleman Rodeo, July 12-15, 5 events \$600 each, total \$3,000, 4 perfs. Girls flag race \$200. Sam T. Cobb, pres.; Buck and Tommy Steiner, Box 216, Austin, Tex. producers.
- South Sioux City, Neb.—Tri-State Rodeo, July 12-16, 5 events \$500 each, total \$2,500, 5

perfs. Marion Lockwood, 211 West 33d St., secy. Paul Long, Alden, Kan., producer.

Olney, Tex.—Olney Rodeo, July 13-15, 5 events \$300 each, total \$1,500, 3 perfs. Cutting horse contest \$300. Foster Richmond, pres. R. N. Lunn, secy-treas. Bobby Estes, mgr., Lone Star Ranch Rodeo, Baird, Tex., producer.

Nephi, Utah.—Ute Stampede, July 13-15, 5 events \$525 each, all around cowboy \$375, total \$3,000, 3 perfs. (Bulldogging with barrier). R. H. Stuart, secy. Doc Sorensen, Camas, Idaho, producer.

Vernal, Utah.—Vernal Rodeo, July 13-15, 5 events \$350 each, total \$1,750, 3 perfs. C. R. Halstead, secy. D. A. (Swanney) Kerby, Moab, Utah, producer.

Wolf Point, Mont.—Wolf Point Stampede, July 13-15, 4 events, no bull riding, \$900 each, wild horse race \$450, total \$4,050, 3 perfs. T. R. Kelly, secy.

Santa Fe, N. M.—Rodeo de Santa Fe, July 13-16, 5 events \$500 each, total \$2,500, 4 perfs. Austin Green, c/o The Saddle Shop, chairman, Rodeo Committee, Beutler Bros., Elk City, Okla., producers.

Pocatello, Idaho.—Pocatello Frontier Rodeo, July 14-16, 5 events \$525 each, total \$2,625, 3 perfs. Muriel Ruggles, Box 292, secy.

Alliance, Neb.—Alliance Rodeo, July 14-16, 5 events \$450 each, total \$2,250, 3 perfs. A. E. Wingstad, secy.

Topeka, Kan.—Round Up Club Rodeo, July 14-16, 5 events \$700 each, total \$3,500, 4 perfs. G. L. Bybee, 300 Jackson St., president; George Sticha Co., Les Winget, mgr. dir., Inman, Kan., producer.

Walnut Grove, Minn.—Plum Creek Ranch Rodeo, July 15-16, 5 events \$250 each, wild cow milking, wild horse race \$300 each, all around cowboy \$100, total \$1,750, 2 perfs. Floyd Weaver, secy. E. W. Weisel, Crystal Springs Ranch, Clear Lake, S. D., stock contractor.

Gunnison, Colo.—Cattlemen's Day Rodeo, July 15-16, 5 events \$250 each, total \$1,250. M. J. Versuh, secy.

Cardston, Alta.—Cardston Rodeo, July 18-19, saddle bronk, calf roping, bulldogging \$300 each, bareback riding \$200, total \$1,100, 2 perfs. E. R. Malmberg, secy.

Ranger, Tex.—Jaycee Rodeo, July 19-22, 5 events \$500 each, total \$2,500, 4 perfs. Cowgirls sponsor contest, cutting horse contest \$200 each. C. E. May Jr., Box 71, pres. Frank Marlam, arena director. Buck & Tommy Steiner, Box 216, Austin, Tex., stock contractors.

Ogden, Utah.—Pioneer Days Rodeo, July 19-24, 5 events \$1,500 each, wild horse race \$1,000, total \$8,500, 5 perfs. (Bulldogging with barrier). W. Rulon White, mayor and rodeo boss. E. L. Carlsen, City auditor-secy.

Burkburnett, Tex.—Chamber of Commerce Rodeo, July 18-21, 5 events \$500 each, total \$2,500, 4 perfs. Chas. A. Morgan, secy. Beutler Bros., Elk City, Okla., producers.

Paris, Tex.—K-Bar Ranch Rodeo, July 19-22, 5 events \$400 each, total \$2,000, 4 perfs. Morris Kimball, producer.

Nyssa, Ore.—Owhyee Riding Club Rodeo, July 20-22, 5 events \$360 each, total \$1,800, 3 perfs. Grant Rinehart, secy.

Shelby, Mont.—Marias Fair & Rodeo, July 20-23, 5 events \$500 each, total \$2,500, 4 perfs. Clifford D. Coover, secy-mgr.

Fairfax Mo.—Four State Roundup, July 20-23, 5 events \$400 each, total \$2,000, 4 perfs. George M. Bilby, producer.

Rapid City, S. D.—Black Hills Range Days, July 21-23, 5 events \$700 each, total \$3,500, 3 perfs. Tom Berry, chairman, Rodeo Committee. John C. Laughlin, Box 1304, secy.

Monticello, Utah.—Blue Mountain Roundup, July 21-22, 5 events \$150 each, total \$750, 2 perfs. Joseph P. Foy, secy.

Hannibal, Mo.—Lions' Club Rodeo, July 21-23, 5 events \$300 each, total \$1,500, 3 perfs. George Sticha Company, Les Winget, mgr. dir., Inman, Kan., producer.

Spanish Fork, Utah.—Diamond Fork Riding Club Rodeo, July 21-24, 5 events \$450 each, total \$2,250, 3 perfs. Max Mendenhall, pres. Intermountain Rodeo; J. Ray Skinner, mgr., Delta, Utah, producer.

Missoula, Mont.—Annual Jaycee Stampede, July 22-23, 5 events \$200 each, total \$1,000, 3 perfs. Editch Atwell, secy.

Woodland Park, Colo.—Ute Trail Stampede, July 22-23, 5 events \$200 each, total \$1,000, 2 perfs. Edith Atwell, Box 102, secy.; Earl Hale, MR No. 3, Colorado Springs, Colo., producer.

St. Anthony, Idaho.—Freemont Co. Pioneer Days, July 24-25, 6 events \$250 each, total \$1,250, 2 perfs. Elmo Casier, secy.

Rochester, N. Y.—JE Ranch Rodeo, July 24-29, 5 events \$800 each, total \$4,000, 8 perfs. Omer Luellen, Box 381, chairman.

Hinton, Okla.—Kiwanis Club Rodeo, July 25-27, 5 events \$300 each, total \$1,500, 3 perfs. Omer Luellen, Box 381, chairman, Rodeo Committee.

Weyburn, Sask.—Broncho Daze, July 26-27, saddle bronk, bulldogging \$400 each, bareback riding \$300, bull riding \$200, wild horse race \$100, total \$1,800, 2 perfs. Hugh B. Lennox, secy.

Weatherford, Tex.—Parker Co. Frontier Days Rodeo and Quarter Horse Show, July 26-29, 5 events \$400 each, total \$2,000, 4 perfs. Walter Caraway, pres.; Coutts Holland, secy.

Monahans, Tex.—Permian Basin Rodeo, July 26-29, 5 events \$500 each, total \$2,500, 4 perfs. R. T. Harris, secy.; Buck and Tommy Steiner, Box 216, Austin, Tex., stock contractors.

Lewistown, Mont.—Central Mont. Fair and Rodeo, July 27-29, 5 events \$450 each, total \$2,250, 3 perfs. Henry J. Otten, secy.

Colgate, Okla.—Roundup Club Rodeo, July 27-29, 4 events, no bareback, \$225 each, total \$900, 3 perfs. Albert Keener, secy.; Albert Sells, Tuttle, Okla., producer.

Price, Utah.—Robbers Boost Roundup, July 27-29, 5 events \$450 each, total \$2,250, 3 perfs. J. V. Olsen, secy.

Dalhousie, Tex.—KIT Reunion and Rodeo, July 28-29, 5 events \$350 each, total \$1,750, 2 perfs. W. E. Cantrell, secy.; Beutler Bros., Elk City, Okla., producer.

Joseph, Ore.—Chief Joseph Days Rodeo, July 28-30, 5 events \$375 each, total \$1,875, 3

perfs. \$250 cash to all-around cowboy. Mrs. Harley Tucker, secy.; Harley Tucker, producer.

Muroc, Calif.—Pancho's Oro Verde Ranch Rodeo, July 28-30, 5 events, incl. team roping, no bareback, \$300 each, total \$1,500, 3 perfs. Cutting horse contest \$300. Pancho Barnes, c/o Rancho Oro Verde, mgr.

Eureka, Kan.—VFW Rodeo, July 28-30, 5 events \$300 each, total \$1,500, 3 perfs. Lynn Braden, secy.; Ken Roberts, mgr. dir.; Roberts Rodeo, Olathe, Kan., producer.

Woodville, Wash.—Alice M. Ranch Rodeo, July 29-30, 5 events \$200 each. Team roping or wild cow milking (optional) \$100, total \$1,100, 2 perfs. Ace Sanderlin, producer; Bryce Baker, 1530 E. 135th St., Seattle 55, arena director.

Chelan, Wash.—Chelan Rodeo, July 29-30, saddle bronk \$400; bareback, calf roping, bulldogging \$300 each, bull riding \$200, total \$1,500, 2 perfs. Kelsey & Potts, Tonasket, Wash., producers.

Fortuna, Calif.—Fortuna Rodeo, July 29-30, 5 events \$400 each, total \$2,000, 2 perfs. R. E. Stewart, secy.

Washougal, Wash.—Pow Wow Rodeo, July 29-30, 5 events \$200 each, total \$1,000, 2 perfs. Eldon Phillips, Box 832, mgr. Christensen Bros., Eugene, Ore., producers.

Big Timber, Mont.—Big Timber Rodeo, July 30, 5 events \$175 each, total \$875, 1 perf. Leo Cremer, producer.

Boulder, Colo.—Pow Wow Days, July 30-31, 5 events \$400 each, total \$2,000, 2 perfs. J. Richard Christopher, Box 738, secy.

Great Falls, Mont.—No. Montana State Fair Rodeo, July 31-Aug. 5, 5 events \$1,200 each, total \$6,000, 6 perfs. Leo C. Dalley, secy.

Gerry, N. Y.—JE Ranch Rodeo, July 31-Aug. 5, 5 events \$900 each, total \$4,500, 9 perfs. Col. Jim Eskew, Waverly, N. Y., producer.

pres.; Buck & Tommy Steiner, Box 216, Austin, Tex., producers.

Clarksville, Tex.—Clarksville Rodeo, Aug. 3-5, 5 events \$440 each, total \$2,200, 4 perfs. B. D. (Burr) Andrews, producer.

Weiser, Idaho.—Weiser Valley Roundup, Aug. 3-5, 5 events \$705 each, total \$3,525, 3 perfs. Claude Wade, secy.

Preston, Idaho.—That Famous Night Rodeo, Aug. 3-5, 5 events \$675 each, total \$3,375, 3 perfs. (Bulldogging with barrier.) Bianche Hollinsworth, secy.

Phillipsburg, Kan.—Phillipsburg Rodeo, Aug. 3-6, 5 events \$700 each, total \$3,500, 4 perfs. One gold and silver belt buckle in (See RODEO DATES on page 150)

AUGUST

Pretty Prairie, Kan.—Booster Club Rodeo, Aug. 1-3, 5 events \$500 each, total \$2,500, 3 perfs. Bruce H. Voran, secy.; Ken Roberts, mgr. dir., Roberts Rodeo, Olathe, Kan., producer.

Monta Vista, Colo.—Ski-Hi Stampede, Aug. 2-4, 5 events \$600 each, total \$3,000, 3 perfs. L. W. McOllough, pres.

Altus, Okla.—Southwest Okla. Roundup Club Rodeo, Aug. 2-4, 5 events \$375 each, total \$1,875, 3 perfs. Charles Dunn, pres.

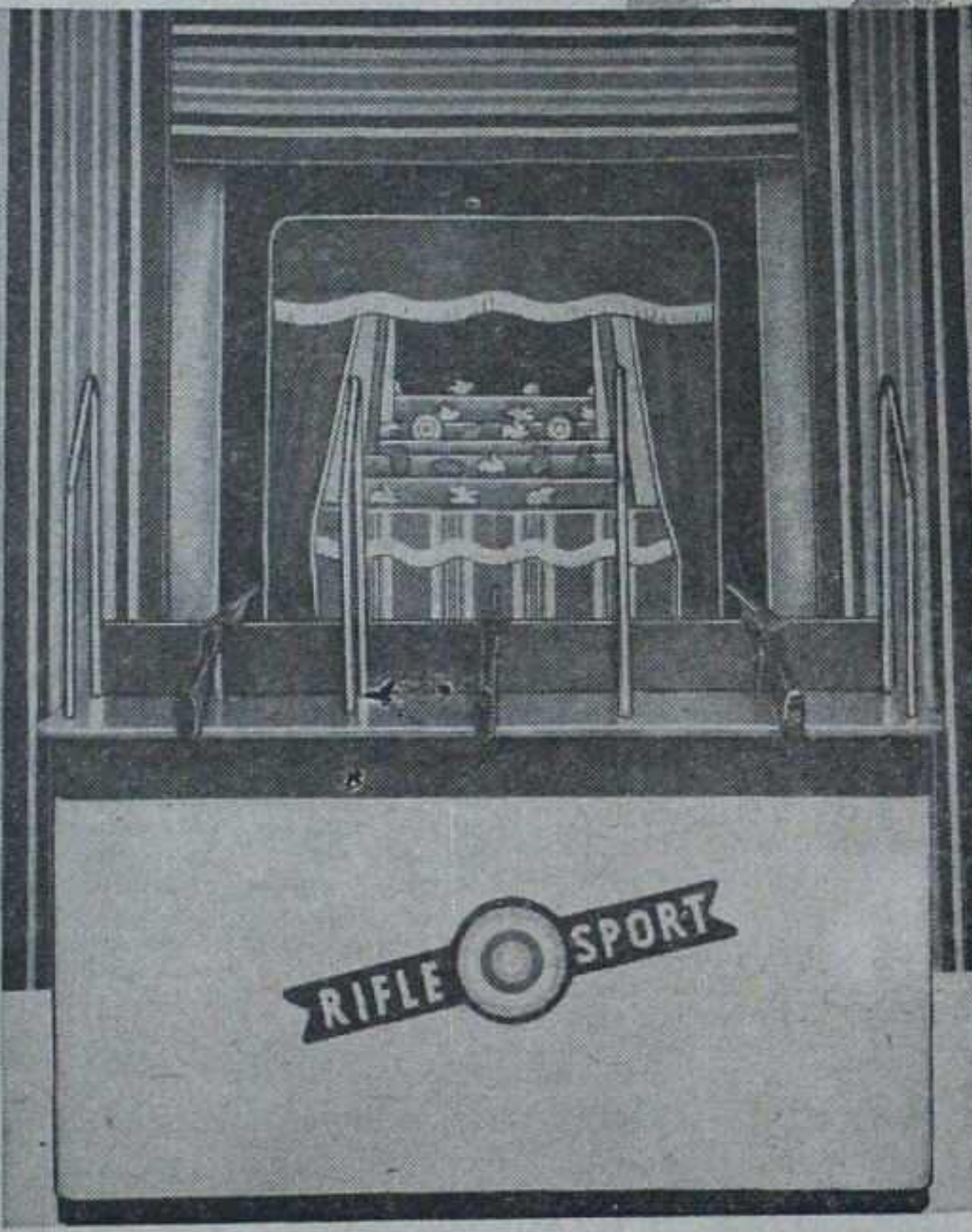
Big Spring, Tex.—Cowboys' Reunion, Aug. 2-5, 5 events \$600 each; wild cow milking \$200, total \$3,200, 4 perfs. Ladies' barrel race \$200. Chas. Creighton, Box 1528, vice-

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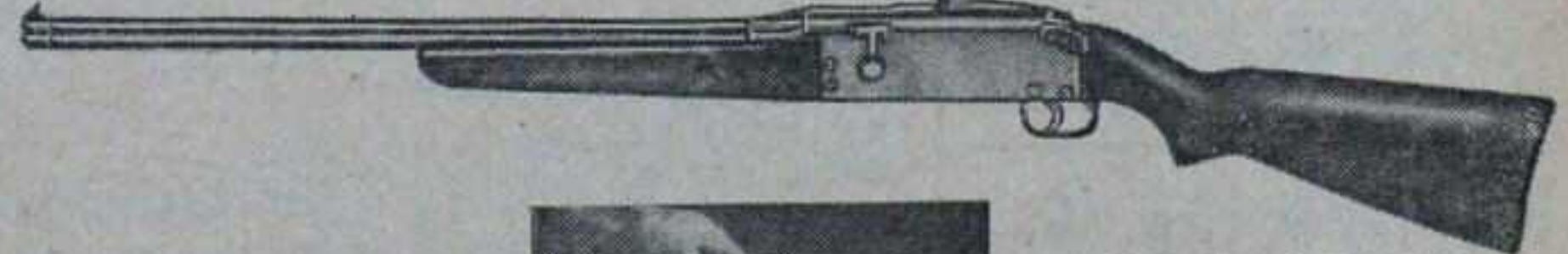
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Out in the Open

About 40 Hollycranes will be operated at the Canadian National Exposition, Toronto, this year, according to Dave Russell, Como Manufacturing Corporation, Chicago.

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

fornia Bobby Hill, clown, will be featured.

Frederick V. Bowers, Hollywood songwriter and last year a goodwill ambassador for the Ringling circus, is in New York. . . . Arthur E. Campfield, head of the New York canvas firm bearing his name, last week visited Hunt Bros.' Circus, World of Mirth Shows and Indian Point Park, New York.

Constable's Kiddie Rides of Fountain City, Ind., have been signed to provide the rides at the July 4th Celebration at Batesville, Ind. Mr. and Mrs. Ralph B. Robinson of Delphi, Ind., were recent visitors to Constable's ride factory where they took delivery on a new standard kiddie ride. The Robinsons are playing a park in Indiana this season. . . . Joe Davis, secretary, Ingham County Fair, Mason, Mich., and Ben Sawyer, lot man at the Saginaw Fair, were guests on World of Pleasure Shows during the org's Lansing, Mich., stand.

Human-interest angle in a park family was utilized for publicity in The Detroit Times by Walled Lake Park Sunday (11). Picture of a youngster at the wheel of a speedboat, with a big grin on his face, was headed "Grandpa Owns a Park." Child was Chuckie MacMahon, 5, and the grandfather was park owner Fred W. Pearce. Tie-in for the boat picture was the fact that Pearce's father, the late Joseph Pearce, was an engineer on the Cunard Line.

Harry A. Kuh, former New York newspaperman and publicity director for Ice Capades and Ice Cycles for the past 10 years, has joined the Voorhees-Fleckles Agency, Chicago, as advance publicity agent for the icer it has booked at fairs this year. Hal Wenninger is handling flack for V-F icer at the Chicago Fair of 1950.

George A. Hamid Jr., is authoring a book on the life of his father. A schedule calls for fall publications to coincide with the fair season. . . . Glen Childers left New York June 17 for a six-week vacation at Mason City, Ia.

Mr. and Mrs. Samuel Bakerman and son, Monte, of Coney Island Park, Caracas, Venezuela, visited Irah and Buddy Watkins Wednesday (14) at Palisades Park, Palisade, N. J., where they are appearing with their chimp act. The Bakermans left Monday (19) for a two-month vacation in Europe. Charles Sasse, booking agent, also spent the day at the park.

Pa. Race Group Formed

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

Soldier Field Circus Set for Kenny Fund

Other Shows May Follow Chi

CHICAGO, June 17.—The Sister Kenny Polio Foundation of Illinois, Inc., will stage a Sister Kenny Polio Fund Circus in Soldier Field here August 21-27, in what may be the first in a series of such shows to be held in six major cities thruout the country.

To be booked by Dave Malcolm, a 2½-hour show is planned. General admission will be 60 cents for children and \$1.20 for adults, with reserved seats at \$1.80 and boxes at \$2.40, all including tax.

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

Special Days

Special days are skedded as tie-ins with local veteran groups, nationalities and fraternal organizations.

Malcolm will emcee the show, with Benny Sharp's ork providing the music. Talent signed by Malcolm includes the Sensational Milos, high act; Gratonas, high wire; P. J. Ringen, bicycle ramp dive; Flying Melzoras, aerial trapeze; Les Kimris, sway pole; Dolly Jacob's animals; Walter Jennier and Buddy, seals; Miss Luxem, high act; Anteleks, perch pole; Buddy and Jean, roller skating; Shirley and Rickey, roly-poly, and Alex Sadler, trampoline.

Joe Louis, Dailey Circus Owners Talk Extension of Tour

LAKE IDLEWILD, Mich., June 17.—An early decision as to whether Joe Louis, retired heavyweight champion, continues with the Dailey Bros.' Circus, now touring Eastern Canada, will be made within a few days, according to Truman K. Gibson, the Brown Bomber's attorney and financial adviser.

Visiting here today, Gibson pointed out that the original deal between Louis and the Dailey show owners terminates next week and that an extension of the tour is now in the discussion stage. He described the tour thus far as not having obtained "spectacular results" and indicated that Louis is willing to continue and that the decision in reality rests with the Dailey owners. The current deal calls for Louis to get \$1,000 a day.

Outdoor Talent

Set for Big Role At Moncton's Cele

MONCTON, N. B., June 17.—Outdoor show biz will play an important part in this city's Diamond Jubilee celebration skedded for July 30-August 12.

Bill Lynch Shows will provide the midway July 31-August 5, Harry Snyder's Water Follies of 1950 will give two shows nightly in the stadium for six nights, a George A. Hamid revue will be presented twice nightly for four nights, and a \$3,000 fireworks display will be staged August 9. Harness horse racing is skedded for three days.

The opera, *Tales of Hoffman*, will be presented by the Nova Scotia Opera Association at the high school auditorium August 7. Other features include a Miss Moncton pageant and the Maritime Firemen's annual tournament.

Weather or Not

LONDON, June 17.—J. D. Brenner, operator of the Grand Pier amusement resort at Weston-Super-Mare, is threatening a one-man war against the British Broadcasting Corporation (BBC), asserting that he intends to seek an injunction against Britain's official radio corporation to prevent the broadcasting of inaccurate or adverse weather forecasts prior to Bank (legal) holidays.

Brenner insists that an inaccurate weather forecast may make all the difference between success and bankruptcy to those in the outdoor amusement business.

Sked Third Unit To Fill Horan, Kochman Dates

NEW YORK, June 17.—Jack Kochman and Irish Horan, thrill show impressarios, announced Wednesday (14) after a meeting at the George A. Hamid & Son agency here that they would launch a third hell driver unit this season. Move was necessitated by multiple dates already inked, they said.

A total of 46 new Dodges have been acquired for use by the Kochman and Horan units. At present there are 24 men working at quarters in Clifton, N. J.

George A. Hamid and his son, George Jr., announced that the premiere of a car being shot from a cannon, a Horan feature, would be staged either on the Atlantic City Boardwalk in front of Steel Pier or on New Jersey State Fairgrounds, Trenton, both Hamid-owned, on June 26. The Atlantic City date is preferable, but contingent on receiving permission from city fathers, Hamid said. Framing the new stunt cost \$30,000, according to Horan.

Kochman and Horan this year eliminated still dates, a fortunate move in view of the weather. All appearances will be at fairs, beginning next month.

Iroquois Centennial Program Completed

IROQUOIS, Ill., June 17.—Plans for this city's Centennial Celebration in Dunning Park here have been completed, with dates set for July 2-4. Free attractions are to be presented each day and night of the three-day run, Clint Owens, general chairman announces.

The Flying Marvellos have been signed and features include free dancing, a queen contest, drawings, band contest, ball games and a fireworks display. Royal Midwest Shows have been contracted to provide the midway.

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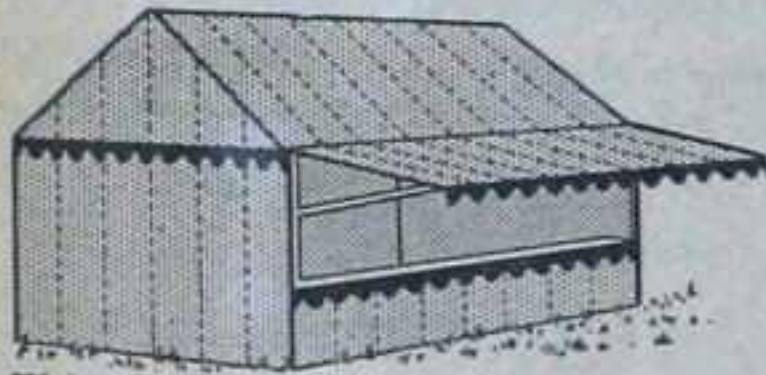
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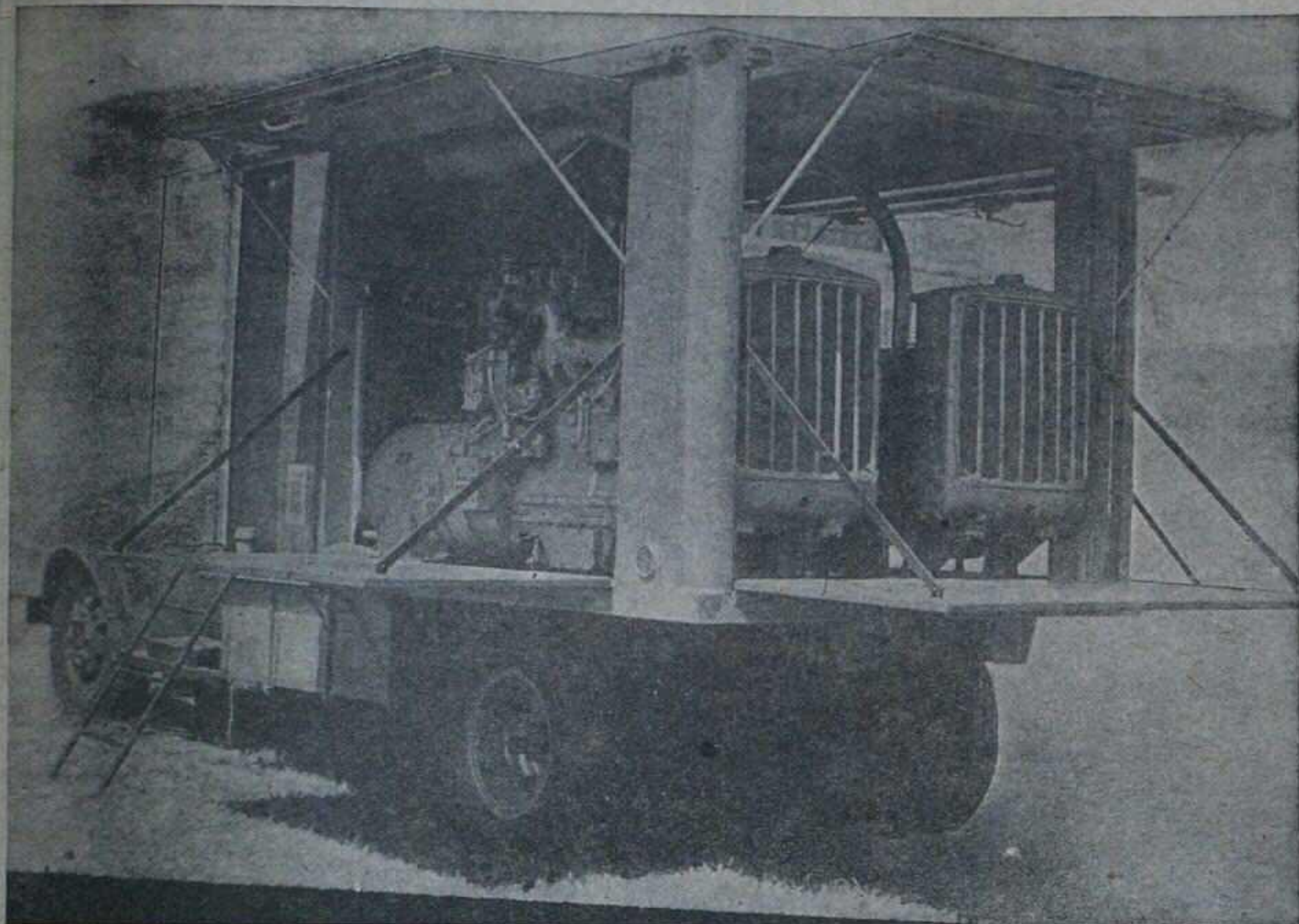
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|---|--|
| A-100 LET'S TAKE AN OLD FASHIONED WALK
WHY DO THEY ALWAYS SAY NO | A-110 WEDDING OF THE WINDS—PART 1
WEDDING OF THE WINDS—PART 2 |
| A-101 WITH MY EYES WIDE OPEN I'M
DREAMING | A-111 OFFICIAL WEST POINT MARCH
PERFUMED ZEPHYR |
| A-102 HOW MANY G'S IN PEGGY
BIBBIDI-BOBBIDI-BOO | A-112 PAUL LUKE'S SATYR TANZ
BOLERO FROM SICILIAN VESPER |
| A-103 SOME ENCHANTED EVENING
DEAR HEARTS & GENTLE PEOPLE | A-113 SECOND FINALE FROM TRAVIATA
PARTS 1 & 2 |
| A-104 ENJOY YOURSELF
MUSIC, MUSIC, MUSIC | A-114 LOVE SONG OF RINALDO
WOODPECKER SONG |
| A-105 THE LAST WALTZ
PASQUINADE CAPRICE | A-115 BEER BARREL POLKA
CREAKING OLD MILL ON THE CREEK |
| A-106 OLD TIME WALTZES—PART 1
OLD TIME WALTZES—PART 2 | A-116 EL RANCHO GRANDE
ALICE BLUE GOWN |
| A-107 FAUST—PART 1
FAUST—PART 2 | A-117 MAN WITH MANDOLIN
AT THE BALALAIKA |
| A-108 LIGHT CAVALRY MARCH—PART 1
LIGHT CAVALRY MARCH—PART 2 | A-118 LITTLE RED FOX
CECELIA |
| A-109 THREE O'CLOCK IN THE MORNING
YOU CAN'T BE TRUE, DEAR | A-119 LAUGHING POLKA
AH! SWEET MYSTERY OF LIFE |

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Talent Topics

Grandstand talent line-up at the Melville, Sask., Fair this year will include Louise, aerialist; Al Weir, clown; Skating Millers, roller skaters; Pat and Willa Levolo, slack wire; Kong Troupe, acrobats and dogs; and Ken Lambert, emcee. Show was booked by Keith T. Crowe, New Westminster, B. C.

Great Eugenes, high wire, closed a week at Sunnyside Park, Toronto, recently. . . . Three Milos, high act, are booked into the State Fair of Texas, Dallas, for the July 4 week-end. . . . Miss Luxem, aerialist, closed Thursday (15) with Tom Pack's Circus at Salem, Ill., and, after playing a week at a Gary, Ind., celebration, will perform at the American Legion celebration in Denver July 4. . . . The Marions and the Aerial Snyders, high acts, have been booked for Harlacker's celebration in Pittsburgh, June 29-30.

Jack Sweetman, circus and minstrel band drummer, is not trouping this season. He's night manager of the American Hotel, Circleville, O. Jack visited King Bros. and Biller Bros.' circuses recently and reports that both did good business. He said that he enjoyed visits with Joe Rossi on Biller and Lee Hinchley with the King org. . . . Irma Zavatta, of Irma and Rio, unicycle and unsupported ladders, became a naturalized American citizen June 6. She came to the U. S. from Germany in 1939 with the

Four Sidneys to join the Ringling Bros. and Barnum & Bailey Circus.

The Chamberlys, casting act, open a string of park dates June 26 at Clementon Lake Park, N. J., followed by a week at Dreamland Park, Rochester, N. Y. . . . Stardusters, aerial thrill act, is the free attraction at Riverside Park, Agawam, Mass. . . . Juggling Jewels were among the attractions appearing in the night of thrills staged by Frank Wirth in Washington June 15.

Talent line-up for the Voorhees-Fleckles-produced "Ice Varieties" that will play the Chicago Fair of 1950 includes Jan (Twinkle) Lee, Thomas Twins, Skilling Brothers, Ronnie and Boots Roberts, Kennie Lamb, Dennis and Darlene, Roberta Hyams and Roy Webster. Ice skaters in the road company, skedded to play fair dates, include Daphne Walker, Betty Jane Ricker, Bill Keefe and Florine Couls, Bobby Temple and Phyllis Kirby, Bruce Mapes, J. Siler, Maxines, John Robertson, Wally Kormylo and Mapes and Ricker. George Stover will emcee the latter unit. Truly McGee is director of choreography and John Danylock music arranger for both units.

Flying Fishers recently appeared for a week as free act at Idle Hour Park, Phenix City, Ala. They begin Northern fair dates June 30 in Minnesota.

Seattle Sea Fair Inks Aqua Follies; Start 235G Theater

SEATTLE, June 17.—Aqua Follies, top attraction at the annual Minneapolis Aquatennial, this week was signed to a long-term contract to appear at the Seattle Sea Fair here, August 11-20.

Show will be staged in a new \$235,000 open air theater now under construction on the shores of Green Lake, with a 6,000 seating capacity. An outdoor 110-foot semi-circular pool also will be built.

Al Sheehan, producer-director of the show and top man in its directing organization, Aqua Follies, Inc., closed for the show. George Gunn Jr., president, and Walter Van Camp, managing director, signed for Greater Seattle, Inc., Sea Fair sponsors.

Declining to disclose figures involved, Sheehan said the pact, which is for 10 years, with options, calls for a guarantee against a percentage of the gate.

Cast will be the same as at the Minneapolis show July 19-30, and includes the following water performers: Hopkins Twins, Virginia and Marion, Patty Fairbrother, Bruce Harlan, Jimmy Patterson, Earl Clark, Jim Strong, Charlie Diehl, Eddie Chamberlain, Tommy Thompson and Chuek Robinson. Helen Starr will direct the 24-girl ballet.

Stage acts include the Florida Trio, novelties; Gene Sheldon, music-comedy; Lowe, Hite and Stanley, comics; Tom Martin, emcee; and Burt Hanson and Lita du Vallie with a glee club. Stage line will be directed by Johnny Williams.

Attendance Off 2,300 At Milwaukee AAA Races

MILWAUKEE, June 17. — Despite an advance sale that exceeded 1949 figures by 3,000, attendance at the 100-mile AAA National Championship big car race at Wisconsin State Fairgrounds here Sunday (11) was off about 2,300 from last year. Total paid attendance was 29,455, compared with 31,761.

Some 3,000 overflow infield standing room ducats were sold, compared with 4,000 in 1949.

Woodside, WFIL Join Forces in Philly Promosh

PHILADELPHIA, June 17.—Expected to be one of the season's biggest promotions at Woodside Park here is the "WFIL Day" to be held today in co-operation with local Station WFIL. Tickets good for free and half-price rides at the park were distributed by the station in conjunction with the Frank and Seder Department Store, Parkway Baking Company and other firms. Each of the 100,000 tickets distributed will entitle bearer to a chance in the awarding of hundreds of prizes.

Event was well-publicized by the station and WFIL-TV, its television outlet. Further promotion included distribution of 30,000 circulars at the park and 500 pennants hailing the event were given to children attending WFIL'S Sports Clinic program. In addition, 2,500 ashtrays will be offered as souvenirs of the day to park patrons.

Award to Disk Jock

A feature will be the presentation of the second annual Woodside Park award for civic accomplishment to WFIL disk jockey LeRoy Miller for his activities on behalf of shut-ins. Attractions planned by WFIL include a beauty contest, afternoon and night variety shows, broadcast of the morning Sports Clinic program, quiz contests and auditions for teen-agers, with the winner to appear on the Paul Whiteman TV Teen Club. Beauty contest winner will receive a \$100 U. S. savings bond and a cup, with trophies also going to second and third place winners.

Among WFIL radio and video personalities taking part in the two stagershows are LeRoy Miller, Tom Moorehead, Jack Steck, George Walsh, Violet Hale, Babs Ryan, Pancake Pete Newman, Charlotte (Magic Lady) Dennis, Good News Quartet and announcers Randy Kraft, Joe Noveson and Howard Brown.

Cedar Rapids Rodeo Draws 5,000; Annual Set-Up Seen Certain

CEDAR RAPIDS, Ia., June 17.—Ray Kilgore, of Roswell, N. M., and Jack Buschbaum, of Lancaster, Wis., were top money winners in the first annual Midwest Championship Rodeo, which closed a three-day engagement at Hawkeye Downs here Sunday (11).

Gate on the final day tallied 5,000, thus assuring continuation of this year's experimental show.

Kilgore won calf roping and second place in bulldogging. Buschbaum won bareback riding, bulldogging and second in saddle bronk riding.

Judge Frowns Upon A. C. Auction Units

ATLANTIC CITY, June 17.—Declaring the 11 auction houses operating along the Boardwalk here are adequate to serve the public demand, Superior Court Judge Frank T. Lloyd Jr., said that unlimited issuance of auction licenses would hurt the general welfare. Observation was made this week in upholding Finance Director Bader, who refused to issue licenses to Abe Taylor and Maurice and Robert Diamond.

Lumping auction houses with amusement rides, shooting galleries and like establishments, the judge classed them as "third-class carnival-type business enterprises" and held that indiscriminate licensing of them would drive out luxury shops, lower the tone of the Boardwalk and ruin first-class hotel patronage.

Beatty Omits Trek To Canada; Other Outfits in Shifts

CHICAGO, June 17.—Clyde Beatty Circus which has been a regular Canadian visitor for several years, will skip the dominion this year, according to Paul Eagles, general agent. He reports that a combination of high licenses and prospects for no better than average business prompted the decision.

Ringling Bros. and Barnum & Bailey has skedded Chicago dates earlier than usual, with the Lake Front stand to start in mid-July. Show then loops back East but will omit Upstate New York. Ringling's Canadian staps also are a departure from routing policies in recent years.

Cole Bros. reportedly will make the West Coast in August, signaling long jumps from the East, where it is booked into July.

Al G. Kelly-Miller Bros. has entered Illinois for a number of dates. In other seasons it has only touched Illinois as it moved into Wisconsin Mills Bros.' Circus is playing Missouri earlier than usual. King Bros.' jump across the Middle West toward Canada put that org thru new territory.

Patterson Does SRO; Avery's Modern Org NSG in Tie-In Date

FLINT Mich., June 17.—Combined attractions policy here last week-end paid off for the Patterson Circus but proved only mediocre for Avery's Modern Shows. The units teamed up to play the stand for Holy Redeemer Church doing only fair business on rides and concessions. However, the circus enjoyed SRO business at both matinee and evening shows for all three days, according to Edward (Red) Horwitz, general agent of the Avery org.

Avery Shows returned to the Detroit area this week to play Farmington and Six Mile roads, under auspices of the new Livonia Rotary Club. They also have booked an annual festival, June 23-25, at Beech and Grand River roads in nearby Redford Township, under St. Agatha Church auspices.

Bloomdale Horse Show Set

BLOOMDALE, O., June 17.—Arrangements were completed this week for the staging of the fifth annual Tri-County Saddle Horse Show here August 20, Vic Donaldson, secretary, announced. Profits accrued from the annual event's program score book are to be used to defray expenses for the setting up of a playground for children here.

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(Formerly Called "Nucol")
Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

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All you have to do is heat and dip.
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Kernel Prunty Says:

"I can offer you my famous 'RUSH HOUR' MAMMOTH YELLOW

POPCORN

@ \$8.95 per 100 pounds, St. Louis. Can also offer SILVER Hulled and Golden Hulled Popcorns, Seasoning Oils, Jumbo Peanuts in shell, Star Popcorn Machines, Peanut Roasters, Warmers and Food Serving Equipment, automatic bottom Popcorn Cartons and over 25 kinds Popcorn and Peanut Bags."

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Popcorn Processors—In Our 76th Year

Tradition Plus Unusual Features Secure Top Spot at Coney Island For '53-Year-Old Steeplechase

By Tom O'Connell

NEW YORK, June 17.—In 1907, when Steeplechase Park was destroyed by one of Coney Island's worst fires, George C. Tilyou, founder of the funspot in 1897, lost little time in having a fence erected around the ruins. The next morning he was ready to do business again under a poster which urged people to "See the ruins of Steeplechase Park for only a dime." The same spirit of enterprise has prevailed at the country's first amusement park since that occasion.

Virtually amounting to the park's coat of arms is a picture of a grinning man with an enormous mouth and two rows of teeth approximating a dentist's dream. This trademark, coupled with the slogan, "Steeplechase Park, the Funny Place," is as well known locally thru various forms of advertising as any other New York landmark.

Unusual Ride

George C. Tilyou, a real estate operator before founding the park, began his venture with \$1,000 capital. The funspot takes its name from the original ride installed there—the Steeplechase Horse—invented by Tilyou and still one of the park's most popular attractions. This device consists of eight metal horses mounted on as many separate tracks, with each horse accommodating two persons. The ride, a mile in length, makes a circuit of the funspot.

Tilyou's intention was to give more variety and novelty in the way of a park than anyone else. By 1912 the amusement section was entirely rebuilt. In addition, the park offered a steamboat docking point called Steeplechase Pier, which was only recently sold to the city, and a stretch of beach. At this time the pier was the only one in Coney Island. Tilyou continued to invent amusement devices, frequently selling the patents for use in this country and abroad.

Tilyou Ownership

Upon the founder's death in 1914, his eldest son, Edward F. Tilyou, took control of Steeplechase, and with his brother, George II and Frank, continued family ownership and direction. Since Edward's death, George has been managing director; Frank, publicity director; Marie Tilyou, a daughter of the founder, treasurer, and Mary C. Tilyou, widow of the founder, chairman of the board of the park corporation.

Hub of Steeplechase is a five-acre enclosed structure called the Pavilion of Fun. Featuring a sparkling, multi-colored interior, the building is made of steel and glass, has a hardwood floor, and is illuminated by thousands of electric lights. The horse ride has its starting point at one end of the building. The structure can accommodate 15,000 persons and its proximity to the ocean insures coolness. Loudspeakers spotted at various points around the pavilion provide continuous music while the park is in operation from 1 p.m. until midnight every day except Monday.

Plenty of Action

In the center of the pavilion is a giant Carousel, and lining the walls are bicycle rides, giant slides, Dodgem and a barrel roll. There are also a Roulette Wheel and Human Pool Table, devices which depend on centrifugal force to dump patrons from a whirling platform. A ballroom is part of the pavilion, and park clowns keep customers hopping with mild electric shock devices and air jets. In one corner of the pavilion is a Babyland, which offers rides and slides for smaller children. This section is also the gathering place for lost moppets.

An adjunct of the pavilion is Television Hall, which features three

video sets offering as many different telecasts to viewers who rest on numerous benches before the sets. In the event of a particularly important video offering—such as a championship boxing match—all sets are tuned to the same program. Television Hall was constructed three years ago to keep pace with the times, and the management says it has proved popular. Admission to the hall is free. Rest rooms in the pavilion near the hall are of modern design and kept spotless.

Combination Tickets

Customers at Steeplechase can purchase either one of two combination tickets, both of which include admission to the funspot. One offers six rides and attractions for 50 cents. The other is good for 12 for \$1. The park formerly offered admission and 31 rides on a 70-cent combination ticket, but substituted the plan now in effect because the old pasteboard entitled the patron to only one ride on each device.

Present tickets enables a customer to use the same device or attraction for as many times as his ticket allows. On a cash basis, rides are pegged at a quarter on weekdays, with 35 cents the charge on Friday nights, week-ends and holidays.

15-Acre Playground

Outside grounds of the park, which is on a site of 15 acres, have brick and concrete walks, well-lined with benches trees and gardens. Dominant color of building exteriors is white. Two handballs courts and a private beach which opens on the public beach at Coney are part of the plant, and there is also a swimming pool 90 by 270 feet. Bath house and locker facilities are offered pool patrons on a seasonal basis, with scaled-down rates for children according to age. A kiddie pool, diving pool, sun balconies, steam rooms and a lunch room also are available.

A restaurant features moderate prices. Altho the park has no picnic facilities, the management invites basket parties to use the restaurant.

Surrounding the pavilion are Carousels, Silver Streak, Rocket Ship, Caterpillar, C-Cruise, Ferris Wheel, miniature train, Roller Coaster, Whips and Kiddie Boat Race. At the beach end of the park is a parachute jump 250 feet high.

Parachute Ride

The parachute jump was built for the New York World's Fair and was purchased by Steeplechase when the fair shuttered. The only device of its kind in the country, patrons are secured in a harness and hoisted to the top of a tower where an automatic mechanism cuts the chute loose. The descent is controlled by vertical guide wires.

Steeplechase depends for patronage on 8,000,000 persons inhabiting greater New York. Many steady customers visit the Spot from New Jersey, Connecticut and Pennsylvania. Together with a normal amount of local advertising, the park bases its biz-getting power on co-operative promotion staged by the Coney Island Chamber of Commerce. This program is slated to get under way next month at a cost of \$77,000.

Big Season Predicted

The park offers a 10 per cent price reduction for outings up to 1,000 persons and a 15 per cent cut for groups of more than the number, both offers good for weekdays only. The park has made no sizable increase in its advertising budget this year, but the tradition entailed by its seniority in the local amusement field can be counted on to draw crowds. With large throngs turning out at Coney Island every-week-end this season, the park has prospered and

expects to tab grosses well ahead of last year's figure.

In addition to execs already named, Steeplechase staff is James J. Onorato, manager; Lorraine Bramble, secretary; Leroy McGuire, ride superintendent, and Ed Spitzenberger and W. J. Burbridge, music directors.

George Schmech and Michael Buena, Ferris Wheel; Karl Schweers and George Killauey, Kiddie Carousel; George Wolfarth, Silver Streak; Peter Andretti, Roller Coaster; Alex Salerno and August Posa, bicycles; Walter Robinson and P. O'Hara, Carousel; Armando Infante, L. Seone and D. Fauci, Scooters.

R. Holley, M. Coveille, L. Castellano, W. Rigney, C. Maguire, H. Doyle and D. Staino, slides and Human Pool Table; Joseph Balsamo, M. Longabardi and J. Chieffo, miniature railway; Elias Kaiser, James T. Murtha and Charles Lutz, Caterpillar; Enrico Colomtuomo, Sal Conti and B. Lentini, C-Cruise.

P. Cerro, F. Juliano, A. Savarese, R. Balsamo, H. McNenny, V. Pappaleo, A. Annunziato, S. Perruccio, J. Lally, A. DiMaio and J. Imbrognio, horse ride; Angelo Brienza, Frank Travia and Fred Yockers act as clown farmer and tramp in pavilion skits, and Louis Salerno is elephant boy.

John Cavanaugh, pool manager; Harold Gomety, renting agent; Matt Murphy, beach gate manager, and Alfred (Whitey) Ellison, chief life guard.

Weather, Flag Day Events Hurt Biller

GREENFIELD, Mass., June 17.—Biller Bros.' Circus stock and personnel took part in a Flag Day parade here Wednesday (14) and an elephant put in an extra lick by punching a 1919 automobile out of the lineup after the vehicle had broken down.

Cloudy weather with showers, together with the Flag Day activities

Hampton Beach Casino Readies New Features

HAMPTON BEACH, N. H., June 17.—John Dineen and associates are set to unveil the new Casino here, which boasts a new central facade illuminated by a neon-lighted, plastic-faced sign 3 by 45 feet, and indirect fluorescent lighting for the front of the building, reportedly the first of its type in the country.

Casino's promenade has been extended toward the boulevard as much as seven feet in some sections. Dancing will be presented every Saturday night, with Ted Herbert's outfit as the house ork. Ralph Flanagan is set for a July 18 appearance at the Casino.

Dineen, whose family has operated the Casino for 25 years, put thru many changes and additions at the spot, including a new coffee shop, kitchen equipment and decoration, take-out French fries and fried clam stand, tile showers and improved dressing rooms for women.

Dineen's Ocean House sports a new Colonial-type entrance and a bigger lobby. TV sets have been installed in many of the beach's guest houses. Another innovation is the North Shore Shopping Center, modeled after similar centers on the Gulf Coast, a layout of 22 shops created by Henry V. Dupuis.

An electric organ has been added to the Hampton Beach Concert Band, led by Chuck Hill, and Ernest West, top organist, will be presented as soloist starting July 1. Concessionaires and ride ops expect their biggest season in years. Pre-season crowds have been good.

in the town, spoiled business for the show. Each performance drew a half-house.

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Popcorn Fountain

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The NEW BIG PROFIT Popcorn Machine

POPS MORE CORN! SERVES MORE PEOPLE! MAKES MORE MONEY!

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MIDGET ELECTRIC KITCHEN for GIANT MEALS

\$12.95

THAT'S ALL!
Cost Government
\$48.00

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- Aluminum Grill—Hamburg, Eggs, Steak, Pancakes.
- Hot Pots (3-Quart)—Heat Canned Food, Stews, Pasteurize Milk, Water or Heat Syrups.
- Plastic Shakers—Salt, Pepper, Sugar.
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- Weighs Only 40 Pounds—Canvas Cover, Too!

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Send Only \$12.95, Check or Money Order—No C.O.D.
Transportation Charges Collect.

A TOP PREMIUM NUMBER

Buy One at \$12.95 and Ask for Special Quantity Discounts.

(Parcel Post Cheaper, Railway Express Quicker—You Name It.)

NORWOOD APPLIANCE CO. 921 PROVIDENCE HIGHWAY
NORWOOD, MASSACHUSETTS

George Whitney's Showmanship Turns Playland Into Payland

(Continued from page 52)

that as employees are on salaries the customer is assured of getting his money's worth.

All of the concession games are operated on a point system, with a profit being made on the merchandise given away and not on the game. The odds are figured so that the player gets his money's worth in addition to enjoying the game. Tickets for points are given and they can be redeemed at any time at the Merchandise Store. In the event the winner prefers groceries, he can take his prizes in this commodity. All prizes are tagged with the points necessary to get them. The points are based upon wholesale cost rather than retail sales. As an example of this, a pair of pliers is marked 140 points. This means, in addition to telling the player the number of points needed to win, that the wholesale cost was \$1.40.

Strictly for Merchandise

The public seems fully aware that it is receiving a break on prices. Whitney has noticed that in late November and early December the merchandise output will exceed game income. This is normal, however, for the people have saved their points and are using them for Christmas buying.

The system of merchandise prizes has worked exceptionally well here, for special merchandise orders on San Francisco department stores also are available. At the Emporium, Playland's bill runs about \$3,000 a month. Special forms are used and the entire amount must be taken in goods. None of it is obtainable in cash. This system of giving orders has been in effect for 15 years at this particular store. However, it took some strong convincing to get the stores to co-operate with the beach.

Gives 'Em Money's Worth

Whitney can find no flaws in his prize plan. In the years that he has operated he has never given cash awards and none of his agents has come in contact with the law in an unfriendly way.

The fact that Whitney's rule against cash awards is so rigid and his merchandise plan so popular an incident encountered on an Eastern trip has a humorous point. Some years ago he stopped off to visit a park operator and was greeted with the question of whether or not he had concessions. Replying that he did, his host said, "I thought you were an

up-and-coming young man until I learned you had concessions."

Whitney follows the same policy of value for value on his rides. When Dark Mystery, a tunnel ride, was moved and rebuilt, it was made three times larger with no increase in admission.

George Kerr Whitney was born in Mount Vernon, Wash., 59 years ago and entered the amusement business via a photographic concession in an Arcade. With his entrance into the amusement field came the quick finished and gag photo ideas.

Worked Out Photo Speed-Up

Working with his older brother, Leo, George figured that the only way they could ever make money with photos in Arcades was to be able to deliver them while the people were there. This called for printing from a wet negative, which was seemingly impossible with contact printing. After several experiments they found that it could be done by inserting a piece of celluloid between the damp negative and the sensitized paper. With immediate photo delivery, the gag photo development was a cinch. Leo designed the first odd-shaped bodies behind which the Arcade patrons stood for their pictures.

The Whitneys moved into the amusement park business when J. D. Williams went to Australia to open nickelodeons and the first continuous motion picture theater there. Williams asked George to come down and help him set up an amusement park. Because the Penny Arcade and photographic business was so lucrative, Whitney was not anxious to leave a good thing. However, since Williams was an old-time friend, Whitney agreed to make the trip. The park was installed with rides and attractions popular in 1915. These included Scenic Railway, Old Mill, Merry-Go-Round, 200 Penny Arcade machines, Ferris Wheel and Illusion shows.

Plowed Back Profits

Williams moved into the full-time operation of his theaters and Whitney took over the park. The first year he operated it he made \$40,000. He turned all of this back plus \$10,000 that he borrowed. The second year all of the earnings plus an additional borrowed \$10,000 went back into the development of the zone. He figured that the third year would put him clear.

Just three weeks before the park was to open, World War I had started

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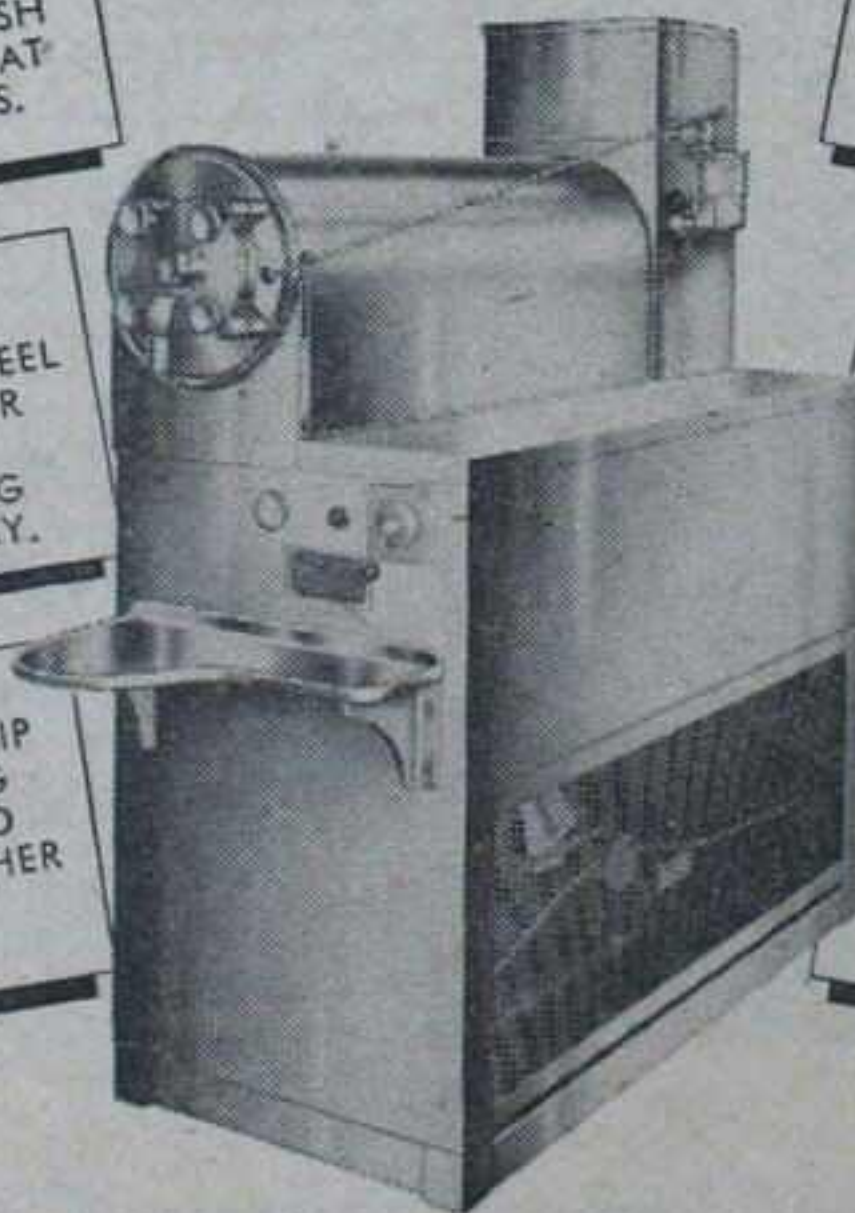
PRODUCES SOFT ICE CREAM, FROSTED MALTS, SHERBETS, FROZEN CUSTARDS, ETC.

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THIS GAYLY DECORATED cable car was Playland's entry in the recent "Cable Car Carnival," San Francisco. Event was staged to save the cable cars. Whitney's famed Cliff House is as much a part of San Francisco as the cable cars. Playland grosses about \$3,000,000 a year. George Whitney's philanthropic work includes the installation of a \$50,000 theater in which the wax show, "The Lord's Last Supper," is displayed. All donations go to the support of the San Francisco Boys' Club.

and the government closed all amusements. While it caused Whitney to walk away from a sizable investment, he immediately returned to his first love—photography. He moved into Melbourne and opened a studio featuring the Whitney Lightmo Process. Just what lightmo meant, Whitney himself is at a loss to explain. In 1919 he sold the quick-photo stand and returned to Seattle. The studio is still operating in Melbourne at the same address and under the Whitney name.

Income Topped Owner's

During his stay in Australia Whitney married. His wife returned with him to Seattle, where they lived for a short time. Mrs. Whitney could not adjust herself to the Washington climate and the Whitneys moved to San Francisco where he operated a photographic studio in a Market Street Penny Arcade basement.

In 1923 Whitney went out to the beach and bought the shooting gallery that was to start him toward his ownership of Playland. Now that he thinks about it, \$3,000 seems to be a lot of money for a lead gallery. But the terms were such that he could handle them.

George and Leo increased their interests from time to time as the

money became available. Soon the Whitney income exceeded that of John Friedle, who owned the park. Friedle had become interested in other things and sold the park. George took the park over for single operation when Leo retired some years ago.

Leases Rink, Ballroom

Under Whitney's guidance, the park has been developed to its present status. In addition to the rides and concessions, the area features a \$225,000 skating ring and a ballroom. These are under lease and are the only things in the park that are not under his direct control.

The basis of Whitney's success is that he thinks of little things that to others may seem trivial. This has unearthed attractions that have become consistent earners. There have been times, too, when he was confronted with the problem of doing something with the things he has collected.

Some time ago he acquired a number of animated pictures and was at a loss as to how they could be converted into an attraction. He found the solution when he placed them on the wall of his Musee Mechnique with openings thru which patrons could pitch pennies to see the figures in the pictures move. These pictures are in a section devoted to mechanical attractions and the customers soon get the habit of inserting coins in mechanisms.

Eyes Open to Money-Makers

Whitney keeps his eyes open for money-makers and does not hesitate to pull out attractions or concessions that are on the financial downgrade to put in something in which he has confidence. A few months ago he obtained six of the Gustave Dore paintings that had been stored for 52 years. These are on display. But to do it, some of the other concessions had to go to make room for the French paintings. The most important one is *Christ's Entry Into Jerusalem*, covering 600 square feet.

Several years ago after it had been knocking around for some time, Whitney bought the wax show of *The Last Supper* by John Michael Schliesser. Upon its arrival at Playland, Whitney constructed a \$50,000 theater. On the walls are cast porcelain figures and there are two from the San Francisco Flood estate. The figures and chandeliers were stored at Playland for years before Whitney found use for them.

As the chandelier lights go down, the stage lights come up. Mel Venter gives a vivid description of the disciples appearing with Christ at the *Last Supper*. Venter's narration was recorded by John Wolfe. After the 20-minute show, Venter explains that the attraction has been presented by George Whitney and that there is no admission charge. However, if they have enjoyed the display, they may contribute. The proceeds go to the San Francisco Boys' Club to pay for summer camps.

To Tour World

Whitney has seen many changes during his years in the amusement business. When World War II came, Whitney was all set to close his park just as he had done in Australia more than 20 years before. However, shortly after Pearl Harbor an army officer advised him to keep the park open. The windows were covered, the wattage of all the lights reduced. The air force sent up planes and the navy ships checked the lights from the Pacific to see if Playland could be sighted as a landmark. The dim-out was effective and the park operated throught the war.

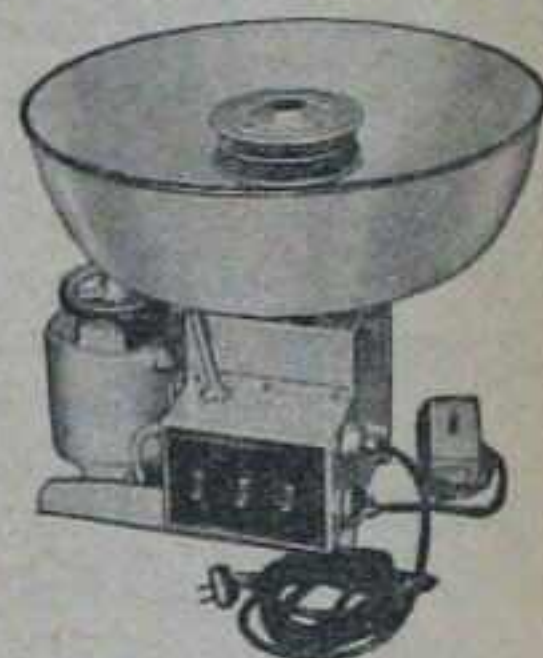
Whitney feels that he has put in enough years in the park business and has turned much of the management over to his son, George Jr. With Mrs. Whitney, he plans to make a tour of the world. Leaving July 1, they will visit Mrs. Whitney's native Australia. They will be joined by Leonard Thompson, of Blackpool, and continue their tour. Not until the end of the year will the Whitneys return to Whitney's Playland at the Beach.

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Cost government \$112.00. Our price F. O. B. Kansas City. **\$24.95**

Shoots standard air rifle shot. Holds over 1,000 shot. Operated on compressed air or CO₂ gas at 100 lbs. or more. Every gun tested before shipment. Shipping weight, 43 lbs. Terms: Cash with order, or 25% deposit, balance C. O. D. Money refunded if not satisfactory.

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Attalla—Etowah Co. Fair Assn. Sept. 11-16. Lincoln Cash.
Birmingham—Alabama State Fair. Oct. 2-7. R. H. McInosh.

ARIZONA

Douglas—Cochise Co. Fair Assn. Oct. 6-8. W. V. Borchering.
Flagstaff—Coconino Co. Fair. Sept. 29-Oct. 1.
Holbrook—Navajo Co. Fair. Sept. 13-15. John H. Miller.

ARKANSAS

Batesville—Independence Co. Fair. Approx. Oct. 1-4. Gene Mack Massey.
Benton—Saline Co. Fair Assn. Sept. 3-6. Milton W. Scott.
Bentonville—Benton Co. Fair Assn. Sept. 19-22. Earl Fields.

1950 FAIR DATES

Hope—Third District Livestock Show. Sept. 25-30. Bob Shivers.
Imboden—Lawrence Co. Fair Assn. Sept. 14-16. Austin Slovall.
Jasper—Newton Co. Fair Assn. Sept. 22-23. Mrs. E. P. Cormany.

CALIFORNIA

Anderson—27th Dist. Agri. Assn. Sept. 7-10. Joseph J. Speer.
Antioch—Contra Costa Co. Fair. Sept. 14-17. Norman D. Sundborg.

Cedarville—Modoc Co. Fair. Sept. 8-10. Walter T. Rodman.
Colusa—Colusa Co. Harvest Festival. Sept. 21-24. William S. Randall.
Crescent City—Del Norte Co. Fair. Aug. 18-20. Robert B. McClure.
Del Mar—San Diego Co. Fair. June 30-July 9. Shirley Alspaugh.

COLORADO

Akron—Washington Co. Fair. Aug. 14-16. Brandt Wenig.
Brush—Morgan Co. Junior Fair. Aug. 15-18. George Hamilton, Fort Morgan, Colo.

Greeley—Weld Co. Junior Fair. Aug. 7-9. George James.
Holyoke—Phillips Co. Fair. Aug. 10-11. George J. Robber.
Hugo—Lincoln Co. Free Fair. Aug. 17-19. Ed Igou.

CONNECTICUT

Avon—Hartford Co. 4-H Fair. Aug. 25-26. Beatrice Kraus, Newington, Conn.
Berlin—Berlin Grange Fair. Sept. 15-16. Mrs. Esther G. Lamb.
Berlin—Lions' Club Berlin Fair. Sept. 29-Oct. 1. Marlin V. McLaughlin, Kensington.

DELAWARE

Harrington—Kent & Sussex Co. Fair. July 24-29. Mrs. Ernest Raughley.

FLORIDA

Crestview—Am. Legion Harvest Fair. Oct. 2-7. H. A. King.
Live Oak—Suwannee Co. Fair. Week of Oct. 2. S. C. Kierce.

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Retain This List
Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard.
The next complete List of Fair Dates will be published in the issue of The Billboard to be dated July 29.

Annacola—Pensacola Interstate Fair. Oct. 16-21. J. E. Frenkel.
 allahassee—North Fla. Fair Assn. Oct. 31-Nov. 4. Lloyds Rhoden.

GEORGIA

Athens—Athens Agri. Fair. Oct. 23-28. F. H. Williams.
 Atlanta—Southeastern Fair Assn. Sept. 27-Oct. 7. Mike Benton.
 Augusta—Exchange Club Fair. Oct. 30-Nov. 4. E. C. Mertins.
 Bainbridge—Decatur Co. Fair. Oct. 16-21. Tom E. Rich.
 Barnesville—Lamar Co. Fair Assn. Oct. 9-14. Sam L. Whitmire.
 Blakely—Am. Legion Early Co. Fair. Oct. 23-28. W. A. Check.
 Carnesville—Franklin Co. Fair. Oct. 2-7. E. K. Davis.
 Carrollton—Carroll Co. Fair. Oct. 2-7. Bert Hobbs.
 Cartersville—Bartow Co. Am. Legion Fair. Sept. 25-30. Victor H. Waldrop.
 Cedartown—Northwest Ga. Fair Assn. Oct. 2-7. Thomas Adamson.
 Columbus—Chattahoochee Valley Expo. Oct. 9-14. F. L. Jenkins.
 Conyers—Rockdale Co. Am. Legion Fair Sept. 25-30. Waldo U. Bowen Jr.
 Cordele—Central Ga. Fair. Oct. 23-28. J. D. Rainey.
 Covington—Am. Legion Newton Co. Fair. Oct. 9-14. Sam Tribble.
 Dawson—Am. Legion South Ga. Co. Fair. Oct. 30-Nov. 4. Al H. Miller.
 Douglas—Douglas Fair. Week of Oct. 2. Milton O. Fletcher.
 Eastman—Dodge Co. Am. Legion Fair. Oct. 2-7. R. T. Ragan.
 Elberton—Elberton Fair. Week of Sept. 18. I. V. Hulme.
 Fitzgerald—Am. Legion Community Fair. Oct. 9-14.
 Gainesville—Northeast Ga. Fair. Sept. 11-16. Gabe G. Jarrard.
 Greensboro—Greene Co. Fair Assn. Oct. 2-7. C. H. Crumby.
 Griffin—Spalding Co. Fair. Sept. 18-23. W. Elmer George.
 Hartwell—Hart Co. Fair Assn. Oct. 9-14. Lee E. Carter.
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 23-28. Roger H. Lawson.
 Lavonia—Franklin Co. Fair Assn. Oct. 2-7. E. K. Davis. Carnesville, Ga.
 Macon—Georgia State Fair. Oct. 16-21. E. Ross Jordan.
 Manchester—Tri-County Fair. Sept. 25-30. Welby Griffith.
 McDonough—Henry Co. Fair. Oct. 2-7. C. C. Glenn.
 Metter—Metter-Candler Co. Fair. Oct. 9-14. L. C. Anderson.
 Milledgeville—Middle Georgia Fair. Oct. 9-14. Paisley Davis.
 Savannah—Coastal Empire Fair. Oct. 16-21. W. K. Beebe.
 Sparta—Hancock Co. Fair. Oct. 2-7. J. D. Dyer.
 Statesboro—Bulloch Co. Fair. Oct. 16-19. Rufus G. Brannen.
 Swainsboro—Emanuel Co. Fair. Oct. 2-7. Earl M. Varner.
 Thomaston—Upson Co. Fair. Oct. 2-7. W. N. Miner.
 Thomson—Am. Legion Fair. Oct. 15-21. Barton Stephens.
 Winder—Barrow Co. Fair. Oct. 2-7. Paul S. Hosch.

IDAHO

Blackfoot—Eastern Idaho State Fair. Sept. 12-16. Ruth C. Hartkopf.
 Boise—Western Idaho State Fair. Aug. 22-26. Clare E. Hunt.
 Burley—Cassia Co. Fair & Rodeo. Aug. 23-26. Saul H. Clark.
 Cambridge—Washington Co. Fair Assn. Aug. 25-27. Buck Howland.
 Coeur d'Alene—Kootenai Co. Fair Assn. Sept. 28-30. C. W. Neider.
 Downey—Marsh Valley Fair & Rodeo. Aug. 31-Sept. 2. Arvilla McKay.
 Filer—Twin Falls Co. Fair & Rodeo. Aug. 30-Sept. 2. Thomas Parks.
 Gooding—Gooding Co. Fair & Rodeo. Aug. 17-19. Robert E. Higgins.
 Lava Hot Springs—Bannock Co. 4-H Fair. Aug. 25-26. M. H. Kennington, Pocatello.
 Malad City—Oneida Co. Fair. Sept. 8-10. K. V. Hanson.
 New Plymouth—Payette Co. Fair. Aug. 17-19. Gil Ulberg.
 Nezperce—Lewis Co. Fair. Sept. 22-24 (tentative). Gordon Dalley.
 Orofino—Clearwater Co. Fair Assn. Sept. 22-24. Ariene N. Bruce.
 Ririe—Jeerson Co. Fair. Sept. 1-2. Carl M. Shaner.

ILLINOIS

Albion—Edwards Co. Fair Assn. Aug. 22-26. Loy L. Thread.
 Alledo—Mercer Co. Agri. Assn. Aug. 28-Sept. 1. C. O. Ford.
 Altamont—Effingham Co. Fair Assn. Aug. 6-11. M. C. Alvert.
 Anna—Anna Fair. Aug. 21-25. Glendale Hudgens.
 Arthur—Moultrie-Douglas Co. Fair Assn. Aug. 8-12. H. E. Hood.
 Augusta—Augusta Livestock Assn. July 18-21. L. Wayne Robinson.
 Belleville—St. Clair Co. Fair Assn. July 29-Aug. 5. George Gerken.
 Belvidere—Northern Ill. Fair Assn. Aug. 4-6. Mrs. Frieda Spencer.
 Benton—Franklin Co. Fair. July 31-Aug. 4. Arley E. Martin.
 Bloomington—McLean Co. Fair. Aug. 7-10. Jack Stevenson.
 Bridgeport—Lawrence Co. Fair Assn. Aug. 21-23. Grover C. Gross.
 Brownstown—Fayette Co. Fair Assn. Aug. 1-5. L. A. Tudor.
 Cambridge—Henry Co. Fair Assn. Aug. 8-11. Esther B. Werbach.
 Carmi—White Co. Agri. Soc. Aug. 14-18. Ben Berfield.
 Carrollton—Greene Co. Fair Assn. July 17-21. E. J. Lukeman.
 Carlinville—Macoupin Co. Fair. Aug. 2-5. O. H. Cooper, Palmyra, Ill.
 Charleston—Coles Co. Fair Assn. July 31-Aug. 5. Robert R. Blackford.
 Chicago—Internat'l Livestock Expo. Nov. 25-Dec. 6. Wm. E. Ogilvie, Union Stock Yards.

Chicago—Chicago Lake Front Fair. June 29-Sept. 9. Crosby M. Kelly.
 Danville—Eastern Illinois Fair Assn. July 30-Aug. 4. Paul C. Jolley, Indianola.
 Decatur—Macon Co. Fair. July 26-28. E. L. Huntley.
 Du Quoin—Du Quoin State Fair. Aug. 29-Sept. 4. Don M. Hayes.
 Elgin—Kane Co. Fair. Aug. 3-6. Harry E. Rapius.
 Fairbury—Fairbury Fair Assn. Aug. 22-26. Robert J. Maurer.
 Fairfield—Wayne Co. Agri. Fair. Aug. 7-11. Olen Baker.
 Farmer City—Farmer City Fair. July 30-Aug. 4. Raymond Reeser.
 Flora—Clay Co. Agri. Assn. July 31-Aug. 4. Loren H. Petty, Clay City, Ill.
 Freeport—Stephenson Co. Fair Assn. Aug. 23-26. Roy Hefty, Orangeville, Ill.
 Georgetown—Georgetown Fair Assn. Aug. 21-26. G. E. Blayney.
 Golconda—Pope Co. Fair. Aug. 29-Sept. 1. Phillip Schoettle.
 Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 21-26. W. E. Freeman.
 Greenville—Bond Co. Fair Assn. Aug. 22-26. Theron I. Dewey.
 Griggsville—Western Illinois Fair. July 4-8. Mrs. Harvey Newman.
 Hamilton—Hancock Co. 4-H Club Fair. Aug. 1-4. Eugene Holford, Carthage, Ill.
 Henry—Marshall-Putnam Fair. Aug. 29-Sept. 1. R. H. Monier, Sparland, Ill.
 Harrisburg—Saline Co. Agri. Assn. July 15-22. L. M. Hancock.
 Highland—Madison Co. Fair Assn. Aug. 2-6. James H. Wilson.
 Jerseyville—Jersey Co. Fair. July 27-30. Rupert Greeling, Dow, Ill.
 Kankakee—Kankakee Co. Fair Assn. Aug. 7-11. Roy H. Robinson.
 Knoxville—Knox Co. Fair. Aug. 8-11. Ray Swanson, Galesburg, Ill.
 La Fayette—La Fayette Fair. Aug. 1-4. Charles Caverly, Toulon, Ill.
 Lewistown—Fulton Co. Fair Assn. Aug. 1-5. Lachlan Crissey.
 Lincoln—Logan Co. Fair Assn. Aug. 6-11. Wilbur E. Layman.
 Litchfield—South Central Dairy Day & Fair. Aug. 8-10. William Hartke Sr.
 Macomb—McDonough Co. Fair Assn. July 25-28. James L. Allen.
 Martinville—Martinville Fair Assn. July 17-22. H. T. Bennett.
 Mazon—Grundy Co. District Fair. Aug. 31-Sept. 4. W. F. Carter.
 McLeansboro—Hamilton Co. Fair Assn. July 1-7. H. (Red) Mead.
 Marion—Williamson Co. Agri. Assn. Aug. 7-12. Ray Miller.
 Marshall—Clark Co. Fair. Aug. 7-11. Fred Huffington.
 Melvin—Ford Co. Fair. Sept. 6-9. C. D. Thompson.
 Mendon—Mendon Adams Co. Fair. Aug. 7-11. I. M. Brumbach.
 Mendota—Tri-County Fair. Sept. 2-4. Paul A. Stenger.
 Metropolis—Massac Co. Fair. July 3-8. Paul Powell, Vienna, Ill.
 Milford—Iroquois Co. Fair Assn. July 30-Aug. 3. Charles Allen, Cissna Park, Ill.
 Moline—Rock Island Co. Fair. Aug. 24-26. William T. McKelvey, Reynolds, Ill.
 Monticello—Monee-Will Co. District Fair. Aug. 20-23. Scott M. McLaughlin.
 Morrison—Whiteside Co. Central Agri. Soc. Aug. 29-Sept. 1. V. M. Dearinger.
 Mount Carmel—Mt. Carmel Fair. Aug. 23-28. E. Guy Pixley.
 Mount Sterling—Brown Co. Fair. Aug. 1-4. Walter Manney.
 Mount Vernon—Mt. Vernon State Fair Assn. July 10-15. Clyde Lee.
 Nashville—Washington Co. Fair Assn. Aug. 15-18. Wilbur D. Smith.
 Newton—Jasper Co. Agri. Assn. July 9-14. C. L. Batman.
 New Windsor—New Windsor Fair. Aug. 16-18. John W. Peterson.
 Oblong—Crawford Co. Fair Assn. Sept. 4-9. C. B. Price.
 Odell—Odell Community Fair. Sept. 14-16. Otis F. Ivie.
 Olney—Richland Co. Farm & Fair Assn. Aug. 28-Sept. 1. W. H. Shultz.
 Oregon—Ogle Co. Fair. Sept. 2-4. E. D. Landers.
 Ottawa—LaSalle Co. 4-H Fair. Aug. 8-10. Kenneth G. Fleming, Marselles, Ill.
 Pana—Pana Tri-Co. Fair Assn. Sept. 1-4. James Molaski.
 Paris—Edgar Co. Fair Assn. July 23-28. P. S. Henry.
 Peatonica—Winnebago Co. Fair Assn. Sept. 7-10. Donald Pals.
 Peoria—Heart of Illinois Expo. Aug. 29-Sept. 4. L. R. Huckstead.
 Peotone—Will Co. Fair Assn. Aug. 25-27. Thomas Clinton.
 Petersburg—Menard Co. Fair. Aug. 28-Sept. 1. G. Sam Watkins.
 Pickneyville—Perry Co. Agri. Assn. July 17-21. Mrs. J. H. Stumpe.
 Pleasant Hill—Pleasant Hill-Pike Co. Fair. Aug. 21-25. J. L. Laugharn.
 Pontiac—Livingston Co. Fair Assn. Aug. 8-10. Guy K. Gee.
 Princeton—Bureau Co. Fair. Aug. 22-25. Wayne Slutz.
 Roseville—Warren Co. Fair. Aug. 22-25. John Felt.
 Rushville—Schuyler Co. Fair Assn. July 3-6. Robert J. Nelson.
 Salem—Marion Co. Fair Assn. Aug. 21-26. Jack Reading, Centralia, Ill.
 Sandwich—Sandwich Fair Assn. Sept. 6-10. C. R. Brady.
 Shawneetown—Gallatin Co. Fair Assn. Sept. 12-15. C. I. Oldham.
 Springfield—Illinois State Fair. Aug. 11-20. Hubert W. Elliott.
 Stronghurst—Henderson Co. Fair Assn. Aug. 2-4. Ralph Butler.
 Taylorville—Christian Co. Fair. July 30-Aug. 4. Cliff C. Hunter.
 Urbana—Champaign Co. Fair Assn. July 23-27. Alvin A. Bray.
 Vienna—Johnson Co. Fair. July 24-28. Paul Powell.
 Virginia—Cass Co. Fair Assn. Aug. 24-26. M. M. Cruft.
 Wauconda—Lake Co. Fair Assn. Aug. 3-6. Richard Warfield.
 Warren—Warren Fair. Aug. 17-20. J. W. Richardson.

Woodstock—McHenry Co. Fair. July 26-29. Lyle Paulson.

INDIANA

Akron—Akron Fair Assn. Sept. 13-16. Joseph Bahney.
 Anderson—Anderson Free Fair. July 3-8. Earl J. McCarel.
 Angola—Town, Farm & Home Expo. July 31-Aug. 5. Robert S. White.
 Argos—Marshall Co. 4-H Fair Assn. Aug. 15-19. C. J. Umbaugh.
 Auburn—DeKalb Co. Free Fair. Sept. 12-16. Ford Walters.
 Aurora—Farmers' Fair Assn. Oct. 6-7. Robert Wright.
 Bicknell—Knox Co. Farm Fair. Aug. 8-12. Erwin D. Scott.
 Bloomington—Monroe Co. Fair. Aug. 15-19. Vernon Huffman.
 Bluffton—Bluffton Street Fair. Sept. 19-23. Dwight P. Gallivan.
 Boonville—Boonville Fair Assn. July 31-Aug. 4. Albert C. Derr.
 Boswell—Benton Co. Fair Assn. Aug. 22-24. Lendall Lowmon, Earl Park, Ind.
 Bourbon—Bourbon Fair Assn. Sept. 19-23. Harvey Byrer.
 Brazil—Clay Co. Fair. Aug. 15-18. Ben H. Coffman.
 Brookville—Franklin Co. 4-H Agri. Assn. Aug. 1-4. Mrs. Betty Naylor.
 Brownstown—Jackson Co. Free Fair Assn. Aug. 6-12. Richard Elliott.
 Carlisle—Sullivan Co. Fair. Aug. 15-19. Mrs. Edith Knotts.
 Cayuga—Vermillion Co. Fair. July 18-21. Craig Jones, R. 2, Dana, Ind.
 Columbus—Bartholomew Co. Fair Assn. July 15-21. P. M. Overstreet.
 Connersville—Fayette Co. Free Fair. Aug. 14-18. Ross Dorsett.
 Converse—Miami Co. Agri. Assn. Aug. 19-Sept. 2. G. L. Knox.
 Corydon—Harrison Co. Agri. Soc. Aug. 21-26. Dr. L. B. Wolfe.
 Crown Point—Lake Co. Central States Fair. Aug. 19-26. George H. Neises.
 Decatur—Decatur Street Fair & Agri. Show. July 24-29. R. W. Pruden.
 Denver—Denver Community Fair. Sept. 20-23. Ruth Miller, R. 3, Peru, Ind.
 Dugger—Cass Township Fair. July 25-29. Harry Borders, American Legion.
 Elkhart—Davless Co. Fair. Aug. 1-5. Leland Sargent.
 Fairview—Fairview Farmers Fair. Aug. 16-19. Earl Furnish, Bennington, Ind.
 Flora—Community Club Fair. July 31-Aug. 5. Robert Jones.
 Fort Wayne—Allen Co. Fair Assn. July 24-29. Charley McKinley.
 Frankfort—Clinton Co. Fair. Aug. 20-26. O. M. Meeker.
 Franklin—Johnson Co. 4-H Fair. July 30-Aug. 4. L. A. Winslow.
 Goshen—Elkhart Co. Fair. Aug. 21-26. Roy M. Amos.
 Greencastle—Putnam Co. Fair & 4-H Club Assn. Aug. 7-12. Roy C. Sutherland.
 Greenfield—Hancock Co. 4-H Fair. Aug. 8-11. E. A. Chatham.
 Greensburg—Decatur Co. 4-H Club Fair. July 25-28. Mrs. James Lawson.
 Hamlet—Starke Co. 4-H Club Fair. Aug. 2-5. Tom J. Bell, R. 2, Knox, Ind.
 Hartford City—Blackford Co. 4-H Fair. Aug. 15-19. Fred Major.
 Huntingburg—DuBois Co. Fair Assn. Aug. 7-12. Kermit R. Ruttkar.
 Huntington—Huntington Co. 4-H Fair. Aug. 14-18. Fred A. Loew.
 Indianapolis—Indiana State Fair. Aug. 30-Sept. 8. Carl Tynor.
 Kendallville—Noble Co. Fair. Aug. 14-19. Clinton S. Rimmel.
 Kentland—Newton Co. Fair. Sept. 4-8. A. M. Schuh.
 Kingman—Kingman Fair Assn. Aug. 7-12. Teresa McAllister.
 La Fayette—Tippecanoe Co. 4-H Club Exhibit. Aug. 14-16. Mrs. Sarah J. Norris, Buck Creek.
 La Porte—La Porte Co. Fair. Aug. 14-19. Robert Pelan.
 Lawrenceburg—Dearborn Co. Fair. July 24-29. Harold A. Carlton.
 Logansport—Cass Co. Fair Assn. July 23-29. William (Babe) Thomas Jr.
 Lyons—Lyons Community Club Fair. Aug. 22-26. Melvin S. Biggs.

Martinsville—Morgan Co. Fair Assn. Aug. 21-25. W. J. Hardy.
 Moreland—Mooreland Fair. Aug. 15-19. A. M. Main.
 Muncie—Delaware Co. Fair. July 30-Aug. 6. A. G. Norrick.
 New Albany—Floyd Co. Fair Assn. Aug. 1-5. Ralph L. Johnson.
 New Bethel—Marion Co. Fair. Aug. 6-11. Harry C. Roberts, Wanamaker, Ind.
 New Castle—Henry Co. 4-H Club Exhibit. Aug. 7-10. W. G. Smith.
 North Vernon—Jennings Co. Fair. July 23-29. Philip Fox.
 Osgood—Ripley Co. Fair Assn. July 30-Aug. 5. William B. Delay.
 Paoli—Jr. Chamber of Commerce Orange Co. Fair. Aug. 9-12. Jerome Beyke.
 Peru—Miami Co. 4-H & Livestock Show. Aug. 8-12. John Wylie.
 Petersburg—Pike Co. Fair. July 26-29. Barnett Jewell.
 Portland—Jay Co. Fair Assn. Aug. 6-11. Otten E. Holsapple.
 Princeton—Gibson Co. Agri. Soc. Aug. 14-19. V. L. Beatty.
 Rensselaer—Jasper Co. Fair Assn. Aug. 15-19. C. E. Rardin.
 Rising Sun—Ohio Co. Fair. Aug. 23-28. Ralph E. Gossom.
 Rochester—Fulton Co. 4-H Fair. Aug. 1-4. J. G. Newcomb.
 Rockport—Spencer Co. Fair Assn. July 24-29. Harold L. Hargis.
 Roann—Roann Booster Club Fair. Sept. 28-30. D. L. Alger.
 Rockville—Parke Co. Fair Assn. Aug. 15-19. Robert L. Taylor.
 Rushville—Rush Co. Agri. Assn. July 31-Aug. 4. Ernest E. Privett.
 Salem—Farmers & Merchants Fair Assn. Aug. 17-19. R. R. Tash.
 Scottsburg—Scott Co. Fair Assn. Aug. 1-4. J. T. West.
 Shelbyville—Shelby Co. Fair Assn. Aug. 6-11. Ralph S. Briggs.
 South Bend—St. Joseph Co. 4-H Fair. Aug. 2-5. Oscar Valentine.
 Spencer—Owen Co. Fair Assn. Aug. 15-19. T. Perry Wesley.
 Sunman—Sunman Am. Legion Fair. Sept. 1-4. Edwin Berger.

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Swayzee—Grant Co. 4-H Club Fair. Aug. 9-12. Ransom Bramblept.
 Terre Haute—Vigo Co. Fair. Aug. 22-27. E. E. Gygret.
 Valparaiso—Porter Co. 4-H Fair. Aug. 8-12. John Boran.
 Wabash—Wabash Co. Agrl. Assn. Aug. 22-26. E. R. Paullus.
 Warsaw—Kosciusko Co. Fair Assn. Aug. 28-Sept. 2. Roger P. Dunn.
 Washington—Davies Co. 4-H Club Show. Aug. 8-11. Mrs. William Hauser.
 Williamsport—Warren Co. 4-H Fair. Aug. 15-18. Mrs. Kenneth Banning, W. Lebanon, Ind.
 Winamac—Pulaski Co. 4-H Fair. Aug. 15-19. Mrs. R. R. Shaw.
 Worthington—Greene Co. Fair Assn. Aug. 8-12. Frederick Sloan.

IOWA

Adel—Dallas Co. Fair Assn. Aug. 17-19. J. Dwight Brown.
 Albia—Monroe Co. Fair Assn. Aug. 16-19. Lloyd M. Reid.
 Algona—Wassuth Co. Agrl. Assn. Aug. 16-19. L. W. Nitchala.
 Allison—Butler Co. Fair Assn. Aug. 10-13. Virgil E. Shepard.
 Alta—Buena Vista Co. Agrl. Soc. Aug. 10-13. G. A. Soderquist.
 Atlantic—Cass Co. Fair Assn. Aug. 14-17. H. E. Codlin.
 Audubon—Audubon Co. Agrl. Assn. Sept. 11-15. D. C. Perley.
 Avoca—Pottawattamie Co. Fair Assn. Aug. 7-10. Dean Chandler.
 Bedford—Taylor Co. Fair. July 24-29. Guy H. Miller.
 Bloomfield—Davis Co. Fair. Aug. 16-19. C. C. Wagler.
 Boone—Boone Co. 4-H Fair. Aug. 21-23. T. N. Nelson.
 Brooklyn—Poweshiek Co. Agrl. Assn. Aug. 21-23. L. D. Brown.
 Burlington—Burlington Hawkeye Fair. Aug. 6-10. Walter B. Eyre.
 Cedar Rapids—All-Iowa Fair. Aug. 12-17. Andrew C. Hanson.
 Centerville—Appanoose Co. Fair Assn. Aug. 8-11. Richard Johnston.
 Central City—Linn Co. Fair. Aug. 7-5. T. W. Lewis.
 Clarinda—Page Co. Fair. Aug. 14-17. Ken Fuik.
 Colfax—Jasper Co. Fair. Aug. 21-24. Leslie Doak, R. 1, Newton, Ia.
 Columbus Junction—Lousia Co. Fair. Aug. 14-17. H. M. Duncan.
 Coon Rapids—Four-County Fair. Aug. 21-24. Donald Williams.
 Corning—Adams Co. Fair. July 30-Aug. 3. Robert J. Gauthier.
 Corydon—Wayne Co. Fair. Aug. 21-23. A. L. Cobel.
 Cresco—Howard Co. Fair. Aug. 7-11. C. C. Nichols.
 Davenport—Miss. Valley Fair. Aug. 15-20. Frank Harris.
 Decorah—Winnebago Co. Agrl. Assn. Aug. 17-20. Leon R. Brown, Cresco, Ia.
 Denison—Crawford Co. Fair. Aug. 14-17. Bryan Weberg, Kiron, Ia.
 Derby—Derby District Fair. Aug. 14-17. Harry E. Bonison.
 Des Moines—Iowa State Fair. Aug. 23-Sept. 1. L. B. Cunningham.
 Des Moines—Polk Co. 4-H Fair. Aug. 9-11. Donald G. Harman.
 DeWitt—Clinton Co. 4-H Club Show. Aug. 7-11. Lyle Haring.
 Donnellson—Lee Co. Fair. July 26-29. J. R. Doherty.
 Eagle Grove—Eagle Grove District Junior Fair. Aug. 21-23. Gerhard Hanson.

Eldon—Wapello Co. Agrl. Fair. Aug. 21-24. L. W. Hall.
 Eldora—Hardin Co. Fair. Aug. 17-19. C. W. Haase.
 Elkader—Elkader Fair. Aug. 14-16. E. P. Seifert.
 Emmetsburg—Palo Alto Co. Fair Assn. Aug. 14-16. H. E. Barringer.
 Estherville—Emmet Co. Agrl. Show. Aug. 20-23. Lincoln N. Shonkwiler.
 Fairfield—Jefferson Co. Fair. Aug. 14-17. Kenneth L. Larson, R. R. 3.
 Fonda—Pocahontas Co. Agrl. Soc. Aug. 19-21. B. F. Barber.
 Fort Dodge—Webster Co. 4-H Fair. Aug. 15-17. Jake W. Bram.
 Greenfield—Adair Co. Fair. Aug. 20-24. Oeas Don Carlos.
 Grundy Center—Grundy Co. Agrl. Soc. Aug. 7-9. C. H. Trepp.
 Guthrie Center—Guthrie Co. Fair. Sept. 5-8. M. L. Branson.
 Hampton—Franklin Co. Fair Assn. Aug. 19-22. Glenn D. Craighton.
 Harlan—Shelby Co. Fair Assn. Aug. 21-24. Bonnie Armentrout.
 Hartley—O'Brien Co. Agrl. Soc. Aug. 15-16. J. H. Longstreet, Pringhar, Ia.
 Humboldt—Humboldt Co. Agrl. Soc. Aug. 14-17. Levi W. Olson.
 Ida Grove—Ida Co. Agrl. Soc. Aug. 14-16. Bruce W. Marcue.
 Independence—Buchanan Co. Fair. Aug. 1-4. W. J. Campbell, Jesup, Ia.
 Indianola—Warren Co. Free Fair. Aug. 7-10. Carl Hirsh.
 Jefferson—Greene Co. Fair Assn. Aug. 14-18. Francis L. Cudshy.
 Keosauqua—Van Buren Co. Fair. Aug. 8-12. Thaine Hogue.
 Knoxville—Marion Co. Fair. Aug. 1-5. Henry Heinz.
 Le Mars—Plymouth Co. 4-H Show. Aug. 21-23. Don P. Carter.
 Leon—Decatur Co. 4-H Club Fair. Aug. 7-9. W. B. Halstead.
 Lorimer—Lorimer Agrl. Soc. Aug. 16-19. Clyde Thompson.
 Malvern—Aids Co. Fair Assn. Aug. 8-11. D. M. Kline.
 Manchester—Delaware Co. Fair. Aug. 8-11. E. W. Williams.
 Manson—Cathoun Co. Fair. Aug. 17-20. Sara S. Klotz.
 Maquoket—Jackson Co. Fair Assn. Aug. 8-9. L. S. Lein.
 Marshalltown—Central Iowa Fair. Sept. 1-5. Wendell Benson.
 Mason City—North Iowa Fair Assn. Aug. 31-Sept. 4. Millard C. Lawson.
 Missouri Valley—Harrison Co. Fair Assn. Aug. 7-9. Fred C. Behm.
 Monticello—Jones Co. Fair. Aug. 16-19. Claude Appleby.
 Mount Ayr—Ringgold Co. Fair Assn. Aug. 16-19. Stuart W. Hoover.
 Mount Pleasant—Henry Co. Fair Assn. July 31-Aug. 5. Dr. George W. Sutton.
 Moville—Woodbury Co. Fair Assn. Sept. 6-9. F. H. Bebelaky.
 Nashua—Big Four Fair. Aug. 22-25. Norton Bloom.
 National—Clayton Co. Fair. Aug. 11-14. Walter W. Jacobs.
 Nevada—Story Co. 4-H Fair Assn. Aug. 14-17. Glenn Z. Randau, R. P. D. 2, Ames, Ia.
 Northwood—Worth Co. Fair. Aug. 13-16. Glenn O. Tenold.
 Onawa—Monona Co. Fair. Aug. 21-24. Harold J. McNeill.
 Osage—Mitchell Co. Fair Assn. Aug. 24-27. Max Katz.
 Osceola—Clarke Co. 4-H Fair Assn. Aug. 14-17. Cecil V. Lutz, New Virginia, Ia.
 Okaloosa—Southern Iowa Fair Assn. Aug. 5-9. Clyde A. Hanna.

Postville—Big 4 Agrl. Soc. Sept. 1-4. A. S. Burdick.
 Rock Rapids—Lyon Co. Fair. Aug. 13-16. Bob Suttou.
 Rockwell City—Calhoun Co. Expo. Aug. 7-9. Herman A. Kleemeier.
 Sac City—Sac Co. Fair. Aug. 20-23. L. T. Freese.
 Sibley—Osceola Co. Livestock Show. Aug. 28-Sept. 1. Paul P. Cavanagh.
 Spencer—Clay Co. Fair Assn. Sept. 11-16. Bill Woods.
 Spirit Lake—Dickinson Co. Agrl. Soc. Aug. 21-23. L. E. Hendricks.
 Thompson—Winnebago Co. Junior Show. Aug. 17-19. C. E. Judd.
 Tipton—Cedar Co. Fair Assn. Aug. 8-11. Eugene R. Moore.
 Traer—Tama Co. Fair Assn. Aug. 9-12. Ray Higgins, Toledo, Ia.
 Vinton—Benton Co. Fair. Aug. 7-10. David H. Hibbs.
 Waterloo—National Dairy Cattle Congress. Sept. 30-Oct. 6. E. S. Estel.
 Waukon—Allamakee Co. Fair Assn. Aug. 14-17. A. M. Munserud, Harpers Ferry, Ia.
 Waverly—Bremer Co. Fair Assn. Aug. 8-10. L. V. Ormston.
 Webster City—Hamilton Co. Expo. Sept. 4-8. Pat W. Halleck.
 West Liberty—West Liberty Fair. Aug. 21-24. Robert F. Barclay.
 West Union—Fayette Co. Fair. Aug. 22-26. Ed Bauder.
 What Cheer—Keokuk Co. Fair. Aug. 19-22. Robert R. Reinert.
 Winterset—Madison Co. Fair. Aug. 21-23. J. Earl Graves.

KANSAS

Abilene—Central Kan Free Fair Assn. Aug. 21-25. Leonard Pike.
 Anthony—Anthony Fair Assn. July 20-23. Vic Truby.
 Belle Plaine—Belle Plaine Fair Assn. Sept. 14-15. Dallas W. Davis.
 Belleville—North Central Kan. Free Fair. Aug. 28-Sept. 1. Homer Alkire.
 Beloit—Mitchell Co. Fair Assn. Aug. 29-Sept. 1. Lyle Lukens.
 Berryton—Berryton Grange Fair. Sept. 1-2. Louis H. Renyer R. 1, Wakarusa, Kan.
 Big Springs—Douglas Co. Fair Assn. Aug. 10-Sept. 1. Carl Kampschroeder, Lecompton, Kan.
 Blue Rapids—Marshall Co. Fair. Aug. 22-25. C. B. Coulter.
 Burden—Eastern Cowley Co. Fair. Aug. 16-18. Ralph W. Henderson.
 Burlington—Coffey Co. Fair Assn. Aug. 28-Sept. 2. Mrs. Bea McCoglin.
 Caldwell—Sumner Co. Fair Assn. Sept. 7-9. George K. Reeder.
 Cheney—Sedwick Co. Fair Assn. Aug. 24-26. Frank A. Ryniker.
 Cimarron—Gray Co. Fair Assn. Aug. 30-Sept. 1. Charles S. Sturtevant.
 Clay Center—Clay Co. Free Fair. Sept. 4-7. C. H. Peterson.
 Coffeyville—Montgomery Co. Fair Assn. Sept. 1-4. Lawrence M. Smith.
 Colby—Thomas Co. Fair Assn. Aug. 15-18. J. B. Kuska.
 Columbus—Am. Legion Cherokee Co. Fair. Aug. 21-26. Joe W. Cook.
 Conway Springs—Conway Springs Fair Assn. Sept. 21-22. Floyd S. Drake.
 Cottonwood Falls—Chase Co. Fair. Aug. 31-Sept. 2. Fred J. Arnold.
 Dodge City—Great Southwest Fair & Rodeo. Sept. 5-10. Ward Perkins.
 Effingham—Effingham Fair Assn. Aug. 15-18. R. D. Morgan.
 Emporia—Lyon Co. Fair Assn. Aug. 22-25. Warren R. Jones.
 Eureka—Greenwood Co. Fair Assn. Aug. 23-24. Harrison Broekover.
 Fort Scott—Bourbon Co. Fair Assn. Aug. 30-Sept. 2. W. L. Gench.
 Garden City—Piquette Co. Free Fair. Aug. 30-Sept. 1. H. W. Clutter, Holcomb, Kan.
 Gardner—Johnson Co. Fair Assn. Aug. 31-Sept. 2. Marvin L. Turner.
 Garnett—Anderson Co. Fair Assn. Aug. 30-Sept. 1. Fred L. Coleman.
 Girard—Crawford Co. Fair Assn. Aug. 28-31. Marvin Green.
 Glasco—Cloud Co. Fair Assn. Aug. 7-9. Fred Harper.
 Goodland—Northwest Kan. District Fair. Aug. 22-25. H. R. Shimeall.
 Great Bend—Barton Co. 4-H Club Fair. Aug. 23-25. Robert J. Danford.
 Hardtner—Barber Co. Fair Assn. Aug. 30-Sept. 1. J. M. Moia.
 Harper—Harper Co. Fair Assn. Aug. 22-25. R. E. Dresser.
 Hillsboro—Marion Co. Fair. Sept. 5-8. Dr. G. S. Klassen.
 Holton—Jackson Co. Fair Assn. Aug. 20-23. M. J. McAsey.
 Horton—Tri-County Fair Assn. Sept. 6-8. Jules A. Bourquin.
 Howard—Elk Co. Fair Assn. Aug. 23-25. Noel Mullendore.
 Hutchinson—Kansas State Fair. Sept. 17-22. Virgil C. Miller.
 Iola—Allen Co. Fair Assn. Aug. 28-Sept. 2. Northcott Alken.
 Kingman—Kingman Co. Fair Assn. Aug. 29-31. Bruce L. Behymer.
 Lane—Lane Agrl. Fair. Aug. 18-19. W. J. Robinson.
 Liberal—Five-State Fair Assn. Aug. 30-Sept. 4. Charles E. Kulow.
 Manhattan—Riley Co. Fair Assn. Aug. 28-30. Walter Rogers.
 Minneapolis—Minneapolis-Ottawa Co. Fair Assn. Aug. 22-24. J. R. Brown.
 Mound City—Linn Co. Fair Assn. Aug. 23-26. John H. Morse.
 Ness City—Ness Co. Fair. Aug. 15-17. Tom Harkness.
 Newton—Harvey Co. Fair Assn. Aug. 30-Sept. 2. Guy W. Webster.
 Norton—Norton Co. Fair. Aug. 14-18. M. R. Krehbiel.
 Oberlin—Decatur Co. Fair Assn. Aug. 7-11. E. R. Woodward.
 Onaga—Pottawattamie Co. Fair. Aug. 27-29. Eula Kolterman.
 Osage City—Osage Co. Fair. Aug. 16-18. E. D. Cellier.
 Osborne—Osborne Co. Fair. Aug. 15-18. Benny Goodman.
 Oswego—Labette Co. Fair. Aug. 8-10. C. E. Williamson.

Ottawa—Franklin Co. Agrl. Soc. Aug. 14-17. John L. O'Neill, Williamsburg, Kan.
 Overbrook—Overbrook-Osage Co. Fair Assn. Aug. 24-26. Emery E. Fager.
 Paola—Miami Co. Fair Assn. Aug. 21-23. Loren C. Ellis.
 Pratt—Pratt Co. Fair Assn. Aug. 15-18. George T. Chandler.
 Richmond—Richmond Free Fair Assn. Aug. 23-25. John H. Roekera.
 Rush Center—Rush Co. Fair Assn. Aug. 25-31. Roy Peterson.
 Russell—Russell Co. 4-H Fair. Aug. 16-20. Joe Dauber Jr., Sun' rhill, Kan.
 St. Francis—Cheyenne Co. Fair Assn. Aug. 29-Sept. 1. Harold Shull.
 Salina—Saline Co. Fair Assn. Aug. 29-Sept. 1. Albert Prehse.
 Sedan—Chautauqua Co. Free Fair. Oct. 5-7. Carl Ackerman.
 Seneca—Nemaha Co. Fair Assn. Aug. 10-12. A. J. Haverkamp.
 Smith Center—Smith Co. Free Fair. Aug. 22-25. Paul Gilpin.
 South Haven—South Haven Fair Assn. Aug. 31-Sept. 2. D. G. Henney.
 Stafford—Stafford Co. Fair. Aug. 21-24. Arthur B. Harzmann.
 Stockton—Hooks Co. Free Fair. Aug. 28-Sept. 1. Ray Marshall.
 Sublette—Haskell Co. Fair Assn. Aug. 10-12. Frank McCoy.
 Thayer—Thayer Home-Coming Picnic & Fair Assn. Sept. 6-8. H. M. Minnich.
 Tonganoxie—Leavenworth Co. Fair. Aug. 30-Sept. 1. George L. Baker.
 Topeka—Kansas Free Fair. Sept. 9-15. M. W. Jencks.
 Wakeeney—Trego Co. Free Fair. Aug. 22-25. Lew H. Galloway.
 Wakefield—Wakefield Free Fair. Sept. 27-29. Dale Newell.
 Washington—Washington Co. Fair Assn. Sept. 14-16. A. C. Fuhrken.
 Wellsville—Wellsville Picnic Fair. Sept. 7-8. J. H. Cramer.
 West Mineral—Mineral District Free Fair. Sept. 6-9. John Blair.
 Wetmore—Nemaha Co. Free Fair. Aug. 7-9. Raymond McDaniel.
 Wichita—Kansas National Livestock Show. Oct. 2-6. Conlee Smith.
 Winfield—Cowley Co. Free Fair Assn. Aug. 29-Sept. 1. Noble Bradbury.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 2-4. J. W. Shaw, Newport, Ky.
 Ashland—Boyd Co. Fair. Aug. 22-26. Alvin Rice.
 Barbourville—Knox Co. Fair. Aug. 21-26. Spud Snively.
 Beattyville—Lee Co. Fair. Sept. 14-16. Lee Tyler.
 Benton—Marshall Co. Fair. Aug. 9-11. J. Homer Miller.
 Booneville—Owsley Co. Fair Assn. Sept. 14-16. Fred W. Gabbard.
 Brandenburg—Meade Co. Fair. Aug. 31-Sept. 2. Louise King.
 Brodhead—Brodhead Fair. Aug. 15-19. C. N. Scott, Crab Orchard, Ky.
 Brooksville—Bracken Co. Fair. July 6-8. Richard Willis.
 Burkesville—Cumberland Co. Fair. Aug. 24-26. Earl Kilbourne.
 Burlington—Boone Co. 4-H Fair. Aug. 11-12. Mrs. Vernon Pope.
 Campbellsville—Taylor Co. Fair. Aug. 9-12. O. W. Hubbard.
 Central City—Muhlenberg Co. Fair Assn. Aug. 9-12. Arthur Moseley.
 Columbia—Adair Co. Fair Assn. July 26-29. Bob White.
 Dry Ridge—Grant Co. Fair. Aug. 9-12. Fred Bunger.
 Elizabethtown—Hardin Co. Fair. Sept. 6-9. C. A. Diecks.
 Falmouth—Falmouth Fair. Aug. 24-26. H. B. Best.
 Fulton—West Ky.-Tenn. Fair Assn. July 29-29. P. A. Homra.
 Germantown—Germantown Fair. Aug. 10-12. R. K. Asbury, R. 1, Augusta, Ky.
 Glasgow—Barren Co. Am. Legion Fair. Aug. 30-Sept. 2. Sam Sears.
 Greensburg—Green Co. Fair. Sept. 21-23. Marie Bloyd.
 Greenup—Greenup Co. Fair Assn. Sept. 14-16. Mrs. Agnes Miller.
 Hardinsburg—Breckinridge Co. Fair. Sept. 7-9. E. B. Kennedy.
 Harrodsburg—Blue Grass Fair. June 27-July 1. Glave Sims.
 Harrodsburg—Mercer Co. Fair. July 24-29. H. K. Yates.
 Hartford—Ohio Co. Fair. Sept. 7-9. J. R. Russell.
 Hazard—Perry Co. Fair. Sept. 28-30. Earl Collins.
 Hodgenville—Larue Co. Fair Assn. Aug. 30-Sept. 2. August Ovesen.
 Hyden—Leslie Co. Fair. Sept. 21-23. Hays Pigman.
 Ines—Martin Co. Fair. Sept. 21-23. Forrest Preese.
 Irvine—Estill Co. Fair Assn. Aug. 23-26. Fred Brockman.
 Jefferson—Jefferson Co. Fair. Aug. 10-12. Viola Hirschbrunner.
 Kuttawa—Logan Co. Fair. Sept. 7-9. Gayle Perry.
 La Center—Ballard Co. Fair. July 11-15. R. F. Pace Jr.
 LaGrange—Oldham Co. Fair. Aug. 24-26. Lillian Eibrick.
 Lawrenceburg—Lawrenceburg Fair. July 18-22. W. S. T. Johnson.
 Lebanon—Marion Co. Am. Legion Fair. Aug. 18-19. Sam B. Spalding.
 London—Laurel Co. Fair. Aug. 16-19. Jille Asher.
 Louisa—Lawrence Co. Fair. Sept. 18-24. W. R. Keeton.
 Louisville—Kentucky State Fair. Sept. 10-16. J. Dan Baldwin.
 Madisonville—Hopkins Co. Fair. Aug. 29-Sept. 3. Bill Kington.
 Marion—Crittenden Co. Fair. Aug. 22-26. Mayfield—Graves Co. War Memoria Fair. Aug. 16-20. M. W. Hartsfield.
 Morgantown—Butler Co. Fair. Sept. 28-30. Jewel Mayhugh.
 Munfordville—Hart Co. Fair. Sept. 21-23. John P. Rowlett.
 Murray—Calloway Co. Fair. Aug. 9-11. Clarence Mitchell.



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DALLAS 2, TEXAS

Nicholasville—Jessemine Co. Lions' Club Fair. July 4-8. Charles L. Shaffer.
 Owen Co. Fair. July 26-29. A. T. Mills.
 Wingsville—Bath Co. Fair. Sept. 21-23. Joe Thompson.
 Paducah—West Kentucky Fair. July 18-21. Lee Livingston.
 Pikeville—Pike Co. Fair. Sept. 21-23. Harold B. Rice.
 Providence—Webster Co. Free Fair. Sept. 19-23. James H. Townsend.
 Russell Springs—Russell Co. Fair Assn. Aug. 2-5. R. Felton Robertson.
 Russellville—Logan Co. Am. Legion Fair. Aug. 7-12. Richard E. Hite.
 Salyersville—Magoffin Co. Fair. Sept. 21-23. Andy Hook—Elliott Co. Fair. Sept. 21-23. Emory Horton.
 Shelbyville—Shelby Co. Agrl. Assn. Aug. 1-5. Phil W. Moesser.
 Shepherdsville—Bullitt Co. Agrl. Fair. July 4-8. Mrs. Nancy Strange.
 Springfield—Washington Co. Fair. June 21-24. Theo C. Campbell.
 Stanton—Powell Co. Fair. Sept. 28-30. James H. Hall.
 Sturgis—Union Co. Fair Assn. Aug. 1-4. A. L. Thornberry.
 Vanceburg—Lewis Co. Fair Assn. Oct. 8-7. Mrs. Gornet M. Moore.
 Warsaw—Gallatin Co. Farmers' Fair. Aug. 16-19. Robert Jones.
 West Liberty—Morgan Co. Fair. Sept. 25-30. Marie Henry.
 Whitley City—McCreary Co. Fair. Sept. 22-23 or Sept. 29-30. George D. Corder.
 Williamstown—Grant Co. Fair. Aug. 9-12. Fred Bunger.

LOUISIANA

Amite—Tangipahoa Parish Fair Assn. Oct. 5-8. Joseph H. Goldsby.
 Clinton—East Feliciana Parish Fair. Oct. 19-21. W. D. Magee.
 Coushatta—Red River Parish Fair. Sept. 20-21. Lester P. Vetter.
 De Ridder—Beauregard Parish Fair Assn. Oct. 3-7. John T. Wooten.
 Donaldsonville—South La. State Fair. Oct. 5-8. Adolphe Netter.
 Ferriday—Concordia Parish Fair. Oct. 12-15. R. W. Kemp, Monterey, La.
 Haynesville—Claiborne Parish Fair Assn. Oct. 4-7. L. H. Dobbins.
 Jennings—Jeff Davis Parish Fair. Oct. 31-Nov. 4. T. E. Owens.
 Leesville—Vernon Parish Fair Assn. Sept. 25-30. F. W. Jackson, Simpson, La.
 Livingston—Livingston Parish Fair Assn. Sept. 22-24.
 Marksville—Avoyelles Parish Fair Assn. Oct. 5-8. Kermit J. Ducote.
 Minden—Bossier-Webster Fair. Oct. 9-15. Harry Andress.
 New Iberia—La. Sugar Cane Festival & Fair. Sept. 29-Oct. 1. Keith E. Courrage.
 Oberlin—Allen Parish Fair Assn. Sept. 28-30. G. C. Meaux.
 Opelousas—Louisiana Yambilee. Oct. 18-19. A. B. Reed.
 Port Allen—West Baton Rouge Parish Fair Assn. Sept. 21-24. L. C. Marioneaux.
 Shreveport—State Fair of Louisiana. Oct. 21-29. W. R. Hirsch.
 Sulphur—Calcasieu-Cameron Bi-Parish Fair. Oct. 23-28. Mrs. Irene L. Owens.
 Tallulah—Louisiana Delta Fair Assn. Oct. 16-20. J. M. Gilfoil.
 Verda—Grant Parish Fair Assn. Sept. 27-30. Odella Purvis, New Verda.
 Winnboro—Franklin Parish War Memorial Fair. Oct. 18-21. W. B. Scriber.

MAINE

Bangor—Bangor State Fair. Aug. 7-12. Roy Sinclair.
 Blue Hill—Hancock Co. Agrl. Soc. Sept. 2-4. Rodney H. Bartlett.
 Cherryfield—Cherryfield Fair. Sept. 12-14. C. H. Small, Addison, Me.
 Cornish—Cornish Agrl. Assn. Sept. 1-4. Rita B. Penderer.
 Dover-Foxcroft—Piscataquis Valley Fair. Aug. 26. Frank A. Pierce.
 Emden—Emden Agrl. Assn. Sept. 15. Lella C. Case, North Anson, Me.
 Farmington—Franklin Co. Agrl. Soc. Sept. 19-23. Frank E. Knowlton.
 Fryeburg—Fryeburg Fair. Oct. 2-7. G. Myron Kimball.
 Guilford—Guilford Athletic Assn. Sept. 9. Milton Troy.
 Lewiston—Maine State Fair Assn. Sept. 4-9. Jim O'Kane.
 Litchfield—Litchfield Farmers' Club. Oct. 3-4. Chas. H. Harvey, Gardiner, Me.
 North Waterford—World's Fair Assn. Sept. 29-30. Bill Button.
 Norway—Paris—Oxford Co. Agrl. Soc. Sept. 11-16. Elmore C. Edmunds, South Paris.
 Presque Isle—Northern Maine Fair. July 31-Aug. 5. Robert D. Andrews.
 Skowhegan—Skowhegan State Fair. Aug. 12-19. Roy E. Symons.
 Topsham—Topsham Fair. Oct. 9-14. Emery W. Booker, Brunswick, Me.
 Union—Knox Co. Agrl. Soc. Aug. 21-26. Florence Calderwood.
 West Cumberland—Cumberland Farmers' Club. Sept. 25-30. Frederic C. Wilson, R.D. 3, Portland.
 Windsor—Windsor Fair. Aug. 29-Sept. 4. E. R. Hayes.

MARYLAND

Bel Air—Harford Co. Fair Assn. Sept. 13-15. A. G. Enzor.
 Cambridge—Eastern Shore Fair Assn. Aug. 21-26. William Howard Robbins.
 Cumberland—Cumberland Fair Assn. Aug. 21-26. Carl F. Schmuty.
 Frederick—Frederick Fair. Oct. 1-7. Guy E. Motter.
 Gaithersburg—Montgomery Co. Fair. Aug. 22-26. R. N. Whipp, Rockville, Md.
 Hagerstown—Hagerstown Fair. Sept. 18-23. Charles E. Cushman.
 La Plata—Charles Co. Fair. Sept. 27-30. W. Mitchell Digges.
 Laurel—Howard Co. Fair. Aug. 30-31. Melvin Wessel, Woodbine, Md.
 Leonardtown—St. Marys Co. Fair. Sept. 22-24. Oliver Guyther.
 Prince Frederick—Calvert Co. Fair. Oct. 5-7. Robert M. Hall.

Timonium—Maryland State Fair. Aug. 30-Sept. 9. Matt L. Daiger.
 Upper Marlboro—Southern Md. Fair Assn. Oct. 18-21. Mrs. Helen Welch.

MASSACHUSETTS

Blandford—Union Agrl. Soc. Sept. 3-4. Lee E. Wyman.
 Brockton—Brockton Fair. Sept. 9-16. Frank H. Kingman.
 Cummington—Hillsdale Agrl. Soc. Aug. 26-27. Raymond Warner, Williamsburg, Mo.
 Great Barrington—Barrington Fair Assn. Sept. 10-16 (tentative). Edward J. Carroll.
 Greenfield—Franklin Co. Agrl. Soc. Sept. 10-15. Whitman B. Wells.
 Lakeville—Middleboro Agrl. Soc. Aug. 27-Sept. 3. Gordon E. MacNeill.
 Littleville—Littleville Fair Assn. Sept. 30-Oct. 1. Eimer O. Olds, Huntington, Mass.
 Marshfield—Marshfield Agrl. Soc. Aug. 20-26. Horace C. Keene.
 Middlefield—Highland Agrl. Soc. Sept. 1-2. Willard A. Pease, Chester, Mass.
 Northampton—Three-County Fair. Sept. 4-10. John L. Banner.
 Southwick—Southwick Fair Assn. Sept. 9. Mrs. Fannie Faas.
 Spencer—Spencer Agrl. Assn. Sept. 2-4. Phillip A. Quinn.
 Sterling—Sterling Farmers' Club. Sept. 13. H. L. Ballou.
 Topsfield—Essex Agrl. Soc. Sept. 3-9. Paul Corson.
 West Springfield—Eastern States Expo. Sept. 17-21. Charles A. Nash.
 Weymouth—Weymouth Fair. Aug. 13-19. Milton Danziger, S. Weymouth.

MICHIGAN

Adrian—Lenawee Co. Agrl. Soc. Sept. 18-23. H. H. Hungerford.
 Allegan—Allegan Co. Fair. Sept. 11-16. J. H. Snow.
 Allenville—Mackinac Co. Fair Assn. Sept. 14-17. Unto Makela, Moran, Mich.
 Alpena—Alpena Co. Fair. Sept. 2-6. C. N. Standen, Lachine, Mich.
 Armada—Armada Agrl. Soc. Aug. 24-27. Roy Conner, Richmond, Mich.
 Atlanta—Montmorency Co. Fair Assn. Aug. 24-25. Evelyn C. Sherwood.
 Bad Axe—Huron Co. Fair. Aug. 15-19. William E. Logan.
 Barryton—Barryton Community Fair. Approx. Oct. 18-19. Forrest N. Armock.
 Bay City—Bay Co. Fair. Aug. 21-27. Webster H. Gansser.
 Belleville—Wayne Co. 4-H Fair Assn. Aug. 22-26. P. R. Biebesheimer, Wayne, Mich.
 Berrien Springs—Berrien Co. Youth Fair. Sept. 13-17. Mrs. Ted Slickman, R.R. 1, Buchanan.
 Big Rapids—Mecosta Co. Fair Assn. Aug. 22-26. Norman Mason.
 Brown City—Brown City Agrl. Assn. Sept. 21-23. James W. Sheppard.
 Cadillac—Northern District Fair. Sept. 4-8. Arvid E. Swanson.
 Caro—Tuscola Co. Fair Assn. Aug. 21-26. Carl F. Mantey.
 Cassopolis—Cass Co. Fair Assn. Aug. 7-12. Clyde L. Corbit.
 Centerville—St. Joseph Co. Grange Fair. Sept. 18-24. Lester R. Schrader.
 Charlotte—Eaton Co. 4-H Fair. Aug. 29-Sept. 2. Haus Kardel.
 Cheboygan—Northern Mich. Fair Assn. Sept. 5-9. Harold G. Sellers, Alanson, Mich.
 Coldwater—Branch Co. 4-H Fair. Sept. 11-16. Gordon R. Schluabatis.
 Corunna—Shilawassee Co. Agrl. Soc. Aug. 8-12. Blair Woodman.
 Crosswell—Crosswell Agrl. Soc. Aug. 8-12. Wesley J. Hurley.
 Decatur—Decatur Agrl. Soc. Aug. 24-26. Clayton F. Howe.
 Detroit—Michigan State Fair. Sept. 1-10. James D. Friel.
 Eagle—Eagle Township Fair Assn. Sept. 7-9. Charles Higbee.
 East Jordan—Charlevoix Agrl. Soc. Sept. 12-16. E. Rebman, Boyne City, Mich.
 Escanaba—Upper Peninsula State Fair. Aug. 15-20. H. P. Lindsay.
 Evart—Osceola 4-H-FFA Co. Fair. Aug. 30-Sept. 1. Arthur Gronlund.
 Fowlerville—Fowlerville Fair Assn. Aug. 1-8. Robert E. Smith.
 Gladwin—Gladwin Co. Fair Assn. Aug. 9-12. Earl Colbeck, Beaverton, Mich.
 Goodells—St. Clair Co. 4-H Fair. Aug. 24-26. C. S. Parsons, Smiths Creek, Mich.
 Greenville—Montcalm Co. Fair Assn. Aug. 2-4. William Christensen.
 Hale—Isoco Co. Agrl. Assn. Aug. 30-Sept. 2. Thurman Scofield.
 Harrison—Clare Co. Agrl. Soc. Sept. 12-16. Ray Harold, Gladwin, Mich.
 Hart—Oceana Co. Fair. Sept. 6-8. George W. Powers.
 Hartford—Van Buren Co. Fair. Oct. 2-7. Paul F. Richter Jr.
 Hastings—Barry Co. Free Fair. Aug. 1-5. F. W. Kelly.
 Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 24-30. Harry B. Kelley.
 Hudsonville—Hudsonville Community Fair. Sept. 7-9. Alvin Jager.
 Imlay City—Imlay City Fair. Aug. 8-12. R. A. Grettenberger.
 Ionia—Ionia Free Fair. Aug. 7-12. Rose Sarlow.
 Ithaca—Gratiot Co. Fair Assn. Aug. 22-26. E. R. Hancock, Alma, Mich.
 Ironwood—Gogebic Co. Fair. Aug. 10-13. W. B. Faulh, Bessemer, Mich.
 Iron River—Iron Co. Fair. Aug. 22-25. V. C. Vaughan.
 Jackson—Jackson Co. Agrl. Soc. Aug. 28-Sept. 1. Home Storms.
 Kalamazoo—Kalamazoo Co. Agrl. Soc. Sept. 25-30. Hartman Kakabaker.
 Lowell—Kent Co. 4-H Agrl. Assn. Aug. 22-25. E. G. Olstrom, Grand Rapids, Mich.
 Ludington—Western Mich. Fair Assn. Sept. 19-23. Irving L. Pratt, Scottville, Mich.
 Manchester—Manchester Community Fair. Sept. 21-23. Clifford Walsh.
 Marne—Berlin Fair. Aug. 29-Sept. 1. R. M. Ossewaarde, Coopersville, Mich.
 Marshall—Calhoun Co. Fair. Aug. 22-26. Roy Brigham, Battle Creek, Mich.
 Mason—Ingham Co. Fair. Aug. 14-19. Joy O. Davis.
 Midland—Midland Co. Fair. Aug. 15-19. H. D. Parish.
 Monroe—Monroe Co. Fair Assn. Aug. 7-12. B. J. LaPointe.

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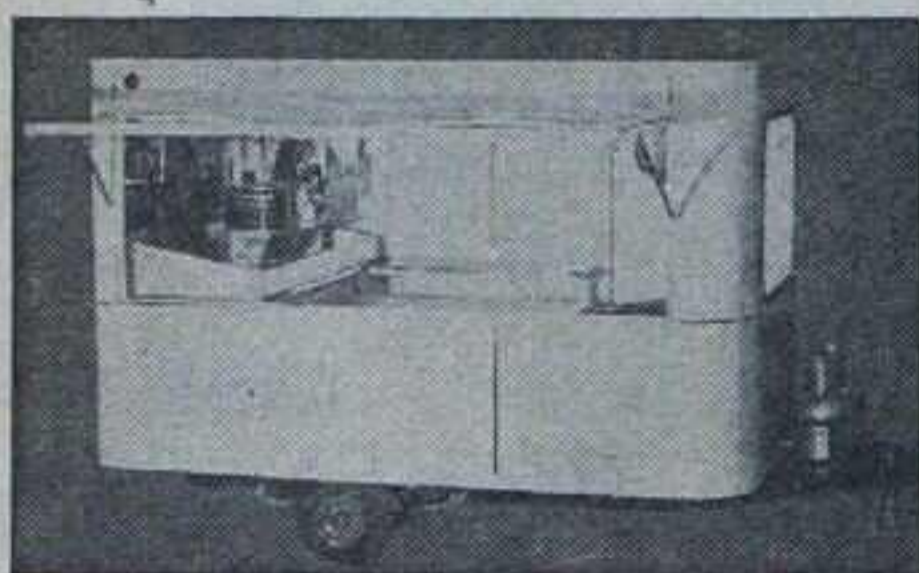


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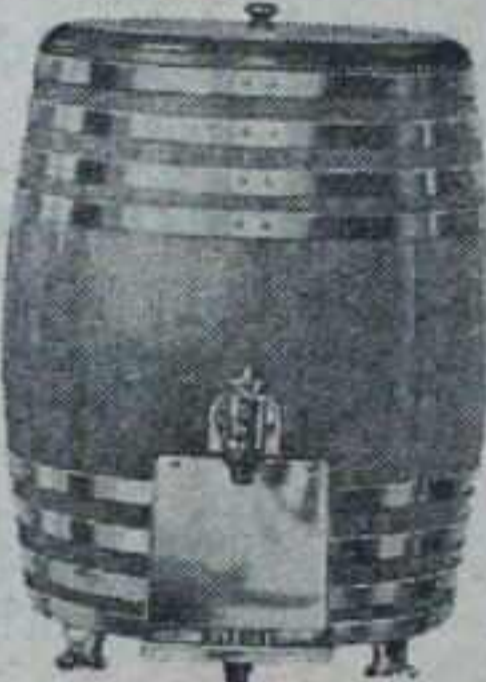
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Just dissolve in water to make a liquid mix convenient to use—uniform results—large profits. Produces good overrun of smooth Frozen Dessert. 10 Lb. Vanilla Whip, \$3.50—10 Lb. Dixie Whip, \$4.50 Send check for samples or barrel lot.

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THE DAYTON FOOD PRODUCTS COMPANY 436-438 Wayne Ave., Dayton 10, Ohio

CONCESSION SUPPLY CATALOGUE

Our new 77-page Concession Supply Catalogue for 1950 has been mailed to all on our mailing list. If you have not received your copy one will be sent upon request, without charge, to those in the concessions business. We have a lot of new items you should know about.

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Special prices offered now on orders for a 1950 25-ft. Single Machine. Includes 2 mauls, chaser and alide, 12" gong and wired for 14 lights or NOT as wanted; send \$50 deposit and shipment can go forward quick in rotation as the orders come in. Lapeer MooreMade hi-Strikers are JUST the right size for a ONE-MAN Business, they are easy to put up and take down and then on the way to the next town. Send for details and the lowest prices. Outfits are boxed and crated and weigh about 280 lbs., made in 4 parts in colors. First orders in always the first to go out. Write or wire order at ONCE and state where shipment is to go, if express or freight, and we will take care of the orders as wanted.

LAPEER HI STRIKER WKS. LAPEER, MICH.

Mount Pleasant—Isabella Co. Farm & Youth Fair. Aug. 22-26. Mayard Gilmore.
North Branch—North Branch Fair Assn. Sept. 28-30. George N. Seelye.
Norway—Dickinson Co. Free Fair. Sept. 1-5. Frank L. Mol'nare, Iron Mountain, Mich.
Onekama—Manistee Co. Agri. Soc. Sept. 6-8. Mrs. Edward Briske, Kaleva, Mich.
Potosky—Emmet Co. Fair Assn. Aug. 21-25. Lyle E. Dunham.
Pickford—Pickford Dist. Agri. Soc. Fair. Sept. 7-9. F. Elwyn Smith.
Pinconning—Pinconning Community Fair Assn. Sept. 8-9. Meryl Bird.
Pontiac—Oakland Co. 4-H Agri. Assn. Aug. 15-19. Mrs. Irene Younkers, Oxford, Mich.
Richmond—Richmond Lions' Horse Show & 4-H Fair. Sept. 1-4. P. Scott Burke.
Saginaw—Saginaw Co. Agri. Soc. Sept. 11-13. C. H. Harnden.
Saline—Saline Community Fair Sept. 26-30. Charles H. Osgood.
Sandusky—Sanilac Co. 4-H Free Fair. Aug. 22-26. Albert T. Hall.
Stalwart—Stalwart Agri. Soc. Sept. 19-20. Mrs. Mae Warren.
Standish—Arenac Co. Agri. Soc. Aug. 16-19. Paul Penneck.
Traverse City—Northwestern Mich. Fair. Aug. 29-Sept. 2. Arnell Engstrom.
West Branch—Ogemaw Co. Agri. Soc. Aug. 23-26. Thomas P. Rau.

MINNESOTA

Ada—Norman Co. Agri. Soc. July 6-9. A. E. Tvedten.
Albert Lea—Freeborn Co. Agri. Soc. Aug. 21-24. Herman D. Jenson.
Alexandria—Douglas Co. Fair. Aug. 21-24. R. S. Thornton.
Aitkin—Aitkin Co. Agri. Soc. Aug. 14-16. P. C. Kaplan.
Anoka—Anoka Co. Agri. Soc. Aug. 14-16. Ed Marrander.
Appleton—Swift Co. Fair Assn. Aug. 24-27. N. G. Anderson.
Arlington—Sibley Co. Agri. Assn. Aug. 11-13. Louis Kill.
Austin—Mower Co. Fair. Aug. 8-13. P. J. Holand.
Bagley—Clearwater Co. Agri. Soc. Aug. 3-6. Margaret Davids.
Barnesville—Clay Co. Fair. July 6-8. Theo. Holm.
Barnum—Carlton Co. Agri. Assn. Aug. 17-19. J. T. Rudebeck.
Baudette—Lake of the Woods Co. Fair Assn. Aug. 1-2. L. L. Wonsler.
Bayport—Washington Co. Agri. Soc. Aug. 11-13. Fred S. Lammers, Stillwater, Minn.
Bird Island—Benville Co. Agri. Soc. Sept. 11-13. Paul Kolbe.
Blue Earth—Faribault Co. Agri. Soc. Sept. 7-10. George Welhr, Wells, Minn.
Brainerd—Crow Wing Co. Fair Assn. Aug. 16-19. B. C. Wilkins.
Breckenridge—Wilkin Co. Agri. Soc. Aug. 4-6. Cy Wenner.
Caledonia—Houston Co. Agri. Soc. Aug. 30-Sept. 2. Ed Zimmerhaki.
Cambridge—Isanti Co. Agri. Soc. Sept. 6-9. L. O. Carlson.
Canby—Yellow Medicine Co. Fair Assn. Aug. 28-30. Glen E. Berg.
Cannon Falls—Cannon Valley Fair Assn. July 2-4. R. J. Goodwin.
Clinton—Big Stone Co. Agri. Soc. Aug. 10-13. Robert L. Wells.
Detroit Lakes—Becker Co. Fair. Aug. 10-13. G. W. Peoples.
Elk River—Sherburne Co. Agri. Soc. Aug. 3-5. E. E. Bjug.
Fairbault—Rice Co. Agri. Soc. Aug. 10-13. Frank Duncan.
Fairmont—Martin Co. Agri. Soc. Sept. 14-17. Harvey Roebke.
Farmington—Dakota Co. Fair. Aug. 10-13. W. E. (Gene) Moher.
Fergus Falls—Otter Tail Co. Fair Assn. Aug. 23-26. Knute Hanson.
Fertile—Polk Co. Fair. July 3-5. J. W. Reseland.
Fosston—East Polk Co. Fair. July 10-13. H. Algaard.
Garden City—Blue Earth Co. Fair. Aug. 21-23. Daniel James.
Glenwood—Pope Co. Agri. Soc. Sept. 15-17. C. O. Ettesvoid.
Grand Marais—Cook Co. Agri. Soc. Sept. 6-8. M. J. Humphrey.
Grand Rapids—Itasca Co. Agri. Assn. Aug. 17-20. Francis Mullins.
Hallock—Kittson Co. Agri. Soc. July 1-4. R. C. Nelson.
Herman—Grant Co. Agri. Assn. Aug. 25-27. Arthur C. Johnson.
Hibbing—St. Louis Co. Fair Assn. Aug. 11-13. J. J. McCann.
Hopkins—Hennepin Co. Agri. Soc. July 21-23. Mike W. Zipyoy.
Howard Lake—Wright Co. Agri. Soc. Aug. 10-13. Paul Eddy.
Hutchinson—McLeod Co. Agri. Assn. Sept. 17-21. Everett Oleson.
Jackson—Jackson Co. Fair Assn. Aug. 17-20. Anton C. Geiger.
Jordan—Scott Co. Good Seed Assn. Sept. 7-10. H. H. Berg.
Kasson—Dodge Co. Fair Assn. Aug. 3-6. V. T. Sander, Dodge Center, Minn.
Le Center—LeSueur Co. Fair. Sept. 15-17. Russell Miller.
Litchfield—Meeker Co. Fair. Aug. 16-18. John Sheay.
Little Falls—Morrison Co. Agri. Soc. Aug. 11-13. D. T. Sargeant.
Littlefork—Northern Minn. Dist. Fair Assn. Aug. 4-5. A. E. De Lack.
Long Prairie—Todd Co. Fair. Aug. 8-10. Logan O. Scow.
Luverne—Rock Co. Agri. Soc. Aug. 31-Sept. 2. George A. Golla.
Madison—Lac qui Parle Co. Fair. Sept. 7-10. Wayne Welser.
Mahnomon—Mahnomon Co. Agri. Soc. July 21-23. Jerry Blsek.
Mankato—Blue Earth Co. Fair. Sept. 19-20. Ben J. Jones.
Marshall—Lyon Co. Fair. Aug. 29-Sept. 1. F. J. Meade.
Montevideo—Chippewa Co. Free Fair. Aug. 18-20. S. O. Syverson.
Mora—Kanabec Co. Agri. Soc. Aug. 17-19. Victor Eifstrum.
Morris—Stevens Co. Agri. Soc. Sept. 1-3. Louis Vinje.
Mottley—Morrison Co. Agri. Assn. Aug. 11-13. John W. Jacobs.

Nevils—Hubbard Co. Agri. Assn. Aug. 14-17. Darwin L. Erickson.
New Ulm—Brown Co. Fair Assn. Aug. 17-20. William A. Lindemann.
Northome—Koochiching Co. Agri. Assn. Aug. 5-7. Betty Boquist.
Owatonna—Steele Co. Free Fair. Aug. 15-18. Stan Muckle.
Park Rapids—Shell Prairies Agri. Assn. Aug. 7-9. B. E. Bruer, Onage, Minn.
Perham—East Otter Tail Co. Fair Assn. July 27-30. C. B. Weber.
Pillager—Cass Co. Agri. Soc. Aug. 17-19. Wesley Carlson.
Pine City—Pine Co. Agri. Soc. Aug. 10-12. J. Wamhoff, Hinckley, Minn.
Pine River—Cass Co. Agri. Assn. Aug. 21-23. Homer Fraser.
Pipestone—Pipestone Co. Agri. Soc. Aug. 23. R. S. Owens.
Preston—Fillmore Co. Agri. Soc. Aug. 24-26. Charles H. Utley.
Princeton—Mille Lacs Co. Agri. Soc. Aug. 16. R. C. Angstrom.
Proctor—St. Louis Co. Community Fair Assn. Aug. 24-27. Elmer J. Gorham.
Red Lake Falls—Red Lake Co. Agri. Soc. Aug. 10-12. Howard C. Hoffus.
Redwood Falls—Redwood Co. Fair. Sept. 5-8. E. J. Henderson.
Rochester—Olmsted Co. Agri. Soc. Aug. 2-4. Gordon E. Reynolds.
Roseau—Roseau Co. Agri. Soc. July 17-19. Charles Christianson.
Rush City—Chisago Co. Fair. Aug. 7-9. George W. Larson, North Branch, Minn.
Saint Charles—Winona Co. Fair. Aug. 17-20. Jerry Mahaffey.
Saint Cloud—Benton Co. Agri. Soc. Aug. 18-20. C. H. Varner.
Saint James—Watonwan Co. Fair Assn. Aug. 25-27. Hubert Ransom.
Saint Paul—Minnesota State Fair. Aug. 24-Sept. 4. Raymond A. Lee.
Saint Peter—Nicollet Co. Fair. Aug. 24-27. Dr. R. A. Dean.
St. Vincent—St. Vincent Union Indust. Assn. Sept. 22-23. L. C. Ward.
Sauk Centre—Stearns Co. Agri. Soc. July 27-30. S. O. Aaker.
Shakopee—Scott Co. Agri. Soc. Aug. 21-23. R. T. Schumacher.
Slayton—Murray Co. Agri. Soc. Aug. 17-20. William Leebens, Fulda, Minn.
Thief River Falls—Pennington Co. Agri. Soc. Aug. 7-10. J. M. Roche.
Two Harbors—Lake Co. Agri. Soc. Aug. 30-Sept. 2. Torstein Grinager.
Tyler—Lincoln Co. Fair Assn. Aug. 24-27. Jens S. Bollesen.
Wabasha—Wabasha Co. Fair Assn. July 24-30. H. E. Feldman.
Waconia—Carver Co. Agri. Soc. Aug. 17-20. L. E. Schreiber.
Wadena—Wadena Co. Agri. Soc. Aug. 2-8. Clyde E. Kelsey.
Warren—Marshall Co. Agri. Assn. July 13-15. D. H. Atkinson.
Waseca—Waseca Co. Fair Assn. Aug. 3-6. Judge Leon J. B. Sexton.
Wheaton—Traverse Co. Agri. Assn. Sept. 7-10. A. W. Vye.
White Bear Lake—Ramsey Co. Agri. Soc. Aug. 3-6. Robt. Freeman, Court House, St. Paul.
Willmar—Kandiyohi Co. Fair Assn. Sept. 13-16. Albert E. Thompson, Spicer, Minn.
Windom—Cottonwood Co. Agri. Soc. Aug. 21-23. William Palm.
Worthington—Nobles Co. Fair. Aug. 21-23. L. A. Hons.
Zumbrota—Goodhue Co. Free Fair. Aug. 24-27. A. E. Collinge Jr.

MISSISSIPPI

Aberdeen—Monroe Co. Fair Assn. Oct. 9-13. George W. Howell Jr.
Belzoni—South Delta Fair Assn. Oct. 23-28. R. E. O'Brien.
Forest—Scott Co. Colored Fair Assn. Oct. 16-21. Ananias Ware.
Fulton—Itawamba Fair Assn. Third week in Sept. H. L. Holland.
Jackson—Mississippi State Fair. Oct. 9-16. J. M. Dean.
Laurel—South Miss. Fair. Sept. 25-30. R. B. Jeffries.
Macon—Noxubee Co. Fair Assn. Sept. 4-9. T. S. Boggess.
McComb—Pike Co. Livestock Assn. Sept. 11-15. N. A. Coplen, Summit, Miss.
Meridian—Miss. Fair & Dairy Show. Week of Oct. 2. W. R. Cannady.
New Albany—Union Co. Fair Assn. Sept. 18-23. L. C. Wilson.
Philadelphia—Neshoba Co. Fair Assn. Aug. 7-11. F. W. Hays.
Sebastopol—Sebastopol Community Fair. Sept. 11-16.
Tupelo—Miss. Ala. Fair & Dairy Show. Oct. 3-7. James M. Savery.
Waynesboro—Wayne Co. Fair Assn. Oct. 3-7. H. S. Cassell.
West Point—Clay Co. Fair Assn. Third week in Sept. (tentative). T. F. Akers.
Yazoo City—Yazoo Co. Fair Assn. Oct. 2-7. J. N. Ballard.

MISSOURI

Appleton City—Appleton City Fair. Aug. 29-30. C. D. Peeler.
Aurora—Tri-County Fair. Sept. 27-30. Garrell Medlin.
Ava—Douglas Co. Fair. Sept. 7-9. Ray Royce.
Bethany—Northwest Mo. State Fair. Sept. 4-9. L. M. Maple.
Bowling Green—Pike Co. Fair Assn. Sept. 6-9. Carl E. Murray.
California—Moniteau Co. Fair. Aug. 2-5. Harold Kinkle.
Cape Girardeau—Southeast Mo. District Fair Assn. Sept. 11-16. Elmer P. Lind.
Cardwell—Cardwell Community Fair. Sept. 18-23. Richard Ewing.
Carthage—Jasper Co. Fair. Aug. 9-11. J. C. Gibbons.
Caruthersville—Am. Legion Fair Assn. Oct. 4-8. Harry E. Mailoure.
Cole Camp—Cole Camp Fair. Sept. 14-16. E. L. Junge.
Columbia—Boone Co. Agri. Soc. Aug. 1-4. Ray Brueckner.
Cuba—Cuba Community Fair. Aug. 30-Sept. 2. Frank T. Davis.
Belle—Belle Fair. Sept. 14-16. Rainey L. Backues.
Belton—Belton Fair. Aug. 3-5. Elvis E. Simpson.

Butler Fair. Sept. 13-15. A. F. Hildebrand.
 Stoddard Co. Fair. Sept. 18-23. Thomas J. Ross.
 Knox Co. Memorial Fair. Aug. 9-12. R. B. Kelly.
 St. Francois Co. Fair Assn. Sept. 7-9. Joe Grandhomme.
 Madison Co. Fair. Sept. 22-23. Melbourne R. Ward.
 Callaway Co. Fair Assn. Aug. 15-18. Jack Atkinson.
 Galt Community Fair. Sept. 7-9. Jerry Stiles.
 Gilman City Fair. Aug. 3-5. Frank Nowland.
 Southwest Jackson Co. Fair. Sept. 2-4. John Bates.
 Worth Co. Fair Assn. Aug. 29-Sept. 3. Myron F. Simerly.
 Dade Co. Free Fair. Aug. 31-Sept. 2. Melvin L. Murphy.
 Hickory Co. Free Fair. Aug. 3-5. Raymond Meador.
 Lafayette Co. Fair. Aug. 1-4. Ernest W. Baker.
 Cole Co. Fair. July 27-29. Edw. Woratsek.
 Clark Co. Fair. Aug. 2-4. W. P. Stevenson.
 American Royal Livestock Show. Oct. 14-21. A. M. Paterson.
 Northeast Mo. Fair Assn. Aug. 29-Sept. 1. N. C. Allen.
 Lamar's Farm & Indust. Expo. Sept. 7-9. Bud Moore.
 Community Fair. Sept. 14-16. J. M. Robertson.
 Jackson Co. Fair. Aug. 10-12. John H. Miller.
 Osage Co. Fair. Aug. 31-Sept. 2. Walter F. Heidlage.
 Macon Co. Fair Assn. July 23-28. Darwin Jackson.
 Ozark Summit Expo. Aug. 1-5. Gus Rushing.
 Saline Co. Fair. Aug. 30-Sept. 2. T. A. Reid.
 Webster Co. Fair. Aug. 30-Sept. 2. Ellis Jackson.
 Northwest Mo. Horse Show Assn. Aug. 4-6. Mrs. Lester Swaney.
 DeKalb Co. Fair. Aug. 14-16. John M. Duncan.
 Scotland Co. Fair. July 25-29. B. H. Hertenstein.
 Audrain Co. Fair Assn. Aug. 8-12. Dean Black.
 Montgomery Co. Fair Assn. July 27-29. M. B. Vaughn.
 Holt Co. Fair. Aug. 23-25. Mrs. E. K. Griffith.
 Newton Co. Agrl. Soc. Sept. 20-23. Thomas F. Burch.
 Farm & Barnyard Fair. Sept. 20-21. E. M. Kimbrough.
 Gasconade Co. Fair Assn. Aug. 17-19. Oscar Halleemann.
 Perry Co. Fair. Sept. 7-9. Gerald P. Popp.
 Platte Co. Fair. Aug. 24-27. J. Frank Sexton.
 Prairie Home Fair. Aug. 9-10. M. H. Rosdel.
 Mercer Co. Fair. Aug. 28-31. C. L. Taff.
 Ray Co. Free Fair. Sept. 12-14. Elmore Marshall.
 Atchison Co. Fair. Aug. 23-25. E. J. Bratrud.
 Central Mo. Regional Fair. Aug. 30-Sept. 2. George M. Madden.
 St. Charles Co. Fair. Sept. 7-9. Jim Evans.
 Safe Community Fair. Aug. 31-Sept. 2. Emmett Dillon.
 Missouri State Fair. Aug. 20-27. Bath-Am. Legion Dunklin Co. Fair. Sept. 25-Oct. 1. Carl C. McCluney.
 Ozark Empire Fair. Aug. 13-18. Glen B. Boyd.
 Ste. Genevieve Co. Fair. Sept. 1-2. P. A. Baechle.
 Oregon Co. Fair Assn. Sept. 11-16. George Hutchinson.
 Tri-County Agrl. Soc. July 26-29. Toby Lademann.
 North Central Mo. Fair. Aug. 13-16. L. I. McMullen.
 Putnam Co. Agrl. Soc. Sept. 5-8. Marple S. Wyckoff.
 Vandalla Community Fair. Aug. 30-Sept. 2. Rual R. Morris.
 Morgan Co. Fair Assn. Sept. 6-9. Chas. P. Jamison.
 Maries Co. Fair. Sept. 7-9. Theron A. Ellis, Meta, Mo.
 Johnson Co. Fair. Sept. 7-9. E. P. Low.

MONTANA

Fallon Co. Fair. Aug. 25-27. Gene R. Hoff.
 Midland Empire Fair & Rodeo. Aug. 7-12. Harry L. Pitton.
 Blaine Co. Fair. Sept. 2-4. Jim Staff.
 Powell Co. Fair. Aug. 25-27. Ted Rule.
 Phillips Co. Fair. Aug. 5-5. William B. Black.
 Rosebud Co. Fair. Aug. 21-23. Harley W. Roath.
 Chouteau Co. Fair. Aug. 18-19. Dean A. Elliott.
 Valley Co. Fair. Aug. 17-19. Stephen J. Urs.
 Dawson Co. Fair. Aug. 28-30. Marlon T. Hedegaard.
 North Montana State Fair. July 31-Aug. 6. Leo C. Dalley.
 Ravalli Co. Fair. Sept. 7-9. Glenn Chaffin.
 Hill Co. Fair & Rodeo. Aug. 10-12. Earl J. Brouson.
 Northwest Montana Fair. Sept. 14-16. C. Winston Borgen.
 Central Montana Fair & Rodeo. July 27-29. Henry J. Otten.
 Eastern Montana Fair. Aug. 24-26. J. H. Bohling.
 Marias Fair & Rodeo. July 20-23. Clifford D. Coover.
 Richland Co. Fair & Rodeo. Aug. 31-Sept. 2. D. G. Nutter.

NEBRASKA

Boone Co. Agrl. Assn. Sept. 12-15. Floyd Gümer.

Arlington-Washington Co. Agrl. Soc. Aug. 23-25. H. C. McClellan.
 Auburn-Nemaha Co. 4-H Club Fair. Aug. 23-25. G. E. Codrington.
 Aurora-Hamilton Co. Agrl. Soc. Aug. 28-31. H. E. Toof.
 Wheeler Co. Fair. Aug. 4-5. H. F. Thomas.
 Rock Co. Agrl. Assn. Aug. 24-26. H. M. Bunnett.
 Gage Co. Agrl. Assn. Sept. 18-21. J. M. Quackenbush.
 Furnas Co. Fair Assn. Aug. 7-10. E. H. Franklin.
 Webster Co. Agrl. Assn. Aug. 10-12. N. B. Andrews.
 Knox Co. Agrl. Soc. Sept. 10-12. Chris B. Alexander.
 Morrill Co. Fair Assn. Sept. 4-6. J. Cedric Conover.
 Custer Co. Agrl. Soc. Week of Aug. 21. M. L. Gould.
 Nebraska's Big Rodeo. Aug. 3-12. Paul Banks.
 Merrick Co. Fair Assn. Aug. 23-25. George D. Gregg.
 Holt Co. Fair Assn. Aug. 29-Sept. 1. Edw. A. Wink.
 Clay Co. Agrl. Soc. Aug. 20-23. Ivan J. Richert.
 Platte Co. Mid-Neb. 4-H Fair. Aug. 29-Sept. 1. W. L. Boettcher.
 Dixon Co. Agrl. Soc. Aug. 23-25. Roy E. Johnson.
 Saline Co. Fair. Aug. 24-27. Ernest A. Vlasak.
 Hitchcock Co. Fair. Aug. 17-20. Ervin Coyle.
 Butler Co. Agrl. Soc. Aug. 27-29. Dick Grubaugh.
 Thayer Co. Agrl. Soc. Aug. 15-18. M. E. Beckler.
 Blaine Co. Fair Assn. Sept. 7-10. Vernon Johnson.
 Gosper Co. Fair. Sept. 13-15. M. R. Morgan.
 Eustis Fair & Corn Show. Aug. 14-16. Paul Fasse.
 Jefferson Co. Fair. Aug. 8-11. J. W. Windlow.
 Franklin Co. Agrl. Soc. Aug. 8-11. Cliff Ashburn.
 Fremont 4-H Club Free Fair. Aug. 9-11. C. W. Motter.
 Nance Co. Fair Assn. Aug. 14-17. E. M. Black.
 Fillmore Co. Fair. Aug. 16-18. Howard W. Hamilton.
 Sheridan Co. Fair & Rodeo. Sept. 7-10. George B. Comer.
 Perkins Co. Agrl. Soc. Aug. 17-19. W. E. Cannady, Madrid, Neb.
 Sioux Co. Fair Assn. Aug. 24-26. Melvin E. Meler.
 Cedar Co. Agrl. Soc. Aug. 19-22. James A. Walz.
 Adams Co. Fair Assn. Aug. 14-18. Dick Biglin.
 Box Butte Co. Agrl. Soc. Aug. 24-27. Paul Stull.
 Phelps Co. Agrl. Soc. Aug. 15-18. Abdul F. Johnson, Funk, Neb.
 Dakota Co. Agrl. Soc. Aug. 16-18. James Allaway.
 Richardson Co. Agrl. Soc. Sept. 13-15. L. E. Watson.
 Grant Co. Agrl. Soc. Sept. 1-3. Mrs. Earl Hayward.
 Chase Co. Fair. Aug. 23-26. Herman Brill.
 Brown Co. Agrl. Soc. Sept. 2-4. Kenneth Graff, Ainsworth, Neb.
 Buffalo Co. Agrl. Assn. Aug. 28-Sept. 1. W. S. Wimberley.
 Kimball Co. Agrl. Soc. Aug. 31-Sept. 2. Art M. Henrickson.
 Colfax Co. Agrl. Soc. Aug. 24-27. Otto C. Weber.
 Garden Co. Fair. Sept. 4-6. Paul D. Temple.
 Dawson Co. Fair. Aug. 29-Sept. 1. Monte Kiffin.
 Nebraska State Fair. Sept. 3-8. Edwin Schultz.
 Lancaster Co. Agrl. Assn. Sept. 3-8. Clarence Patterson.
 Sherman Co. Agrl. Assn. Aug. 19-21. Clark S. Reynolds.
 Madison Co. Fair. Aug. 26-28. Earl J. Moyer.
 Kearney Co. Agrl. Assn. Aug. 22-24. Mervin Peterson.
 Scottsbluff Co. Agrl. Soc. Sept. 4-9. Harold Ledingham.
 Antelope Co. Fair. Sept. 1-3. Clinton Stonebraker.
 Nuckolls Co. Fair. Week of Aug. 21. William A. McHenry.
 Keysa Paha Co. Agrl. Soc. Aug. 7-9. Harley McCormick.
 Lincoln Co. Agrl. Assn. Aug. 21-24. Clarence F. Wright.
 Burt Co. Agrl. Soc. Aug. 23-26. Edgar Hanson, Lyons, Neb.
 Keith Co. Fair. Aug. 28-30. R. D. Hughes.
 Ak-Sar-Ben Livestock Show & Rodeo. Sept. 29-Oct. 8. J. J. Isaacson.
 Valley Co. Fair. July 31-Aug. 2. Henry Benda.
 Harlan Co. Junior Fair. Aug. 29-31. W. A. Lennemann.
 Polk Co. Agrl. Soc. Aug. 21-23. Robert L. Mills.
 Pawnee Co. Fair Assn. Oct. 4-6. William F. Colwell.
 Pierce Co. Fair. Aug. 27-29. David Wolf.
 Howard Co. Agrl. Soc. Sept. 5-8. Charles Dobry.
 Dodge Co. Fair. Sept. 13-15. Virgil Swanson.
 Seward Co. Agrl. Soc. Aug. 28-30. Paul Colburn.
 Cheyenne Co. Fair. Third week in Aug. E. L. Hoover.
 Greeley Co. Free Fair Assn. Third week in Aug. Don C. Smith.
 Boyd Co. Agrl. Soc. Aug. 29-31. Ralph W. Black.
 Sarpy Co. Agrl. Soc. Aug. 17-19. Marven L. Vaughn, Papillion, Neb.
 Stanton Co. Agrl. Soc. Sept. 10-12. Wm. E. H. Beyer.
 Logan Co. Agrl. Soc. Aug. 25-27. V. K. Magnuson.

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- #2002—Alexander's Ragtime Band . . . The Darktown Strutters' Ball . . . Two Step
- #2003—In a Shanty in Old Shanty Town . . . School Days Waltz
- #2004—McNamara's Band . . . The Yankee Doodle Boy March
- #2005—When You and I Were Young, Maggie . . . Carry Me Back to Old Virginia Fox Trot
- #2006—While Strolling Thru the Park One Day . . . The Glow Worm Fox Trot
- #2007—Deep in the Heart of Texas . . . There is a Tavern in the Town . . . Two Step
- #2008—The Man on the Flying Trapeze . . . A Bicycle Built for Two Waltz
- #2009—Parade of the Wooden Soldiers . . . Kiddie March Medley March

GENERAL CATALOG SELECTIONS

- #243—Beer Barrel Polka . . . Pennsylvania Polka Polka
- #364—Jealousie . . . LaCumparsita Tango
- #432—Who . . . Zing! Went the Strings of My Heart Two Step
- #451—Me and My Shadow . . . I Said My Pajamas (And Put On My Pajamas) Fox Trot
- #471—Dinah . . . I Can't Give You Anything But Love Fox Trot
- #472—Rio Rita . . . Of Thee I Sing Two Step
- #93—In My Merry Oldsmobile . . . The Blue Danube Waltz
- #307—Dark Eyes . . . Ay Que Vida Tango
- #439—The Caissons Go Rolling Along . . . March Medley (4 Different Songs) March
- #478—The Band Played On . . . Barcarolle Waltz

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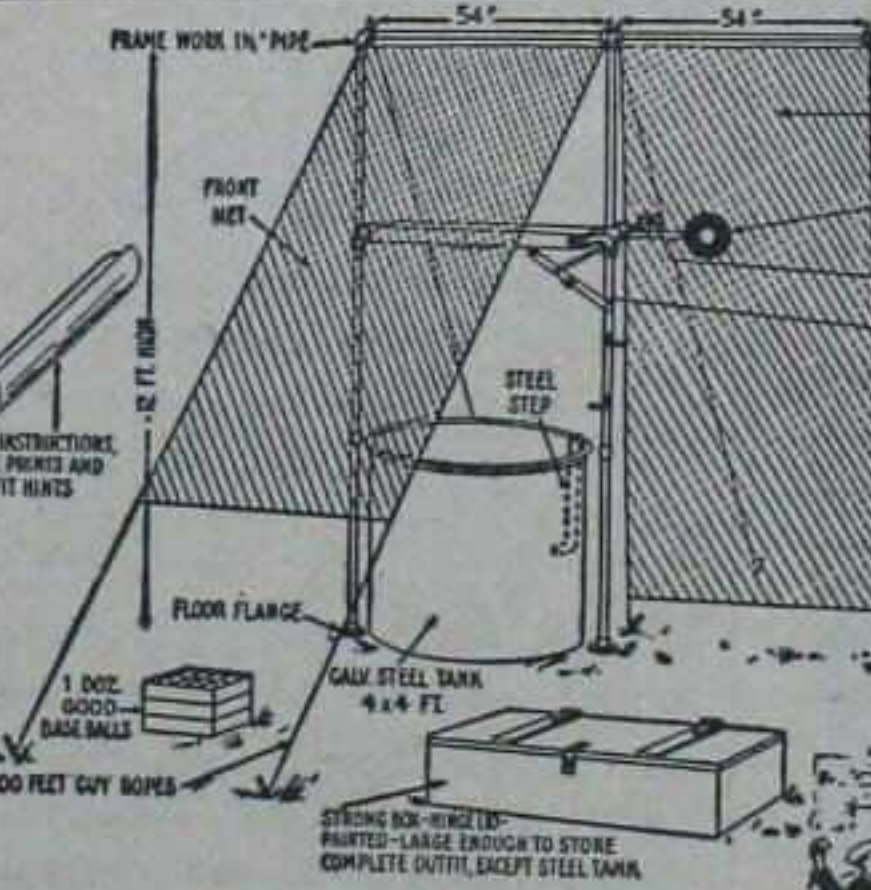
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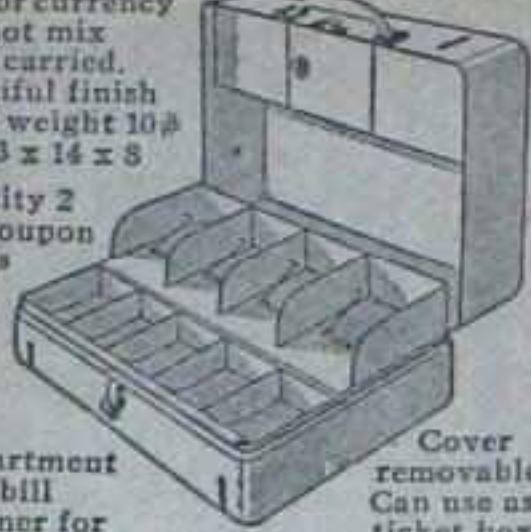
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TICKET BOOK

Stockville—Frontier Co. Fair. Aug. 24-27. Richard Hopkins.
Syracuse—Otoe Co. Fair Assn. Aug. 29-31. Charles Miller, Unadilla, Neb.
Tecumseh—Johnson Co. Fair. Aug. 7-10. Lloyd D. Halsted.
Valentine—Cherry Co. Fair. Aug. 25-27. Hugh Potter.
Wahoo—Saunders Co. Agri. Soc. Aug. 21-23. E. J. Erickson.
Walshville—Thurston Co. Fair. Aug. 30-Sept. 1. Alfred D. Raun.
Waterloo—Douglas Co. Fair. Sept. 13-16. R. D. Herrington.
Wayne—Wayne Co. Fair Assn. Sept. 13-16. William E. Von Seggern.
Weeping Water—Cass Co. Agri. Soc. Aug. 23-25. Joe Bender.
West Point—Cuming Co. Fair. Aug. 27-31. Ed. M. Baumann.
York—York Co. Agri. Soc. Aug. 23-26. R. L. Clark.

NEVADA

Elko—Elko Co. Fair. Sept. 1-4. Dan Evans.
Fallon—Nevada State Fair. Sept. 1-4. William H. Petherbridge.
Winnemucca—Humboldt Co. Fair Assn. Sept. 2-4. Albert Lowry.

NEW HAMPSHIRE

Canaan—Mascome Valley Fair Assn. Aug. 30-Sept. 1. William A. Shepard.
Center Sandwich—Sandwich Town & Grange Fair. Oct. 12. Doris L. Benz, N. Sandwich.
Contoocook—Hopkinton Fair. Sept. 2-4. Bernard Reen.
Deerfield—Deerfield Fair Assn. Sept. 28-Oct. 1. William C. Maxwell, Raymond, N. H.
Keene—Cheshire Fair Assn. Sept. 7-9. Clifford H. Coles, West Swanzey, N. H.
Lancaster—Lancaster Fair. Sept. 1-4. Albert J. Kenney.
Madbury—Madbury Grange Fair Assn. Sept. 6-9. Charlotte Horr, Dover, N. H.
Newport—Sullivan Grange Fair. Aug. 10-12. Herbert E. Kimball.
Northwood—Northwood Fair Assn. Aug. 18-19. Hugh J. Prestley.
Pittsfield—Pittsfield Fair. Sept. 24-27. Mrs. Kate Ayles.
Plymouth—Plymouth Fair. Sept. 13-16. Delbert Gray.
Rochester—Rochester Fair. Sept. 17-23. Ralph E. Came.

NEW JERSEY

Branchville—Sussex Co. Farm & Horse Show. Aug. 8-12. John W. Raab, Newton, N. J.
Bridgeton—Cumberland Co. Co-Op. Fair Assn. Sept. 19-23. Raymond R. Riley.
Burlington—Burlington Co. Farmers' Fair. Aug. 11-12. Mrs. Emily Carslake, Mt. Holly.
Cape May—Cape May Co. 4-H Fair. July 20-22. John Hutchinson, Cape May Court House, N. J.
Far Hills—Somerset Co. 4-H Fair. Aug. 18-19. Horace Brink, Somerville, N. J.
Flemington—Flemington Fair Assn. Aug. 29-Sept. 4. B. H. Pedrick.
Harmony—Warren Co. Farmers' Fair. Aug. 16-17. C. Fred Lorenzo, Belvidere, N. J.
Mount Holly—Garden State Fair. Sept. 4-9. S. Burgdorf.
New Brunswick—Middlesex Co. Fair Assn. Aug. 23-26. Fred C. Heyl.
Paulsboro—Gloucester Co. Fair. Sept. 4-9. Raymond R. Riley, R. F. D. 2, Bridgeton.
Pomona—Atlantic Co. 4-H Fair Assn. Aug. 24-26. Mary Rocap, Mays Landing, N. J.
Preakness—Passaic Co. 4-H Fair Assn. Aug. 17-19. Robert R. Windeler, Paterson, N. J.
Sharptown—Woodstown Community Fair. Sept. 11-13. Mrs. Edward Flitcraft, Woodstown.
Trenton—New Jersey State Fair. Sept. 24-Oct. 1. Norman L. Marshall.
Troy Hills—Morris Co. Fair Assn. Aug. 22-26. Alexis L. Clark, Morristown, N. J.

NEW MEXICO

Albuquerque—New Mexico State Fair. Sept. 23-Oct. 1. Leon H. Harms.
Bellevue—Valencia Co. Fair Assn. Sept. 16-18. Fred Huning Jr.
Clayton—Union Co. Fair Assn. Second week in September.
Deming—Tri-State Fair. Oct. 6-8. Seldon Baker.
Las Vegas—San Miguel Co. Fair. Sept. 16-17. Lewis F. Schiele.
Lovington—Lea Co. Fair Assn. Sept. 15-18. Bea Fort.
Portales—Roosevelt Co. Fair Assn. Week of Sept. 18. W. G. Vinzant.
Roswell—Eastern N. M. State Fair. Oct. 4-7. E. E. Patterson.
Silver City—Southwestern N. M. Fair Assn. Sept. 8-11. J. R. Wrinkle.

NEW YORK

Afton—Afton Fair. Aug. 7-12. Frederick Crane.
Altamont—Altamont Fair. Aug. 21-26. Fredrick E. Keenholts.
Angelica—Allegany Co. Agri. Soc. Aug. 23-26. L. L. Stillwell.
Avon—Genesee Valley Breeders Assn. Sept. 1-2. John Steele.
Ballston Spa—Saratoga Co. Agri. Soc. Aug. 28-Sept. 2. Wendell Townley.
Batavia—Genesee Co. Agri. Soc. Aug. 7-12. Glen W. Grinnell.
Bath—Bath Fair. Sept. 5-9. J. Victor Faucett.
Boonville—Boonville Fair Assn. Aug. 1-5. Charles H. Fickbohm.
Brookfield—Brookfield-Madison Co. Agri. Soc. Sept. 4-7. Raymond F. Burdick.
Caledonia—Caledonia Fair. Aug. 22-26. Victor Scroger.
Canandaigua—Ontario Co. Agri. Soc. Aug. 1-4. Fred J. Howes, Ionla, N. Y.
Chatham—Columbia Co. Agri. Soc. Sept. 2-4. William A. Dardess.
Cobleskill—Cobleskill Agri. Soc. Sept. 12-18. Dr. David W. Beard.
Cortland—Cortland Co. Agri. Soc. Aug. 21-27. Harry B. Tanner.
Dundee—Dundee Fair Assn. Sept. 19-22. L. R. Hamner.
Dunkirk—Chautauque Co. Fair. Sept. 4-9. Carlton J. Larson.
Elmira—Chemung Co. Agri. Soc. Aug. 13-19. Robert S. Turner, Horseheads, N. Y.
Fonda—Montgomery Co. Agri. Soc. Sept. 2-6. Fred L. Lowe, Fultonville, N. Y.
Gouverneur—Gouverneur & St. Lawrence Co. Fair. Aug. 7-12. Bligh A. Dodds.

Greenwich—Washington Co. Fair. Aug. 21-25. P. J. Houlton, Hoosick Falls, N. Y.
Hamburg—Erie Co. Fair. Aug. 14-19. Frank A. Slade, Erie County Hall, Buffalo.
Hemlock—Hemlock Lake Union Agri. Soc. Aug. 30-Sept. 2. Ralph O. Barnard.
Henrietta—Monroe Co. Fair. Aug. 18-19. Albert Lochner, North Greece, N. Y.
Ithaca—Tompkins Co. Fair. Aug. 7-12. Merrill F. Curry.
Kingston—Ulster Co. Agri. Soc. Aug. 16-17. Albert Kurdt.
Little Valley—Cattaraugus Co. Agri. Soc. Aug. 29-Sept. 2. James W. Watson.
Lockport—Niagara Co. Fair. Aug. 21-26. Elmer A. Barrett.
Lowville—Lewis Co. Agri. Soc. Week of Aug. 14. Cyril L. Seymour, Turin, N. Y.
Maize—Franklin Co. Agri. Soc. Aug. 21-26. H. B. Kelley.
Middletown—Orange Co. Fair Assn. Aug. 13-19. Alan C. Madden.
Mineola—Mineola Fair. Sept. 12-16. Charles Boehert.
Morris—Otsego Co. Fair Assn. Aug. 30-Sept. 2. Guy W. Post, R. D. S. New Berlin, N. Y.
New York—Am. Inst. City of N. Y. Sept. 15-Oct. 1. G. O. Carter, 61 W. 56th St.
Norwich—Chenango Co. Agri. Soc. Aug. 28-Sept. 1. O. L. Brown.
Owego—Tioga Co. Agri. Soc. July 23-29. W. M. Miller.
Palmyra—Palmyra Fair. Aug. 22-26. W. Ray Converse.
Penn Yan—Yates Co. Agri. Soc. Aug. 23-26. Oliver Wilcox.
Pike—Silver Lake Agri. Assn. Aug. 22-25. Henry M. Wagenblass, Warsaw, N. Y.
Plattsburg—Clinton Co. Fair. Aug. 15-19. David R. Lanigan.
Rhinebeck—Dutchess Co. Fair. Aug. 29-Sept. 2. Lewis F. Winne.
Sandy Creek—Sandy Creek Fair. July 25-29. Seymour S. Hicks, Parish, N. Y.
Schaghticoke—Schaghticoke Fair. Sept. 4-7. Gordon L. Banker, R. D. 1, Troy, N. Y.
Syracuse—New York State Fair. Sept. 2-9. Harold L. Creal.
Trumansburg—Trumansburg Fair. Sept. 13-16. Lorenzo Clinton.
Vernon—Vernon Agri. Soc. Aug. 22-27. James F. Burke.
Watertown—Jefferson Co. Agri. Soc. Aug. 21-26. Karl J. Malady.
Walton—Delaware Valley Agri. Soc. Aug. 15-19. Paul G. Williams.
Waterloo—Seneca Co. Agri. Soc. Aug. 8-12. George H. Leet, Seneca Falls, N. Y.
Westport—Essex Co. Agri. Soc. Aug. 16-19. L. H. Lobdell, Wadhams, N. Y.
White Plains—Westchester Co. Agri. Assn. Sept. 14-17. Mrs. Albert D. Frost.
Whitney Point—Broome Co. Agri. Soc. July 30-Aug. 5. Osmer J. Brooks.

NORTH CAROLINA

Ahoskie—Atlantic District Fair. Oct. 10-14. W. D. Brown.
Asheboro—Center of N. C. Fair Assn. Sept. 18-23. W. C. York.
Beaufort—Carteret Fair. Oct. 16-21. T. E. Kelly.
Charlotte—Southern States Fair. Oct. 3-7. Dr. J. S. Dorton.
Cherokee—Cherokee Indian Fair Assn. Oct. 3-7. William E. Ensor Jr.
Durham—Am Legion Fair Assn. Sept. 18-23. Vernon Wright.
East Bend—Yadkin Co. Fair. Sept. 26-30. Hovey Norman.
Elizabeth City—Elizabeth City Seven-Co. Fair. Sept. 17-23. Norman Y. Chambliss, Rocky Mount.
Goldensboro—Wayne Co. Fair. Sept. 25-30. Oland P. Peele.
Greensboro—Greensboro Agri. Fair. Oct. 3-8. Mrs. Clyde Kendall.
Greenville—Pitt Co. Agri. Fair. Oct. 1-7. Norman Y. Chambliss, Rocky Mount.
Henderson—Golden Belt Fair. Oct. 2-7. C. M. Hight.
Henderson—Vance Co. Colored Fair. Oct. 9-14. Robert Hawkins.
Hickory—Catawba Fair Assn. Sept. 25-30. Corbin Green.
High Point—High Point Fair Assn. Sept. 25-30. T. C. Potts.
Jacksonville—Onslow Co. Fair. Oct. 3-7. George See.
Leaksville—Tri-City Agri. Fair. Sept. 4-9. C. W. Roberts.
Lexington—Davidson Co. Fair Assn. Sept. 25-30. Curtis A. Leonard Sr.
Littleton—Littleton Fair. Oct. 2-7. T. R. Walker.
Monroe—Union Co. Fair Assn. Oct. 23-28. M. W. Williams.
Raleigh—North Carolina State Fair. Oct. 17-21. Dr. J. S. Dorton.
Reidsville—Reidsville Fair Assn. Oct. 2-7. Mrs. Katye Price Oly.
Rocky Mount—Rocky Mount Agri. Fair. Sept. 24-30. Norman Y. Chambliss.
Rutherfordton—Rutherford Co. Fair. Sept. 11-16. John H. Jones.
Rutherfordton—Rutherford Co. Colored Fair. Sept. 19-23. Mrs. M. T. Carpenter.
Shelby—Cleveland Co. Fair. Sept. 19-23. Dr. J. S. Dorton.
Shelby—Cleveland Co. Negro Fair. Oct. 4-7. Rev. A. W. Foster.
Spring Hope—Nash Co. Fair. Week of Oct. 2. Hobart Brantley.
Statesville—Iredell Co. Agri. Fair. Sept. 25-30. Clyde Smyre.
Troy—Montgomery Co. Fair. Sept. 18-23. James Cameron.
Washington—Beaufort Co. Fair Assn. Week of Sept. 25. H. P. Webster.
Wilson—Wilson Co. Fair. Oct. 8-14. Wiley W. Tomlinson.
Winston-Salem—Winston-Salem Fair. Oct. 10-14. G. C. McNair.

NORTH DAKOTA

Ashley—McIntosh Co. Fair Assn. Aug. 29-30. Adolph Thurn.
Beach—Golden Valley Co. Fair Assn. Sept. 4-5. R. M. Miller.
Bottineau—Bottineau Co. Agri. Soc. June 26-28. A. E. Stewart.
Cando—Towner Co. Fair Assn. June 29-July 1. Harlan Lipp.
Crosby—Divide Co. Fair Assn. June 22-24. V. Nichols.
Fargo—Red River Valley Fair. Aug. 28-Sept. 2. A. D. Scott.

Fessenden—Wells Co. Free Fair. July 11-13. Tony Lill.
Flaxton—Burke Co. Fair. July 13-15. Bruce B. Bair.
Forman—Sargent Co. Fair Assn. Sept. 4-6. Beth Wucherpfennig.
Grand Forks—Grand Forks State Fair. July 17-23. Ralph Lynch.
Hamilton Pembina Co. Fair. July 20-22. Franklin Page.
Jamestown—Stutsman Co. Fair Assn. July 3-6. G. A. Ottinger.
Langdon—Cavalier Co. Fair Assn. July 18-19. Dick Forkner.
Minnewaukan—Benson Co. Fair. July 6-8. V. A. Delvert.
Minot—North Dakota State Fair. July 24-28. Bob Flinke.
Mott—Hettinger Co. Fair. Sept. 4-6. Adella Soeburn.
Rolla—Rolla Fair. July 10-12. V. L. Thompson.
Rugby—Rugby Fair Assn. July 3-5. D. Baillie.
Wishek—Tri-County Fair. June 28-30. K. Weist.

OHIO

Akron—Summit Co. Fair at Ascot Park. July 31-Aug. 6.
Andover—Andover Street Fair. Sept. 8-9. William S. Grabert.
Ashland—Ashland Co. Agri. Soc. Sept. 18-23. Harry G. Dotson.
Athens—Athens Co. Fair. Aug. 20-24. L. C. Baker.
Attica—Attica Fair Assn. Oct. 3-6. Carl B. Carpenter.
Barlow—Barlow Agri. Assn. Sept. 28-29. Frank H. Proctor.
Bellefontaine—Logan Co. Agri. Soc. Aug. 21-25. Carl C. Kirk.
Bellville—Bellville Ind. Agri. Soc. Sept. 13-16. E. O. Kochhelsler, R. D. 1, Butler.
Berea—Cuyahoga Co. Agri. Soc. Aug. 18-20. William H. Kroesen.
Bucyrus—Crawford Co. Agri. Soc. Aug. 1-3. George Damschroder.
Burton—Geauga Co. Agri. Soc. Aug. 31-Sept. 4. Thane L. Atwood, Middlefield, O.

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Cadiz—Harrison Co. Agri. Assn. Sept. 13-16. L. H. Barger.

Caldwell—Noble Co. Fair. Aug. 31-Sept. 2. J. K. Walkenshaw.

Canfield—Mahoning Co. Agri. Assn. Aug. 31-Sept. 4. E. R. Zieger.

Canton—Stark Co. Agri. Soc. Sept. 4-8. Ed S. Wilson.

Carrollton—Carroll Co. Agri. Soc. Sept. 26-30. Leonard George, Harlem Springs, O.

Cellina—Mercer Co. Agri. Soc. Aug. 13-18. W. F. Archer.

Chillicothe—Ross Co. Agri. Soc. Aug. 15-19. W. R. Kramer.

Cincinnati—Carthage Fair. Sept. 13-16. Clarence A. Peters, 410 Court House.

Circleville—Circleville Pumpkin Show. Oct. 18-21. Ned H. Dresbach.

Circleville—Pickaway Co. Agri. Soc. July 31-Aug. 4. Tom Harman.

Columbus—Ohio State Fair. Aug. 26-Sept. 1. Howard S. Poust, State Office Bldg.

Coshocton—Coshocton Co. Agri. Soc. Oct. 3-7. C. V. Croy, R. D. 1, Trinway, O.

Croton—Hartford Ind. Agri. Soc. Aug. 7-12. Clell H. Sinkey, Centerburg, O.

Dayton—Montgomery Co. Fair. Sept. 4-7. R. C. Haines.

Delaware—Delaware Co. Agri. Soc. Sept. 18-22. William B. Deal.

Dover—Tuscarawas Co. Agri. Soc. Sept. 19-22. W. G. Findley, New Philadelphia, O.

Eaton—Peeble Co. Fair. Sept. 11-16. William B. Pryor.

Findlay—Hancock Co. Agri. Soc. Sept. 5-8. Robert L. Yates.

Fredericktown—Fredericktown Community Fair Sept. 27-30. Iri Willits.

Fremont—Sandusky Co. Agri. Soc. Sept. 4-8. Russell S. Hull.

Gallipolis—Gallia Co. Agri. Soc. Sept. 18-23. John N. McNearly.

Georgetown—Brown Co. Agri. Soc. Oct. 4-6. Luther Kestel.

Greenville—Darke Co. Fair. Aug. 20-25. Frank Hiestand, Rossburg, O.

Hamilton—Butler Co. Agri. Soc. Sept. 24-29. Barton Truster, Seven Mile, O.

Hicksville—Defiance Co. Agri. Soc. Aug. 20-25. Edwin J. Max, Defiance, O.

Hilliards—Franklin Co. Agri. Soc. Aug. 15-18. Arch A. Alder.

Hillsboro—Highland Co. Agri. Soc. Sept. 6-9. Walter West.

Jefferson—Ashtabula Co. Agri. Soc. Aug. 15-19. E. F. Walburn.

Kenton—Hardin Co. Agri. Soc. Sept. 26-29. Mrs. I. E. Wetherill.

Lancaster—Fairfield Co. Agri. Soc. Oct. 10-14. Russell V. Alt, R. R. 1, Baltimore, O.

Lebanon—Warren Co. Fair. Sept. 19-22. Corwin Nixon.

Lima—Allen Co. Agri. Assn. Aug. 22-26. Wayne E. Lalbe.

Lisbon—Columbiana Co. Agri. Soc. Sept. 12-16. J. H. Sinclair, Hanoverton, O.

Logan—Hocking Co. Agri. Soc. Sept. 20-23. James H. Barker.

London—Madison Co. Agri. Soc. Aug. 20-24. Fred M. Guy, Mechanicsburg, O.

Loudonville—Loudonville Street Fair. Oct. 3-5. Charles Bernhard Jr.

Lucasville—Scioto Co. Agri. Soc. Aug. 1-5. A. S. Moulton.

McConnellsville—Morgan Co. Agri. Soc. Sept. 7-9. Ray G. Smith.

Mansfield—Richland Co. Agri. Soc. Aug. 17-19. Orville Kibler.

Marietta—Washington Co. Agri. Assn. Sept. 3-6. L. E. Apple.

Marion—Marion Co. Agri. Soc. Aug. 20-26. H. A. Mayers.

Marysville—Union Co. Agri. Soc. Sept. 12-15. Otto E. Rausch, R. 1, Plain City, O.

Maumee—Lucas Co. Agri. Soc. Sept. 14-17. Mrs. Pearl Griffin, Berkey, O.

Medina—Medina Co. Agri. Soc. Sept. 6-9. C. W. Mapes.

Millersburg—Holmes Co. Agri. Soc. Aug. 17-19. Verle Spreng, R. 1, Lakeville, O.

Montpelier—Williams Co. Fair. Sept. 10-17. Frank B. Altaffer.

Mount Gilead—Morrow Co. Fair. Aug. 15-19. Glenn Brown.

Mount Vernon—Knox Co. Agri. Soc. July 24-29. Henry G. Richards.

Napoleon—Henry Co. Agri. Soc. Aug. 29-Sept. 1. James D. Murray.

Norwalk—Huron Co. Agri. Soc. Sept. 12-16. Mrs. Elfreda Crayton.

Old Washington—Guernsey Co. Agri. Soc. Sept. 27-30. T. E. Gracy, Cambridge, O.

Ottawa—Putnam Co. Agri. Soc. Oct. 4-7. Joseph L. Brickner.

Owensville—Clermont Co. Agri. Soc. Aug. 16-19. J. W. Evans.

Painesville—Lake Co. Agri. Soc. Aug. 23-26. Robert Guthleben.

Paulding—Paulding Co. Agri. Soc. Aug. 29-Sept. 2. Glenn W. Brewer.

Pikeston—Pike Co. Agri. Soc. Aug. 10-12. Frank B. Cooper.

Plain City—Plain City Ind. Agri. Soc. Aug. 3-5. Walter Minshall.

Pomeroy—Meigs Co. Agri. Soc. Aug. 15-18. C. L. Heaton.

Proctorville—Lawrence Co. Agri. Soc. July 26-28. Owen Griffith, Ironton, O.

Randolph—Randolph Ind. Fair. Sept. 22-23. R. P. Hamilton.

Richwood—Richwood Ind. Agri. Soc. July 25-28. Dana D. Lowe, R. 3, Marysville, O.

St. Clairsville—Belmont Co. Agri. Soc. Sept. 6-9. William R. Butcher Jr.

Sidney—Shelby Co. Agri. Soc. Sept. 10-15. Donald Brandt, R. F. D. 1, Anna, O.

Smithfield—Jefferson Co. Agri. Soc. Sept. 20-23. W. E. Rose, R. 1, Rayland, O.

Springfield—Clark Co. Agri. Soc. Aug. 16-19. P. B. Sandles.

Tiffin—Seneca Co. Agri. Soc. Aug. 22-25. C. C. Baker.

Troy—Miami Co. Agri. Soc. Aug. 15-18. Charles P. Rogers, Castown, O.

Upper Sandusky—Wyandot Co. Agri. Soc. Sept. 12-15. Ross A. Winter.

Urbana—Champaign Co. Agri. Soc. Aug. 6-11. Howard Goddard.

Van Wert—Van Wert Co. Agri. Soc. Sept. 4-8. N. E. Stuckey.

Wapakoneta—Auglaize Co. Agri. Soc. Aug. 6-11. Harry Kahn.

Warren—Trumbull Co. Agri. Soc. Aug. 8-12. Frank Neal, Nutwood, O.

Washington C. H.—Fayette Co. Agri. Soc. July 25-29. Frank E. Ellis.

Wauseon—Pulton Co. Agri. Soc. Sept. 4-8. Mrs. C. J. Keller.

Wellington—Lorain Co. Agri. Soc. Aug. 22-25. Clair L. Hill.

Wellston—Jackson Co. Agri. Soc. July 19-22. Carl G. Dahlberg.

West Union—Adams Co. Agri. Soc. Aug. 22-25. Charles S. Kirker.

Wilmington—Clinton Co. Agri. Soc. Aug. 7-11. Gertrude Hanks.

Woodsfield—Monroe Co. Agri. Soc. July 25-28. Ralph Schumacher.

Wooster—Wayne Co. Agri. Soc. Sept. 12-16. W. J. Buss.

Xenia—Greene Co. Agri. Soc. Aug. 1-5. Mrs. J. Robert Bryson.

Zanesville—Muskingum Co. Agri. Soc. Aug. 15-19. Perl D. Elliott, New Concord, O.

OKLAHOMA

Anadarko—Caddo Co. Free Fair. Sept. 19-22. C. R. Steverson.

Ardmore—Carter Co. Free Fair Assn. Sept. 12-16. Bill Sparks.

Beaver—Beaver Co. Free Fair. Sept. 13-16. Mrs. Pauline Evans.

Buffalo—Harper Co. Fair. Sept. 11-13. Carl Downing.

Blackwell—Kay Co. Free Fair. Sept. 11-15. W. R. Hutchison, Newkirk, Okla.

Boise City—Cimarron Co. Free Fair. Oct. 4-7. Rufus T. Dickerson.

Cacnegle—Tri-County Free Fair. Sept. 6-9. M. B. Fanning.

Chandler—Lincoln Co. Free Fair Assn. Sept. 6-9. Oran Stipe.

Cherokee—Alfalfa Co. Free Fair. Sept. 13-15. Wayne A. Eakin.

Cheyenne—Roger Mills Co. Fair. Sept. 2-8. Doss Pruitt.

Chickasha—Grady Co. Fair Assn. Sept. 19-22. Bob Lamar.

Clinton—Southwest Fair Assn. Sept. 14-16. A. R. Patrick.

Collinsville—Collinsville Tri-County Fair. Sept. 7-9. John Fox.

Cordell—Washita Co. Free Fair. Sept. 19-21. James V. Son.

Dewey—Washington Co. Free Fair. Sept. 7-10. George E. Hull, Bartlesville, Okla.

Durant—Bryan Co. Free Fair. Sept. 14-16. Jack Ridgway.

Enid—Garfield Co. Fair Assn. Sept. 11-16. C. L. Walker.

Fairview—Major Co. Free Fair. Sept. 18-20. Harold Miller.

Frederick—Tillman Co. Fair Assn. Sept. 12-15. Wayne C. Liles.

Guthrie—Logan Co. Free Fair. Sept. 13-15. Harold Lasey.

Guymon—Texas Co. Free Fair Assn. Sept. 19-22. Clifford Hatcher.

Hokart—Kiowa Co. Free Fair. Sept. 14-16. J. W. Remple, Gotebo, Okla.

Holbrook—Hughes Co. Free Fair Assn. Sept. 13-16. Vernon Frye.

Hollis—Harmon Co. Club Fair. Sept. 21-22. Thomas S. Cunningham.

Hugo—Choctaw Co. Fair. Sept. 21-23. Robert Massengale.

Idabel—McCurtain Co. Free Fair. Sept. 12-16. Ross F. Dugan.

McAlester—Pittsburg Co. Free Fair. Sept. 6-9. M. W. Priddy Jr.

Muskogee—Oklahoma Free State Fair. Oct. 1-7. M. E. Twedell.

Norman—Cleveland Co. Free Fair. Aug. 29-Sept. 2. H. E. Chambers.

Nowata—Nowata Co. Free Fair. Sept. 13-15. Mrs. O. W. Marley.

Oklahoma City—Oklahoma Co. Fair. Sept. 17-20. Harry F. James.

Oklahoma City—Okla. State Fair & Expo. Sept. 23-30. C. G. Baker.

Okmulgee—Okmulgee Co. Free Fair. Sept. 22-26. Mrs. W. M. Spears.

Pauls Valley—Garvin Co. Free Fair. Sept. 6-9. A. G. Rollow, Wynnewood, Okla.

Pawhuska—Osage Co. Free Fair. Sept. 11-14. A. A. Sewell.

Perry—Noble Co. Free Fair. Sept. 13-18. George Freeman.

Pryor—Maves Co. Fair. Sept. 7-9. Howard Nelson.

Purcell—McClain Co. Free Fair. Sept. 14-16. L. J. James.

Sallisaw—Sequoyah Co. Free Fair. Sept. 15-17. Guy E. Stoy.

Shawnee—Pottawatomie Co. Free Fair. Sept. 12-15. Mrs. H. L. Swink.

Taloga—Dewey Co. Free Fair. Sept. 14-16. William P. Taggart.

Tulsa—Tulsa State Fair. Sept. 17-21. Clarence C. Lester.

Walters—Cotton Co. Free Fair. Sept. 14-16. Jasper Harl.

Watonga—Blaine Co. Free Fair. Sept. 12-14. Vance L. Deaton.

Waurika—Jefferson Co. Free Fair. Sept. 13-15. Hugh DeWoody.

Wewoka—Seminole Co. Free Fair. Sept. 11-14. H. Dale Martin.

OREGON

Albany—Linn Co. 4-H Fair. Aug. 28-30. O. E. Mikesell.

Burns—Harney Co. Fair. Sept. 15-17. R. W. Davis.

Canby—Clackamas Co. Fair. Aug. 30-Sept. 2. Gilbert M. Shearer, Oregon City, Ore.

Condon—Gilliam Co. Fair. Sept. 22-24. Ernest J. Kirsch.

Deer Island—Columbia Co. Fair Assn. Aug. 17-19. Jewett A. Birch, Clatskanie, Ore.

Eugene—Lane Co. Fair Assn. Sept. 20-23. H. P. Welch.

Fossil—Wheeler Co. Fair. Sept. 15-17. L. J. Marks.

Gold Beach—Curry Co. Fair. Sept. 1-3. Georgia Fromm.

Grants Pass—Josephine Co. Fair. Aug. 17-20. Ben Newman.

Greesham—Multnomah Co. Fair. Aug. 21-27. Mrs. Ella S. Wilson.

Heppner—Morrow Co. Fair & Rodeo. Sept. 7-10. N. C. Anderson.

Hermiston—Umatilla Co. Fair Assn. Aug. 17-20. Harold Werth.

Hillsboro—Washington Co. Fair. Aug. 30-Sept. 2. Goldie M. Davis.

John Day—Grant Co. Fair. Sept. 21-23. William E. Farrell, Canyon City, Ore.

La Grande—Union Co. Fair Assn. Sept. 14-16. Mrs. George McClure.

Lakeview—Lake Co. Fair & Roundup. Sept. 2-4. Zane Gray.

Medford—Jackson Co. Fair Assn. Aug. 22-26. R. G. Fowler.

Monmouth—Polk Co. Fair. Aug. 24-26. Josiah Wills, Dallas, Ore.

Moro—Sherman Co. Fair Assn. Sept. 15-17. Bonnie Sharp.

Myrtle Point—Coos Co. Fair Assn. Aug. 24-27. J. H. Clarno.

Newport—Lincoln Co. Fair. Aug. 24-26. Mrs. Mary V. Brumbaugh, Toledo, Ore.

Odell—Hood River Co. Fair. Aug. 15-18. A. L. Marble, Hood River, Ore.

Ontario—Malheur Co. Fair. Aug. 30-Sept. 2. Harry R. Sandquist.

Portland—Pacific Int'l. Livestock Expo. Oct. 6-14. Walter A. Holt, N. Portland.

Prineville—Crook Co. Fair Assn. Aug. 11-13. Don Yancey.

Redwood—Deschutes Co. Fair. Aug. 18-20. C. O. Galloway.

Roseburg—Douglas Co. Fair. Aug. 17-19. Homer Grow.

Salem—Oregon State Fair. Sept. 4-10. Leo G. Spitzbart.

Tillamook—Tillamook Co. Fair. Aug. 16-19. H. G. Smith.

Tygh Valley—Wasco Co. Fair. Sept. 1-3. Audry Hanna, Dufur, Ore.

PENNSYLVANIA

Abbottstown—Adams Co. Fair. Aug. 15-19. Mary E. Elder.

Alblon—Alblon Community Fair. Sept. 14-16. Charles Wiggins.

Allentown—Allentown Fair. Sept. 18-23. Reba D. Schall.

Arendtsville—South Mountain Community Fair. Sept. 6-9. Harvey B. Raffensperger.

Beaver Springs—Beaver Community Fair. Sept. 21-23. Kenneth H. Boyer, Selinsgrove, Pa.

Bedford—Bedford Fair. Aug. 6-12. A. C. Brice.

Bloomsburg—Bloomsburg Fair. Sept. 24-30. Harry B. Correll.

Butler—Butler Fair Assn. Aug. 14-19. C. M. Miller.

Cambridge Springs—Community Fair Assn. Aug. 30-Sept. 2. T. V. Lewis.

Carlisle—Carlisle Fair Assn. Aug. 14-19. Beauford S. Schwartz.

Centre Hall—Centre Co. Fair. Aug. 26-31. V. A. Auman.

Clark's Summit—Newton-Ransom Fair. Sept. 13-16. William E. Zeiss.

Claysburg—Community Farm Products Show. Sept. 14-16. Kermit B. Wright.

Clearfield—Clearfield Co. Fair. July 31-Aug. 5. J. R. Hogentogler.

Cochranon—Cochranon Community Fair. Sept. 13-16. Robert Pegan.

Conneautville—Conneautville Community Fair. Aug. 17-19. Ethel M. Nicholls, Springboro.

Conshohocken—Spring Mill Fair. July 4-15. C. H. Johnston Jr.

Cookport—Green Township Fair Assn. Sept. 13-16. J. D. Joiner, Alverda, Pa.

Dallastown—Dallastown Fair Assn. Aug. 14-19. H. J. Jamison.

Dayton—Dayton Agri. Assn. Aug. 22-26. Mrs. Maine Jordan.

Derry—Derry Twp. Community Fair. Sept. 14-16. Joseph A. Greuble.

Doylestown—Doylestown Fair. Sept. 11-16. Samuel Bergdorf.

Ebensburg—Cambria Co. Fair Assn. Sept. 4-9. Walter Good.

Edinboro—Edinboro Fair Assn. Sept. 15-17. Nelson G. Tuttle.

Ephrata—Ephrata Fair Assn. Sept. 27-30. R. H. Garver.

Flourtown—Flourtown Fair. Aug. 2-13. William J. Goss.

Forksville—Sullivan Co. Agri. Soc. Aug. 30-Sept. 2. Lawrence Higley.

Gilbert—West End Fair Assn. Aug. 10. James F. Shiffer, Brodheads, Pa.

Gratz—Gratz Agri. Assn. Sept. 19-23. C. R. Klingner.

Greensburg—Harold Community Fair. Aug. 23-26. L. D. Moore.

Greenville—Upper Perkiomen Community Fair. Sept. 27-29. V. S. Ensminger.

Hanover—Forest Park Free Fair. Sept. 4-10. A. Karst.

Harford—Harford Agri. Soc. Sept. 7-9. Elton Robbins.

Home—Ox Hill Community Fair. Sept. 4-6. David W. Simpson.

Honesdale—Wayne Co. Agri. Soc. Sept. 12-14. R. W. Gammell.

Holidaysburg—Holidaysburg Farm Show Assn. Oct. 11-13. N. K. Hoover.

Hopewell—Northern Bedford Co. Fair. Oct. 19-21. R. M. Fisher.

Hughesville—Lycoming Co. Fair Assn. Aug. 7-12. Elton B. Edkin.

Huntingdon—Huntingdon Co. Fair. Aug. 21-26. J. Elmer Young, Petersburg, Pa.

Indiana—Indiana Co. Fair. Aug. 29-Sept. 2. Bertha E. Jones.

Jamestown—Pymatuning Joint Community Fair. Sept. 14-16. K. E. McElhaney.

Jennerstown—Jenner Fair Assn. Aug. 1-5. A. O. Lape, Jenners, Pa.

Kimbarton—Kimbarton Fair. July 26-Aug. 5. Howard Wilson.

Kutztown—Kutztown Fair Assn. Aug. 21-26. Elmer A. F. Kline.

Lakewood—Northern Wayne Community Fair. Aug. 23-25. Clinton Leet.

Laurelton—Union Co. West End Fair Assn. Sept. 6-9. J. Frank Snyder.

Lebanon—S. Lebanon Community Fair. Oct. 4-6. A. L. Lamm.

Lehighton—Lehighton Fair. Sept. 4-9. Frank R. Diehl.

Ligonier—Ligonier Valley Fair Assn. Aug. 20-Sept. 2. R. A. Hardy.

Linesville—Linesville Fair Assn. Sept. 6-9. O. C. Lance.

Littitz—Littitz Community Show. Oct. 12-14. William N. Young.

Mansfield—Mansfield Fair. Aug. 30-Sept. 2. Philip W. Farrer.

McConnellsville—Fulton Co. Fair Assn. Aug. 30-Sept. 2. Henry W. Daniels.

Meadville—Crawford Co. Fair Assn. Sept. 5-9. L. O. Hotchkiss, Cochranon, Pa.

Mechanicsburg—Grangers Picnic & Free Fair. Aug. 28-Sept. 4. Robert Richwine.

Mercer—Mercer Fair. Aug. 22-26. Harry Moore.

Meyersdale—Somerset Co. Fair Assn. Aug. 21-26. Harry A. Finegan.

(See 1950 Fair Dates on page 96)

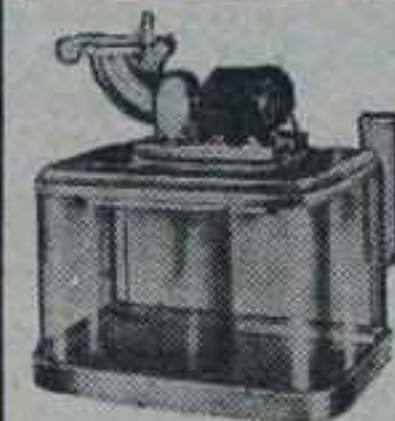
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American Bazaar: Morris, N. Y.; Rockport 27-July 1.
American Beauty: Keokuk, Ia.; Knoxville 26-28.
American Eagle: Greenup, Ill.
American Midway: Dodge City, Kan.; Amarillo, Tex., 26-July 1.
American United: Great Falls, Mont.
Badger State: Hutchinson, Minn.
Baker United: Peru, Ind.; Plymouth 26-July 1.
B. & C. Expo.: Whitesboro, N. Y.
Beam's Attrs.: (Fair) Tarentum, Pa.; Rimersburg 26-July 1.
Becht, Lee: Hamilton, O.
Bee's Old Reliable: (Fair) Springfield, Ky.
Belle City: Madison, Wis.; Sparta 26-29.
Bernard & Barry: North Bay, Ont., Can., 23-28; Noranda 29-July 4.
Big State Am.: Portales, N. M.
Blue Grass: Marion, Ind.; Rochester 26-July 1.
Bodart: Crosby, N. D.
Bogle, F. C.: Pittsburg, Kan., 19-27; Arcadia 28-July 1.
Bohn & Son: Waynoka, Okla., 19-21; Medicine Lodge, Kan., 22-24.
Borderland: Dilley, Tex.
Brodbeck's: St. Francis, Kan.

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Capital City: Lebanon, Ky.; Somerset 26-July 1.
Carr, Lawrence: Boston, Mass., 26-July 1.
Cavalcade of Amusements: Green Bay, Wis.
Central American: Falls City, Neb.
Central States: Albion, Neb., 19-22; Columbus 23-July 1.
Cetin & Wilson: Morgantown, W. Va.
Chanos, Jimmie: Ansonia, O.; Eaton 26-July 1.
Cherokee Am. Co.: Sabetha, Kan.; Corning 26-July 1.
Coleman Bros.: Amsterdam, N. Y.
Collins Bros.: Superior, Neb.; Geneva 26-July 1.
Collins, Wm. T.: Duluth, Minn.; Gilbert 26-July 1.
Columbia: Dexter, Me.
Continental: Massena, N. Y.
Cote Am.: Plymouth, Mich.; Keego Harbor 26-29.
County Fair: Gordon, Neb.
Crafts Expo.: Delano, Calif., 19-25.
Crafts 20 Big: (Fair) Del Mar, Calif., 30-July 9.
Crescent Am.: Albia, Ia.
Crystal: Loudon, Tenn.
Cumberland Valley: Franklin, Tenn.; McMinnville 26-July 1.
Cunningham's Expo.: Toronto, O.
Dan-Louis: Miamisburg, O.; Xenia 26-July 1.
Del-Mar: Beaver Falls, Pa.; Lima, O., 26-July 1.
De Luxe: East Long Meadow, Mass.; Ware 26-July 1.
Denton, Johnny J.: Sunbright, Tenn.
Diamond, J. W.: Loraine, Ill.
Dickson's United: (1900 Virgin St.) Tulsa, Okla.
(See Carnival Routes on page 112)

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Beatty, Clyde: Kennewick, Wash., 20; Yakima 21; Renton 22; Seattle 23-25.

Billar Bros.: Burlington, Vt., 20; St. Albans 21; Newport 22; St. Johnsbury 23; Lebanon, N. H., 24; Gloucester, Mass., 26.

Brandon Bros.: Osajls, Minn., 21; Sauk Centre 22; Long Prairie 23; Frazer 24; Menahga 26.

Burling Bros.: Waynesburg, Pa., 20; Mt. Morris 21; Point Marion 22; Nemaconn 23; Fredericktown 24; Vanderbilt 27.

Capell Bros.: Ellendale, N. D., 22; Clark, S. D., 23; De Smet 24.

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Cole & Walters: Hazen, N. D., 20; Halliday 21; Marshall 22; Ryder 23; Underwood 24.

Dalley Bros.: Brockville, Ont., Can., 20; Kingston 21; Cornwall 22; St. Hyacinthe, Que., 23; Drummondville 24.

Davies, Ayres & Kathryn: Tomah, Wis., 20; Black River Falls 21; Neillsville 22; Abbotsford 24; Medford 25.

Gainesville Community: Dallas, Tex., 29-30.

Gould, Jay: Charles City, Ia., 21-22; Rake 23-24; Eden Valley, Minn., 25-27; Monticello 28-29; Carlton 30-July 1.

Hagen Bros.: Hillsdale, Mich., 20; Jackson 21; Battle Creek 22; Albion 23; Adrian 24; Tiffin, O., 25; Crestline 26; Ashland 27; Wadsworth 28; Ravenna 29; Salem, July 1; East Liverpool 2.

Hamid-Morton: Richmond, Va., 19-24; Baltimore, Md., 26-July 1.

Kelly, Al G., & Miller Bros.: Sullivan, Ind., 20; Bloomfield 21; Martinsville 22; Franklin 23; Greensburg 24.

Kelly & Morris: Kewaunee, Wis., 23; Sturgeon Bay 23; Algoma 24; Oconto 26; Shawano 28; Clintonville 29; Waupaca 30; Oshkosh July 1.

King Bros.: Olds, Alta., Can., 20; Red Deer 21; Stettler 22; Leduc 23; Westlock 24; McLennan 26; Peace River 27; Fairview 28; Spirit River 29; Beaver Lodge 30; Dawson Creek, B. C., July 1; Grande Prairie, Alta., 3.

Mills Bros.: Falls City, Neb., 20; Nebraska City 21; Lincoln 22; Fremont 23; Omaha 24; Council Bluffs, Ia., 26; Atlantic 27; Boone 28; Marshalltown 29; Waterloo 30; Dubuque July 1.

Polack Bros. (Eastern): Grand Junction, Colo., 22-24; Colorado Springs 26-28; Cheyenne, Wyo., 29-July 1.

Polack Bros. (Western): Modesto, Calif., 23-24; Las Vegas, Nev., 28-July 1.

Ringling Bros. and Barnum & Bailey: Providence, R. I., 20; Worcester, Mass., 21; Manchester, N. H., 22; Portland, Me., 23; Bangor 24; Lewiston 26; Berlin, N. H., 27; Sherbrooke, Que., Can., 28; Montreal 29-July 2.

Rogers Bros.: New Bern, N. C., 20; Plymouth 21; Edenton 22; South Norfolk, Va., 23; Portsmouth 24; Virginia Beach 25; Cape Charles 26.

Seal Bros.: Bozeman, Mont., 20; Whitehall 21; Sheridan 22; Dillon 23; Rexburg, Idaho, 24; Aberdeen 25; Burley 26; Twin Falls 27; Parma 28 Burns, Ore., 29; John Day 30; Fossil, July 1.

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Miller's, Irvin C., Brown-Skin Models (Kaliko Kat) Wichita, Kan., 25.

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Pan-American Animal Exhibit: Zanesville, O., 21-24; Caldwell 26-27; Barnesville 28-29; St. Clairsville 30-July 1.
Skating Vanities (Wembley Stadium) London, Eng., thru Aug. 5.
Slout, Toby & Ora, Players: Manchester, Mich., 19-24; Eaton Rapids 26-July 1.

R-B BIZ DIPS IN NEW ENGLAND

Buffalo Date Draws 33,000 For Cole Org

Pittsburgh Stand Follows

BUFFALO, June 17.—Hopalong Cassidy drew nearly 33,000 fans to Cole Bros.' Circus during the show's two-day stand at open-air Civic Stadium Friday and Saturday (9-10).

Attendance built thruout the stand and clearing weather gave an extra boost to the final performance. Friday's matinee was for 7,300 persons and the night show played to 7,600. Saturday matinee house was estimated at 8,000 and the night show topped 10,000.

Hyped publicity helped here and stand coincided with appearance of Bill (Hopalong Cassidy) Boyd's picture and story in *Life* magazine. Weather threatened during first three shows and high winds continued thru the engagement.

Cole moved to Pittsburgh for Wednesday-Saturday (14-17) stand and starts its New York run at Yankee Stadium June 21.

Night Biz Good For Dailey Org On Quebec Tour

ROBERVAL, Que., June 17.—French-Canadian spots gave Dailey Bros.' Circus consistently good night shows but weak matinees this week. Late arrivals plagued the circus late in the week.

Joliette, St. Jerome and Grand Mere (13-15) turned in strong night shows that ranged from three-quarters to straw houses.

Train was late in arriving here as well as at St. Jerome and Grand Mere.

Illinois Stand Gives Kelly-Miller Big Biz; Pitch to A.M. Crowds

RUSHVILLE, Ill., June 17.—Al G. Kelly-Miller Bros.' Circus met with good business here Wednesday (14). The matinee drew a strong turnout and the night show was full.

At Fairfield, Ia. (9) the show had a muddy lot and threatening weather in the morning but drew a half-house for matinee and a good house at night.

Show continues its policy of inviting townspeople to the lot in the morning to see animals fed, and large crowds turn out. Side Show usually opens before the morning crowd thins, making the program an all-day affair.

Beatty Biz Continues Strong in Wash.

LONGVIEW, Wash., June 17.—Moving into Washington Saturday (10) Clyde Beatty Circus has had strong business. At Vancouver and Centralia, houses were satisfactory, with Hoquiam giving the show capacity at both afternoon and evening performances. In Tacoma Tuesday (13) attendance was good despite a ball game near the lot.

Corvallis and Salem, the last two spots in Oregon, were also okay.

RB Invades Long Island Bushes; Carriage Trade Antes \$6 Top

By Ted Wolfram

NEW YORK, June 17.—Ringling Bros. and Barnum & Bailey Circus for the first time since 1939 pitched its big top at Westbury, L. I., for a two-day stand Friday (9) and Saturday (10). Show's 1939 run on Long Island was a five-day stand under canvas at Long Island City, which in reality is an integral part of Greater New York.

Westbury stand catered exclusively to the carriage trade, the show lot being a huge level tract isolated from any heavily populated community, being at least five miles distant from Mineola and even further away from Hempstead and Garden City. Closest railway station was more than a mile away and the only bus line serving the area had its nearest stop fully three-quarters of a mile distant from the circus lot.

64G for Four Shows

An unusual and unique deal was arranged several weeks ago by Waldo Tupper, show's general agent, with an American Legion Post committee, headed by Rupe Murray, president, Manhasset, L. I., Legion Memorial Fund, by which the legion agreed to buy out the show for the four performances for a reported \$64,000. Legion committee secured the cooperation of 45 American Legion posts on Long Island and did a bang-up promotion job which resulted in the

Jefferson City Big, Most Spots Fair for Mills

JEFFERSON CITY, Mo., June 17.—Two straw houses greeted Mills Bros.' Circus here Tuesday (13) but other recent stands produced only mediocre business.

Local appearance was sponsored by the Optimist Club, which made \$1,200 on the deal. Newspapers had plugged heavily for the circus tie-in with Teen Town, youth org backed by the Optimists.

Alton, Ill., where Mills showed Saturday (10) for the third year under police auspices, had a heavy advance sale but the turnouts were limited to three-quarters of a house at the matinee and a half-house at night.

St. Charles and Moberly, Mo., were more of the same—a half-house and a three-quarter house at each. Kiwanis Club, Moberly sponsor, cleared \$600. In the latter spot at the same time were John McKee Shows. Crescent Amusement Company was set to play there this week.

Three Full Houses Continue Biller Bros. Big Business Streak

NORTH ADAMS, Mass., June 17.—Biller Bros.' Circus continued its strong turnouts when it appeared here Tuesday (13), drawing two full houses. The show moved into Massachusetts from Pennsylvania, where it enjoyed good business, including a full house for the night show in East Stroudsburg (8).

Matinee performances here was delayed about an hour due to delay in arrival of a public safety inspector and a temporary shortage of working-men.

circus playing to capacity houses at all four performances.

Not only did the legion groups dispose of more than 35,000 ducats in advance sales but they sold the tickets at about double the scale that the circus gets when under canvas. General admission was \$2, while reserved seats were scaled at \$3, \$4, \$5, and \$6. Profits go to the various welfare funds of the Legion posts.

Legion groups also had all auto parking privileges in the vicinity of (See *Carriage Trade* on page 88)

DeMolays Push B-B To Winner At Keyser Date

KEYSER, W. Va., June 17.—Over 60 members of the Order of DeMolay helped Beers-Barnes Circus chalk up a red one here Friday (9) when they stood on street corners ringing cowbells in an eleventh-hour advance ticket sale campaign that netted the show two full houses, Gene Christian reported.

The sale, promoted by Keyser County Clerk Harry Rogers and Jake Shear, local merchant, was augmented by an automotive display produced by the city's youth. It also served as a welcome to George W. Beers, a member of the Miami chapter of DeMolay, who joined his father's show, accompanied by six other Miami teenagers.

Christian also said that the stand at Westernport, Md., Saturday (10), under joint auspices of the Victory Post and Bruce High School, proved a winner. Ridgeley, W. Va., and Mt. Savage, Lonaconing and Kitzmiller, Md., produced only light matinees and half-houses at night, Christian said.

Show moved into Western Pennsylvania at Confluence Thursday (15). On Monday (19) org is slated to play Moore Bros.' Race Track, Somerset, Pa., and the Ebensburg, Pa., Fairgrounds, Monday (26). Move from here to Kitzmiller Saturday (10) was marked by the burning of a connecting rod on the new elephant truck. Alice, the elephant, escaped and Walt Davis and crew chased her for five miles before capturing her.

Edmondo Zacchini Frames New Show

COLUMBIA, S. C., June 17.—Edmondo Zacchini's new Zacchini Circus bows Monday (19) at the ball park here and continues thru Wednesday (21), when it moves to the Raleigh, N. C., Fairgrounds for a three-day stand. All stands will be under auspices.

Charles Parr is promoting the Columbia date and Eddie Zacchini is handling Raleigh. Vince Boralli is musical director.

Acts, booked thru Ernie Young Agency, Chicago, include Flying Zacchins, flying return; Zacchini double cannon act; Six Puerto Ricans, teeterboard; Two Winslows, bicycles; Tom and Betty Walters, perch and slack wire; Stark and Evans Liberty horses and ponies; Rolletiers and Three Rockets, skating acts; Ivanoffs, bar and hand balancing; Farias Duo, roly-boly and hand balancing; Three Milos, aerial; Four Albanais, aerial motorcycle, and Grover O'Day, bicycle.

Clown alley includes, Carl Marx, producing; Red Carter, Gene Scheck, Moran Brothers and Three Stooges.

Yankeeland Money Tight

Dates slump despite good weather—midway takes tumble in Conn., Mass.

FALL RIVER, Mass., June 17.—Invading New England territory, the Ringling-Barnum circus this week was snagged on a series of only fair grosses, with only one of four stands coming close to the lucrative biz racked up by the Big Show Friday (9) and Saturday (10) at Westbury, N. Y. Show is here today for one day and played a solo yesterday at New London, Conn.

One day at Bridgeport, Conn., Monday (12), drew a strong three-quarters matinee and a night sellout. Another singleton at Plainville, Conn., Tuesday (13) saw a light three-quarters crowd and a near full evening throng. At Springfield, Mass., Wednesday (14), the show drew only fair matinee and night crowds, and business at Wallingford, Conn., Thursday (15) was reported as about the same.

Money Tight in N. E.

Explanation offered by a show spokesman for the dip in grosses, which up to now have kept pace with last year's high figures, is the area's poor business conditions. Money is tight and potential customers are not too willing to spend.

The circus did not have to contend with foul weather this week, which may substantiate the theory that New England is in an economic slump, for on occasions earlier this year R-B has drawn throngs despite bad weather in regions where money was freer. Midway gross also dropped below par this week.

Prior to this week, Ringling sold four performances outright for \$64,000 to a group of Long Island American Legion posts. The show jumped from Newark, N. J., to the Westbury site by train, truck, auto and river float at a cost of \$238 per mile as compared with an average \$22. On the basis of a 44-mile move, the trek cost about \$10,500.

Jump went off smoothly, with show trains getting rail priority. Teardown was begun in Newark before completion of the night performance. The Long Island lot was five miles from the nearest railhead at Mineola.

In addition to the 64G for four shows, the circus tabbed excellent midway takes. The Legion posts reportedly hold a five-year option with the circus.

King Biz Spotty On Canada Tour

PRINCE ALBERT, Sask., June 17.—King Bros.' Circus played to two full houses here Friday (9). Show used a lot just outside the city limits and special busses transported customers. It was King's first appearance here and reportedly the first truck show to make the stand.

Melfort, Sask., the day before, produced less than a half-house for each performance. Locals balked at prices, the show having been there last year.

Watson, Sask., split the difference, giving the show a half-house for the matinee and a full one at night. Weather was clear and cool at all three spots.

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DRESSING ROOM GOSSIP

Ringling-Barnum

The summer season officially began with the softball games. First was in Bridgeport, Conn. Teams haven't been named yet but following is the list of players, with the first list winning the initial game 21 to 15: Skee Matausch, Prince Paul, Bobbie Dubriel, Beverly Page, Rusty Johnson, Barbara Graham, Frankie Saluto, Emmerick Mroczowski. Other team: Marian Seifert, Rusty Parent, Jimmy Armstrong, Joyce Lane, Charlotte Bell, Norma Wright, Jackie Gerlick, Jeannie Sleeter, Curtis Genders. Bob Dover is score keeper. Westbury, L. I., N. Y., stand gave with full houses, and local papers gave a 'big spread of pix and story of the show making its first water voyage in 80 years. All stock and equipment was ferried across from Newark, N. J.

First Sunday off this season was in Bridgeport. Many acts and clowns gave a special show at the Barnum home Sunday night (11). The king and queen of the Barnum Festival visited the show Monday and rode in the menage number along with their court. Sympathy was extended Jackie Bostock, whose father passed away in Cuba recently. Bridgeport is the home town of Fannie McClosky and Rusty Parent, and their relatives and friends visited. Ernie Burch is suffering from a torn ligament in his leg.

Buzzie Potts has been named honorary member of the Leonard Aylesworth Ring of the Circus Model Builders and Owners' Association. He also had an organization of this type named after him in New Bedford, Mass. Sweetheart, leopard in the menagerie, gave birth to three offspring. Doctor Pils has joined the show.

Visitors included Bill Day, Mr. and Mrs. Jim Hoye, Norman and Pauline Bigelow, Carl Pratt, Carroll Baechtel Sr., H. E. McFadden, Sydney and Shirley McFadden, Mrs. McFadden, Arthur C. Harbaugh, Mrs. Harbaugh, Christian W. Viohl, Claire Fawcett, Bill McKendrick, Ken Riordan, Sam Stratton, Ira Millette, Bruce and Connie Anderson, Don and Betty Hackett and daughter; Roberto de Vasconcellos and Ericka, Vivian and Billy Webster, Mr. Tomlinson, Mr. and Mrs. Charles Geiger, Doc McLaughlin, Mr. and Mrs. Rebernigg, Bill and Roberta Ballentine and son, Kathy Kramer's parents and Madeline Parks.—MARY JANE MILLER.

Clyde Beatty

Show hit its first soft and muddy lot of the season in Vancouver, Wash. Business kept up well, however. Show day and dated Douglas Greater Shows in Eugene, Ore. Both orgs were on the same lot and many visits were exchanged.

Clyde Beatty and Frank Walter celebrated birthdays recently. Ivan Dodge sustained a broken foot when one of the wagon tongues fell on him. The menagerie was augmented by a tiger cub, born just before the show started. Norman and Shirley Carroll visited briefly. Anne and Marsha Larkins are taking a few days vacation in Portland, Ore. Mama Caudilla is making new wardrobe.

Shrevy Etheridge is the new head ticket seller. Clyde Beatty and Hank Manzello sustained sprained ankles the same day but both carried on without missing a show. Archie (Yellow) Beker suffered a broken ankle when one of the chalks slipped. Frank Doyle and Gloria McCloud have been making the radio with Bobby Kay and the writer. Bob Emrico greeted the show in Ashland, Ore., as did Doctor Reed in Salem, Ore. Leta Griggs has been sewing concaves on the elephant blankets. Recent visitors included Sally and Johnny Glace, Merrit and Nita Belew, Rube Curtis and family, Jimmy Stearns, Hugh Lyon, Mr. and Mrs. Al Silverman, Ed Lang, and Earl and May Peck.—LAURENCE CROSS.

Biller Bros.

Tommy Bentley and Jackie Lynn were gifted with bathing sets in Scranton, Pa., by some of the ballet girls. The long jump from Morristown, N. J., to Pittsfield, Mass., was made in good time. Cheta and Cosetta Cristiani, principal riding act, have new aqua blue costumes. Marion Knowlton left the show for a few days' vacation at her home.

Joe Rossi is always trying to improve his band by adding new and popular music. Teresa Morales had a rough time of it trying to do her act as stakes kept pulling out of the ground. Joining recently was Darryl Davis, doing single traps and clowning. Sig Zeno, an old-timer, visited in Scranton, Pa., as did Mr. and Mrs. Billy Hudson from the Hamid-Morton Circus, Concha Snyder and the Eriksons, of the H-M show, visited Concha's sister, Teresa Morales, for a few days. Mrs. Carrie Araki and Mrs. Demye Eno also visited.

Flo McIntosh entertained her sister and brother-in-law, Mr. and Mrs. Charles Wills, and their daughter, Barbara, in Pittsfield, Mass. Hi and Arthur Sturmak were visited by their parents over the week-end. Pop Von der Hidt and family visited their son, Clarence. Ira Gaskill's Leaping Lena in the crazy number is popular. Paul Hall visited his brother, Scott Hall, of the Ringling show in New York.—BOB LORRAINE.

Ward Bros.

The Noble Trio, Hanny Rex Trio, Mr. and Mrs. Bill Irwin and Cloyd Harrison left for Eastern engagements. Joining at San Bernardino was George Rearick, clown from the former Al G. Barnes Circus. The Rearick home was the scene of several free rolls.

As one of the newer members of the Alpha Beta Gamma Capa Phi, Chick Dale is proving his mettle. Don Rey, of Hammond organ note, folded his tents at San Bernardino. Visiting in the San Bernardino area were Ernestine Clark, Mrs. Elizabeth Clark, Parley Baer, Kenneth Harlan, Penny Parker, Ray and Jack Coble, and Leonard Brandenburger, of the Redlands Y Circus. John Lenkert, Redlands circus fan, was on the lot daily.

Ethel Jennier has returned to the show after a serious operation. The sensational Kays (Fritz and Betty Huber) announce they have the youngest high-wire performer in the business, Betty Jr., at six months. Bozo Harrell is going over big in California. Felix Morales detoured to San Bernardino, via San Antonio.—DICK LEWIS.

Kelly & Morris

Show presented two afternoon and night performances in South Milwaukee, tickets being sold by the police department. In the afternoon the No. 2 power plant was destroyed by fire, menacing the trailers of Ted Hodgini and Manager Morris. Alice Marquis, who sells reserved seats, was attacked by one of Texas Tommy's timber wolves at Hebron, Ill. The animal sunk its fangs thru an artery and tore Mrs. Marquis's dress into shreds. She was rushed to hospital by Texas Tommy.

Ray Howze, horse trainer, joined and is helping Jimmie Dunn break in the new black and white Liberty act. Lester Paltz rejoined the Moreen teeterboard act after an absence of eight months. J. T. Kern, of the Moreens, was called home due to the serious illness of his mother. Jo Bernie and Billy Morris have been on the sick list. General Agent Jack Hagen visited at Elkhorn, Wis., sporting a new car. Other recent visitors included Mr. and Mrs. C. A. Kachel, circus fans; Doc Stoddard and Bruce Mack.—JACK POTTS.

Rogers Bros.

Show received much publicity from the State hospital show at Morganton, N. C. Acts working the date were Frazier family, juggling and balancing; Willie Clark, foot juggling; Hubler's trampoline; Pauline Penny, wire; Chickie O'Donald's dogs; Swede and Hunky Johnson, baby elephants; Jimmy O'Donald Troupe, teeterboard; Jimmy Adams, Leon and Kitty, Bell Snyder; Hunky Johnson, whips and ropes; clown numbers by Jimmy O'Donald, Lou Walton, Zeke Lamont, Shorty and Peggy Sylvester; Skippy, Dick, Chuck O'Donald and Hallewean Kelly.

Show stopped off at the old Wallace Bros.' winter quarters in York S. C. Site is now a lumber yard. Mrs. Ray Rogers, Baron Novak and party and Pressley and Dian Keller visited. Excitement was high when the horse truck and top caught fire from a hot line. Fire Chief Paul Knight directed the bucket brigade and suffered burns on both hands. Edward Kuhn Jr. has been receiving lessons from his father and soon will put the five-puma group in the show.

Walter Fleck did a good promotion job at High Point, N. C., and also arranged for a mobile unit from Station WFMR to broadcast the show. Show presented two Sunday performances for the military personnel at Fort Bragg, N. C. Circus was the first to play the post. Big top and eight-pole menagerie were set up on the main drill field. Side Show and most of the concessions didn't work since the fort had its own mobile P.X. units. Matinee was straw to the rings. Mr. and Mrs. Rex Ingham were daily visitors in the Ruffin, N. C., area, and report good business for their wild animal farm and 11 Wild Life school units.—GEORGE HUBLER.

Kelly-Miller

Robert (Smokey) Jones and Ora Eagleman were married recently in Mt. Pleasant, Ia. Pat Knight and family, doing wire, foot slide, web and cloud swing, joined recently. Visits were exchanged in Mt. Pleasant between members of the Neil Schaffner Players, rep show, and members of this org. Calling on the Schaffners were Charley Cuthbert, Miss Helaine, Russ Harrison and the writer. Harrison played on Schaffner's first show 25 years ago.

Tommy Wiley, trumpet player and composer of show's web number entrance music, has left to return to music school. Phil and Dorey Enos motored to Des Moines to accept delivery on a new house trailer. A fire caused some damage but due to the quick action of the mechanical section and water truck damage was kept to a minimum. John Facer, white-face clown of Fairfield, Ia., performed with the show clowns in Fairfield and Keosauqua, Ia.

Russ Harrison, of the band, must have relatives in every town in Iowa. It has been practically a family reunion all week. Mrs. Walt Stevens and Mrs. Mel Lewis are on the sick list. Recent visitors included Fred Stafford, press and radio with Mills Bros.' Circus; Tracey Andrews, clown; Carson family, of Canton, Ill., and members of the Sallee Show, including the Wixom family.—EDDIE DULLUM.

Cole & Walters

Little Jo Wright Jr. has been confined with the measles. Best part of the spec is Jimmy our costumed monkey, jumping up and down on the pony. Mr. and Mrs. Bill Madden left the show at Faith, S. D. J. W. Etheridge, William Svendsen, Whitey Owens, Sammy Reese, Joe Pleskise, and R. C. Borin have joined.

Since Mrs. Maden left, Lucky Deever will work the dog act and monkey and pony. It looked like the whole tent would go any minute at Gettysburg, S. D. The show was hurried and finally the people were asked to leave. At Eagle Butte we played a late matinee when it looked impossible to set up against the high wind.—MILDRED WELBES.

Siebrand Bros.

Business and weather picked up the last half of the week in Idaho Falls, Idaho. Visits between show's personnel and that of Stevens Bros.' Circus was enjoyed in Pocatello, Idaho. Mr. and Mrs. Charles Smith and Juanita Thompson caught the night performance and a small get-together was held in the Hodgins' trailer. Juanita (Hobson) Thompson and the Hodgins hadn't seen each other since 1940 when they worked Hamid's Pier together.

Harry Ross received good publicity when he worked Albertson's Market in Pocatello. Rosa Patine and Betty Hodgini's Spanish webs are popular. Gracie (Loco) Fairburn is show's Girl Scout. Capt. Harry Clark's pony drill works smoothly.—**JOE HODGES HODGINI.**

Dailey Bros.

The show is being plagued with cold, rain and mud. Louis Grabs is going to give up playing Sir Walter Raleigh, especially to 250-pound women on muddy days. Mildred Pyle and infant daughter, Paulette, arrived from Gonzales, Tex., to spend the summer on the show. Tarzan and Betty Sweet joined recently. Norma Cristiani is back in the program after several days' illness. Visitors included Carol Gray, Powers model from New York; Moose Moore, and Buck Avery, Austin, Tex., lawyer.—**HAZEL KING.**

Hagen Bros.

The Riding Conleys have joined to replace Vernon Pratt, who left to fill other engagements. Jimmy and Dave Grant joined to assist the writer in clown alley. Cal Townsend recently celebrated his birthday. Percy Townsend has returned to his home in Lima, O. His wife is awaiting the stork. Eddie Billetti is serving four meals a day in his cookhouse. Visitors have included Mr. and Mrs. Glen Townsend, CFA of Battle Creek,

Polack Bros., Western

First outdoor date of the season was at Watsonville, Calif. It was a new one for show. Ross Paul and Ted Chirick, of the executive staff, have returned to the show after a two-week visit with their folks in Long Beach, Calif. Billy Griffin, Harry Dann and Bobby Kellogg are the latest to acquire a new trailer.

The Ward-Bell Flyers came up with a new outdoor rigging. Millie Keathley, member of the Ward-Bell Flyers, underwent surgery in the Piralta Hospital, Oakland, Calif. She is doing okay but will be out of the program for some time. Polly Majeski celebrated a birthday and received many gifts. Viola Watson, daughter of Billy and Viola Watson in the concession department, planned in from Fort Lauderdale, Fla., to spend the rest of the summer with her folks. Also arriving was Harry Webb Jr. to spend his vacation with Jo and Charles Webb.

Visitors included Cliff Downing, Francis Reed, Rube Curtis, Eugene Danwill, Madame Finnoccio; Cliff Daniels, Queen Mother Nazli of Egypt, Princess Fathia and party; Herbie and Chatita Weber, Francis Stilman, Joe Priest, Carroll Davis, Doctor Stefan, Norma Talmadge, and Nick Galucci.—**FREDDIE FREEMAN.**

Sparton Bros.

Show has been getting up and down in good time. Burdick family, Lloyd Senter and Frank Webb have left the org. Personnel of the Pacific United Shows visited in Williams, Calif. Erma Sparton, who has been on the sick list, is back in the performance.—**JOHN TOY.**

Mich.; Mr. and Mrs. Slats Beeson; George DeSylva, Benny Doss and the Sandy Creek Boys, Mr. and Mrs. Art Cooksey, Mr. and Mrs. Forrest Freeland and Joan Herkimer.—**FRANK CAIN.**

O. Davenport's Canadian Gross Shows 20% Drop

REGINA, Sask., June 17.—Orrin Davenport, in here for a four-day stand ending Saturday (10) at the Exhibition Stadium under Rotary auspices, reported the take for his Canadian tour thru that stand was 20 per cent below last year's gross for his indoor circus.

The Leader-Post went overboard on pictures and stories thruout the engagement here, but only 19,500 admissions were recorded. An estimated 10,000 were school students and parents admitted at reduced prices. There were three matinees.

Cold, wet weather on the first two days, together with an attitude of wariness toward circuses which has grown in this area in recent years, cut into the gate.

Show opened its Canadian tour at Winnipeg May 6, played three performances that day, and was forced to cancel the rest of its engagement because of flood conditions. Calgary, Edmonton and Saskatoon were played last year and Regina was a new one on the route. Show left here to open a six-day date Monday (12) at the Amphitheater, Winnipeg. At all cities, the first day's take went to the Winnipeg Flood Relief fund.

Davenport's Western Canadian tour felt the effects of an all-out effort toward helping Winnipeg and Manitoba where flood losses ran into the millions. Donations to the flood relief campaign hampered spending "terrifically," Davenport said. He also reported that unemployment was beginning to be reflected at the box-office. Weather was bad at nearly every date.

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COLE SKEDS CANVAS TREK

Jersey City First Stand

Org to play Ebbets Field, Brooklyn, June 30-July 4, for end of ballpark dates

NEW YORK, June 17. — Jack Tavin, Cole Bros.' exec, announced here yesterday (16) that the org would abandon ball parks and go under canvas for a typical circus trek, beginning July 5 in Jersey City, N. J. It was also announced that Cole would play Ebbets Field, Brooklyn, June 30 thru July 4. The date follows a Yankee Stadium appearance, Wednesday (21) thru Sunday (25). A fill-in date reportedly will be Newark, N. J.

The Brooklyn run will be for eight performances, starting Friday night (30) and ending with an Independence Day matinee. Possibility exists of light business at the show for the holiday, with New Yorkers probably staging their customary mass exodus to beaches, resorts and amusement parks. Show has received only moderate publicity in the local press to date, and eight-sheet snipes made their first appearance around town this week, with paper picturing Bill (Hopalong Cassidy) Boyd as Cole's big attraction.

Following the procedure set for the Yankee Stadium date, the circus will set up its three rings on the Ebbets Field infield. The ball park can accommodate 35,000 persons. Price range for the performances will be \$2.50 for box seats and \$2 and \$1.50 for reserved seats. General admission tickets, sold only at performances, will go for \$1. Children under 12 will be admitted at half price for all performances. With local schools due to close for summer vacation June 30, the kid trade may be a significant factor in the size of Cole grosses at the Brooklyn stand.

Top admission for the Brooklyn stand is 50 cents less than the \$3 tariff for the Yankee Stadium date.

RB, Hartford Execs Mull Fire Payments

HARTFORD, Conn., June 17.—Ringling-Barnum Prexy John Ringling North and all lawyers involved in handling claims growing out of the 1944 circus fire here conferred Tuesday (13) at the Hartford County Building, with the purpose of the huddle undisclosed. Big Show attorney, Dan Gordon Judge, said he "presumed" one of the things discussed was the matter of a final lump sum payment to claimants.

Some \$660,000 remains to be paid to the estates of the 168 persons who died in the Hartford fire and to the hundreds injured. About \$4,000,000 has already been paid to claimants in periodical dividends.

Also in Hartford, Tuesday, a \$250,000 breach of contract suit was filed against R-B in Superior Court here by Cal Calvagna, a Washington laundry operator. He claimed the circus contracted with him February 10, 1948, to do laundry and dry cleaning work for the show for three years and ended the contract August 14, 1948. Calvagna claimed he incurred expenses on such items as \$2,000 for remodeling a railroad car, \$15,000 for installing equipment in the car and \$4,250 for a generator to furnish electricity for his work.

At near-by New London this week an ordinance changing the city zoning regulations allowing a circus to perform for not more than one day in a residential zone passed recently and became law.

Art Concello Flew Thru the Air To Become Top Ringling Exec

(Continued from page 53)

tered in Peru, Ind. Concello switched from Hagenbeck-Wallace to Sells-Floto, receiving a \$10 raise, and early in 1929 married Miss Comeau. At that time they were part of an act known as the Flying Wards.

The Flying Concellos debuted as an act in a side ring with Sells-Floto during 1929. Even then, when the act was fast becoming a name attraction and commanding a good price, Concello was reticent, as he is today, about publicity. Frequently he would tell newspaper sob-sisters that he was a rigging boy to escape them, or give all the credit to Antoinette for their act.

It was in 1930 that Pat Valdo, then and now personnel manager for Ringling-Barnum, induced the Flying Concellos to join the show in a side ring spot, with Alfredo Codona in the center ring. Many showfolk regarded Concello as even up with Codona.

In RB Center Ring

After getting the center ring in 1933, the Concellos worked over their act until Antoinette, along with Art, was doing a triple somersault in 1937. The Flying Concellos were one of R-B's stellar acts when they withdrew from flying in 1943.

But in leaving the Ringling-Barnum circus, Concello was not unprepared for other lines of endeavor. In 1933 he had brought all aerial acts with the circus under his aegis, booking them to the show management. The Concellos also acquired extra cash while with Ringling-Barnum thru tours of Europe during the winter, playing such houses as the Cirque d'Hiver in Paris and the Scala Theater in Berlin.

Buys Into Russell Bros.

After leaving R-B in 1943, Concello, in partnership with his wife, who had suffered a serious shoulder injury, and a sister, bought into Russell Bros.' Circus. It was during this four-year hiatus from R-B that Concello's son, Randy, now five years old, was born. Concello also merged with the Clyde Beatty Circus and kept busy, with Antoinette, in training and placing 50 flyers for work in the United States, England and Australia.

In 1947 John Ringling North contacted Concello and told him that he could get back in the driver's seat of R-B if he could raise \$100,000 with which to buy stock in the circus corporation. Concello produced the sum the next day and North talked him into selling out his interest in the Beatty show and becoming general manager with the Big One. Today North refers to the ex-flyer as the first real general manager the show has had since the palmy days of the Ringling Bros.' Circus in 1907.

Builds Time-Saving Units

Concello has to his credit a device which stems from his passion for time saving. Unhappy with the delay in erecting and removing grandstand seats under the big top when the show is on the road, he drafted plans for flat wagons with built-in folding seats. Concello formed a company to make the seats and sold the first produced to John Ringling North. He will collect royalties for the patented device over a 10-year period. R-B's general manager is also the designer of the aluminum ring curbs which are replacing the time-honored and heavier wooden ones with the Big Show this season.

At present Concello and his wife, now aerial director for R-B, maintain their principal residence at Ringling-Barnum's winter quarters in Sarasota. They also keep a home

and offer winter quarters for flyers in Bloomington, Ill. This would seem to indicate that Concello, the man who kept an eye peeled for business opportunities, intends to keep both feet firmly on the ground.

Carriage Trade Antes \$6 Top for Big Show in L. I.

(Continued from page 85)

the show lot sewed up and, with a parking fee of 50 cents per car, counted on at least \$10,000 profit from this item. While the Side Show and Miller Brothers concessions were not included in the deal with the Legion it was understood that the Side Show management and concessionaires ponied up generous donations to the committee.

It would be difficult to imagine a finer site for the Big One. Lot was located at the intersection of Old Country Road and the Wantagh Parkway, which is the connecting link between the Long Island parkways of the South Shore and the North Shore, making the lot accessible to motorists from all sections of Long Island as well as from Brooklyn and New York. At least 95 per cent of the spectators came by car, about the only exceptions being small groups of orphans and under-privileged kiddies, guests of legion groups of civic-spirited business men, who made the trip by bus.

5 Miles From Cars

Practically the only fly in the ointment was the fact that the circus trains had to hole up in the Mineola yards alongside the Mineola Fairgrounds, which necessitated a trek of five miles to the circus lot. However the lot was a natural for laying out the circus and pitching the big top and other tents and the weather was ideal excepting for a bit of rain which hit the region shortly before Saturday night's (10) performance drew to a close.

A bigger headache was the jump from Newark, N. J., to the Long Island stand. Barges of the New Haven Railroad were used to transport 55 flat cars from Jersey City across New York Bay to Brooklyn while the 24 sleepers used the tracks of the Pennsylvania Railroad and the tunnels of the Hudson & Manhattan Railroad to get thru New York and join the other sections for the run to Mineola over the tracks of the Long Island Railroad. Officials of the circus stated that the cost per mile for the jump was \$228 against a normal average cost of \$22 a mile.

Plentiful Flack

Bill Fields handled the flack for the Westbury date and not only Long Island papers but all the New York dailies played up the unusual angles of the sea-land cruise of the circus and the unique promotion at Westbury, going in heavily for pix and detailed stories. Long Island papers, under tactful pressure from legion groups, went all out with big spreads, covering all details of the show's unusual jump and the pitching of the big top on the lot at Westbury. Local papers predicted a return date next year.

Spotted on the back lot at Westbury were John Ringling North, head of the circus; Legal Adjuster Herb and Mrs. Duval; Frank Moore, rodeo manager of Madison Square Garden; Stanley Wathon, international circus

Advance Sales Big for Packs' Illinois Dates

Summer Tour Launched

EVANSVILLE, Ind., June 17.—Tom Packs Circus, which opened its summer tour at Fairfield, Ill., June 9, reported strong advance sales and virtual sell-out of reserved ducats for its series of two and three-day stands in Southern Illinois under East St. Louis Shrine auspices. Shrine membership covers a wide area.

Olney and Salem, Ill., preceded show's arrival here, and more dates for the Shrine are to come. Illinois State Auditor Benjamin O. Cooper is the Shrine committee's general chairman for Packs' third annual trek.

Show, possessing new electrical equipment and rolling stock, is presented outdoors with one ring and two stages.

Red Ryder Featured

Jim Bannon, who plays the role of Red Ryder in Western movies, is featured. Opening line-up included Prof. George Keller's wild animals; Miss Luxon, high pole; White Horse Troupe with 28 head of stock and 30 people; Miss Dagmar, the Cathalas; the Aurelios, juggling; Bobo Barnett's midget car; Packs elephants presented by Mack and Peggy MacDonald; Lady Barbara's Miniature Circus; Eltons, sky ballet; La Tosca, bounding rope; Thompson's Liberty Horses; Great Arturo, high wire; Clark's Bears, Arman Guerre's Seals; Flying Meteors, Flying LaVals; William Heyer, high school horses; Mashinos, Boginos, Madsens, acro; Aida, aerial novelty, and fireworks display.

In clown alley are Bill Bentlage, Bobo Barnett, Lew Hershey, Roy Howard, Billy O'Dell, Henry Boers, Chic Yale, Hopp Green, Jimmie Davison, Gabby DeKoe and Jeff Murphee.

Torrence Delayed

Frank Torrence, booked for season with high act, was delayed when props were damaged in Sarasota, Fla., and is to join here. Also coming on here are Jack Meyand and Company and Lott and Andrews, who'll join the juggling display.

Following the close of Orrin Davenport's Canadian dates at Winnieport, Clauson's Bears, Sonny Moore, Jo-Jo Lewis and Jackie LeClair will join Packs at Bellville, Ill., Monday (19). Clauson and Moore replace the Clarks and Lady Barbara.

Izzy Cervone has the Packs band until arrival of Jack Cervone, also expected Monday. Marcy Edwards is soloist. Bob White will handle announcing duties until June 26, when Dick Ware joins. Assisting Producer-Director Packs are Bill Nelson, arena director, and Jack A. Leontini, press and promotions.

Good Press Advance

Jack Lehr is superintendent of working men and lots, while Bob Norman is in charge of transportation. A crew of 18 prop men works under Willie Alfred and Ludwig Mashino. Loren Wisdom handles the pyrotechnics.

Local date, today and tomorrow (18) received good press advance including a review of the show written from Fairfield for *The Evansville Press* by Karl K. Knecht, CFA.

Org jumps into Kansas City, Mo., for four days starting June 21, then returns to Southern Illinois for two dates before the St. Louis stand, which opens June 30.

booking agent; Frank and Max Miller, concessionaires, and Roberto de Vasconcellos, former high school rider with the Big One, who also played host to a large number of the performers at his riding academy a short distance from the lot.

UNDER THE MARQUEE

Mr. and Mrs. Clyde Wixom, of Detroit, stopped off in New York recently to catch the vaudeville bill at the Palace, then moved on to Bridgeport, Conn., to be on hand for the Barnum Festival there.

Circus education today is taught by an instructor who keeps one season ahead of his pupils.

Recent visitors at the Ingham Wild Animal Farm, Ruffin, N. C., included Warren E. Buck, animal importer; his nephew, Coke Cecil, magician; Jethro Almond, former circus owner and now op of a tent movie theater at Society Hill, S. C.; Jack Crawford, Mighty Page Shows; T. C. Morrison, and members of the Silas Green advance, reports Rex M. Ingham. Despite five rainy days out of six, gate at farm's zoo is holding up, Ingham said. Several small animals have been added.

The best way to burn up a Side Show lecturer or big show announcer is to refer to them as emsees.

Mills Bros.' Circus drew a half-house for the matinee and a three-quarter house for the night show at Sedalia, Mo., Wednesday (14). . . . Dailey Bros.' Circus played to a fair night house but a poor matinee at Joliet, Que., Tuesday (13). . . . Marjorie and Jean Erica Towson left Detroit for a few days in Chicago and now are relaxing at their summer home in Lindstrom, Minn.

After the first encounter with a made-over-night cookhouse chef, one appreciates the can opener.

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While in New Orleans recently, Dennis Stevens was the guest of Mr. and Mrs. James H. Aitken, former contortionists. . . . Elmer Simpson and Pat O'Grady, who attended the Gainesville Community Circus performance in Amarillo, Tex., recently visited with A. Morton Smith on the show. . . . Don Fosgate, circus fan of Kent, O., visited The Billboard offices while on business in Cincinnati June 12.

Bill Ballantine, who trouped as a clown with the Big Show last season, is the author of a piece titled "Courtship of a Clown" in the July issue of Holiday magazine. Yarn is put together in diary form and mentions, among others, Pat Valdo, Bobby Kellogg, Felix Adler, Ernie Burch, John Murray Anderson, John and Henry Ringling North, Rose Hanlon, Albertino and Lulu, Jerry Bangs, Lou Jacobs, Paul Jerome, Johnny Reilly, Bill Hanlon and Father Ed Sullivan. . . . Emmett Kelly, former Ringling jockey now under contract to film czar, David O. Selznick, is depicted in color in a rubber tire advertisement appearing in many of the nation's leading periodicals.

An old-time annex dancer is one who's wardrobe includes ankle-length Turkish bloomers and a beaded girdle to shake.

Helen Haag's Trained Chimpanzees rejoined the Hamid-Morton Shrine Circus in Richmond, Va., for the week's stand beginning Monday (19), after which they move to Baltimore with the org. Since closing with the show in Newark, N. Y., the chimps played the "Super Circus," Chicago emanated TV show, put on an experimental show for WENR-TV, and appeared on Ed Sullivan's "Toast of the Town" network TV seg.

Sweetheart, a leopard in the R-B menagerie, gave birth to triplets Sunday (12) at Bridgeport, Conn. Tub-thumpers didn't announce the event until Wednesday. . . . When the Ringling circus played Bridgeport, Conn., Monday (12), Frank Braden renewed an old friendship with Loew city head, Matt Saunders. Frank once worked for the old Poli circuit as a press agent under Matt, who also handled press for the old Buffalo Bill show. . . . Franklin and Astrid, the Adus Trio, Buzz Potts, the Chaludis, and Francis and Lettie Brunn, all with R-B, gave an hour-long show at a party in Bridgeport, Conn., during the recent Barnum Festival there. Among guests were Waldo Tupper, general agent and traffic director of the circus, and his wife.

When taking a bucket bath in a dressing room, the big trick is to get out from under the hot top before the coolness wears off.

Jimmy and Benny Rossi are the newest additions to the concert on the Al G. Kelly & Miller Bros.' Circus. . . . Jingle Engersol Carsey, trombone player, has joined the big show band on Rogers Bros.' Circus. . . . Mr. and Mrs. Wayne Warren, of Paris, Tex., are spending their vacation with his parents, Mel and Leila Lewis, on the Al G. Kelly & Miller Bros.' Circus. . . . Tom Plank, promotional manager of merchant tickets for the Clyde Beatty Circus, left the show at Vancouver, Wash., and returned home to Studio City, Calif., to work birds and animals in pic studios for Coleson Glick, of the Bird Wonderland, Van Nuys, Calif. . . . Curtis Gender and Emmerick Mroczowski are recent additions to the Ringling show.

Early day financial wizards were the canvassmen who tipped everybody from waiters on up out of their \$3-per-week salary and yet held walk-around dough.

CONFIDENCE AND GOOD WILL

are important adjuncts to the relations of Polack Bros.' Circus with the many Shrine organizations for which it appears. Such is the attest of these excerpts from a letter commemorating "a decade of extremely satisfactory partnership between Polack Bros and Islam Temple." Addressed to Louis Stern, managing director, at the close of this year's engagement in the San Francisco Civic Auditorium, the letter was signed by Elmer E. Robinson, Potentate of Islam Temple, who is also Mayor of San Francisco, and Dr. Francis J. Herz, circus chairman:

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Ellendale, N. Dak., June 22; Clark, S. Dak., June 23; DeSmet, S. Dak., June 24 or per route. P.S.: Bob Stevens is not connected with this show in any capacity.

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Early Steel Pier Biz Dips; Hamid Looks for Top \$\$ With Danny Kaye, Others

Weather Blamed for Losses Up to 30 Per Cent

NEW YORK, June 17.—Altho business to date at his Steel Pier in Atlantic City is considerably behind the same period a year ago because of the weather, George A. Hamid this week opined that top attractions would soon lift the gross to at least par and possibly ahead of 1949.

Topping the array of name attractions and orks will be Danny Kaye, together with Georgia Gibbs and Louie Prima and his band, July 2-8. Combo of Kaye, this year's Canadian National Exhibition grandstand feature, Gibbs and Prima will be powerful enough to assure a top play for the pier Monday, July 3, as well as on the holiday, Hamid said.

Begins Regular Sked

Pier will go on a full-time basis today after operating week-ends for the past month. Business Decoration Day week-end was off 30 per cent and the other week-ends dipped from 20 to 25 per cent, Hamid said. Cause was attributed directly to the weather because the play on last Saturday and Sunday, aided by the first good weather of the season, was 10 per cent ahead of the corresponding period a year ago. Once people are at the resort, the pier will do business in good weather or bad, Hamid said, pointing out that the covered unit offers protection on rainy days.

An increased budget has been allotted for advertising. Five coast-to-

coast broadcasts will emanate weekly from the Marine Ballroom and 40 additional 24-sheet boards have been acquired in Washington, Baltimore and Philadelphia.

Mills Bros. Open

The Mills Brothers have been booked in to replace Mindy Carson for today's opener. Other show attractions will include Rollins, European import, high balancing; Mia and Matti, acro-contortion import; Marion Foster, high pole; La Paloma, high wire; Russ Dodson's water sports and Jack Montez. Dick Clemens and his wild animals will be featured in the outdoor circus, which also preems today.

New pier features will include a Ripley Odditorium, with authentic curios from the late artist's estate. The movie horses, Flicka, Thunderhead and Smokey will be back.

Other name talent set for appearances includes Jerry Colonna, Myron Cohen, Andrews Sisters and Frank Sinatra.

Considerable refurbishing has been accomplished. New air conditioning equipment and decorations have been added to the theaters, Hamid said.

Sick Gorilla Lures Throng to Chi Zoo

CHICAGO, June 17.—A record crowd estimated at 120,000 swarmed thru Lincoln Park Zoo here Sunday (11) to see the ailing gorilla, Bushman. Big crowd followed wide publicity given Bushman's illness and fears that the noted animal might die.

The gorilla was stricken Thursday (8) and veterinarians attributed it to a heart condition and old age. Bushman is about 22 years old.

Improvement in Bushman's condition was reported Sunday and thereafter but zoo officials kept a 24-hour vigil at the cage. Anticipating the gorilla's possible demise, the zoo added two young gorillas some time ago.

Playland To Get Conn.-N. Y. Liners

BRIDGEPORT, Conn., June 17.—Motor vessel, *Mayfair*, begins daily excursions between here and Bye (N. Y.) Playland, July 1, officials of the Bridgeport-Rye Beach Boat line announced this week. Recently organized company is owned by B. B. Wills, Washington, who controls 10 boats now operating in that city, New York, Baltimore and Boston. Joseph Palastek is manager of the local line.

Palastek said the *Mayfair* will operate until Labor Day, leaving daily at 10 a.m. and returning at 7 p.m. Vessel accommodates 600 persons.

New Ops Add Rides for Bow At Tashmoo

Cele Marks Grand Opening

DETROIT, June 17. — Informal opening of Tashmoo Park on Harsen's Island at the mouth of the Saint Clair River, was held yesterday, marking the return of this spot to regular park operation for the first time in over a decade.

In recent seasons it has been principally a picnic park, but a construction program has been under way for several months to rebuild and install attractions to make it a general park under new owners, Ashley & Dustin Steamship Company. Nicholas M. Constans, company president, is in charge of operations.

Grand opening will be held as a private cruise June 24, when the steamer *Put-in-Bay*, makes its first trip on a regular schedule, continuing on to Port Huron and return. The date will be made a formal celebration, with tickets restricted to members of the Marine, Detroit and Michigan Historical societies and with a special events program.

Being installed are an Octopus, owned by James Alexon, park manager, and a Merry-Go-Round, owned by Tony Carlton. Some additional rides are to be booked.

Attractions policy has been set with Hill's Society Circus, including two elephants, and a dog and pony act, booked in for the season. This unit, owned by Bill Hill, played the Garden Bros.' Circus in Canada.

Rain Dents Cincy Coney Gross, But Execs Look for Good Year

CINCINNATI, June 17. — Altho rainy weather has offered stiff opposition to Coney Island here since the park opened for daily operation Decoration Day, officials remain optimistic about business prospects for the long haul over the remainder of the season.

In the first three weeks of operation the park is a little behind 1949 figures for attendance and grosses, with all departments suffering, said Ralph G. Wachs, park manager, but this has been due to bad weather breaks. In common with most other outdoor amusement enterprises operating in the East and Middle West, Coney has experienced frequent rains during weekdays, and week-end weather has made officials reach for the aspirin.

On the brighter side, however, is the fact that per capita spending is approximately that of a year ago and that people come out in large numbers and give the park excellent business when the weather is good, said Wachs.

Thus it appears that Coney's only needs are some dry days. Officials point out that the park has its usual

heavy schedule of picnic bookings and that the generally high level of this area's economy practically insures a successful year if people have some assurance that their trip to the park won't result in a drenching.

Free Act Experiment

The booking as free acts of Kenny Roberts, radio and TV folk singer, and Al Morgan, radio-TV-night club singing pianist who grew into name stature in the past year because of his click recording of *Jealous Heart*, represents an experiment by President and General Manager Edward L. Schott. The idea of using such attractions at Coney has been in Schott's mind for some time, said Wachs, and if Roberts and Morgan are successful in pulling crowds to the park it is possible that more acts of a similar type may be used.

Roberts, whose cowboy yodeling and guitar picking have built a tremendous local following among the moppets, opened Friday (16) for an engagement lasting thru Sunday (25). He will appear at 4 p.m. in Land of (See Rain Dents Cincy on page 93)

Rain Dilutes Big Grosses At Palisades

Rosenthals Still Hopeful

NEW YORK, June 17.—Last week-end's score at Palisades Park, Palisade, N. J., was one day of only fair biz, Saturday (10), caused by rain, coupled with another of good takes, Sunday (11), brought on by fair skies, according to Irving Rosenthal, co-owner of the funspot.

Rosenthal said that Saturday business was off 25 to 30 per cent for the day because of evening showers. He pointed out, however, that the loss was lessened by an increased play at indoor arcades by patrons seeking to escape the weather. Rosenthal said that during Saturday daylight hours the park pool was well-populated. Free act booked into Palisades by the Hamid Agency and held over for a second week was the Trisca Troupe, high wire. Bob Chester's ork also was featured.

Promotion Aids

Palisades has enjoyed good crowds and business thru the spring, despite rain. Rosenthal attributed this to the park management's heavy emphasis on promotion and advertising. Despite its Jersey location, Palisades depends largely on this city for its customers, and the Rosenthal brothers have not been lax in allotting advertising and promotion funds to the area in order to tap its cash potential.

Newspaper and billboard advertising, numerous tie-ups with local and national manufacturers and frequent plugs in metropolitan newspapers and newsreels have paid off at the turnstiles.

CONEY ISLAND, N. Y.

By UNO

Last week-end (June 10-11) brought ideal daytime weather good and large attendances. Some rain late Saturday night didn't hurt much. . . . For the first time in Coney's history fireworks display will be held off-shore July 4. Show will be sponsored by the F. & M. Schaefer Brewing Company in cooperation with the Chamber of Commerce. Repeats are skedded for every Tuesday during July and August.

James, George and Neil Kyrimes, who boast of not an accident in three years, have made extensive changes in their Bowery Park, now tenaning eight rides. Of these, the Whip has been redesigned, with the assistance of W. F. Mangels Company, local ride manufacturers. The Looper has been

shifted from its former site to a better location across West 12th Street. The Hurricane, and Gyroglobe have been redesigned. Other rides include Boomerang, Caterpillar, Motor Parkway and Virginia Reel. Among the general improvements are new lighting effects and new sanitization to the spacious restrooms. Ride fees have been lowered from a minimum of 20 cents for kiddies and 25 cents for adults, plus tax, to 9 and 15 cents, no tax. General superintendent is Joe Speck. Chief maintenance man is James Phillips. Ticket sellers are Amine Abbott, Joe Milana (formerly AJAX, sword king), Joe Sonenshine, Dominick Micco, John Borgese and Ted Stillman. Engineers are John Johnson, on the Whip; (See Coney Island, N. Y. on page 93)

Gotham Ops Still Hopeful Despite Rain

Spending Paces 1949

NEW YORK, June 17.—Heat and humidity in the metropolitan area, which were at a high point for the year all last week, broke under rain Saturday night (10), and the large grosses anticipated by amusement park operators in the locality were at least partially washed away. With the weather fair Sunday (11), cash takes, according to most ops, were good.

Story was an old one to local operators, who have labored under adverse weather since the early days of the season. Despite this fact, they have maintained confidence that this season should result in takes at least as big as last year's and greater, in most cases.

All reports to date have indicated virtually no slacking off from the spending pace set in 1949. On rare occasions when customers cash outlay has dipped, increased attendance has offset any possible dip in revenue. Taking no chances, some local ops have boosted their budgets considerably for promotion and advertising. Others, while indulging in general redecoration and repainting, have added few new attractions, basing hopes for continued profits on past performances and park reputation.

No matter what their stand, all operators voice the same prediction—with the right weather, the season should be excellent, since the money is there and people are still spending.

Dallas Pushes Advance Sales For Bowl Cele

15 Kiwanis Clubs Tie In

DALLAS, June 17.—State Fair of Texas is pushing the advance sale of tickets for the five-night July 4 celebration in the Cotton Bowl thruout Kiwanis Club sponsorship. Fifteen Kiwanis clubs in Region 2 of the Texas-Oklahoma district are selling tickets for the stadium show, which runs June 30-July 4. Included are seven clubs in Dallas and eight in outlying towns. Clubs receive 15 per cent of their advance sale with the money to be used for club welfare projects.

Show will include Milos, Otaris, Albanis and another high act yet to be booked, Slivers Johnson and his Funny Ford and a pyro display by Thearle-Duffield Fireworks, Inc., Chicago. Show ran three nights last year. By extending the run to five nights, fair officials hope to build show to a capacity crowd by July 4. The holiday last year set a midway summer attendance record of 85,000, with about 35,000 present at the Cotton Bowl show. Bowl tickets are 50 cents for adults and 25 for children under 12.

Opening of free acts Monday (12) doubled Midway attendance for any Monday this year, according to Midway Superintendent Fred Tennant Jr.

Midway drew about 10,000 Monday, following about 60,000 attendance for Friday, Saturday and Sunday. Week-end business was hyped by the prison rodeo.

Opening act was Kurtz & Kurtz, high-pole aerial contortionists. Acts perform at 7:30 p.m. and 10 p.m. and bill changes weekly. Happy Harrison's animal circus opens Monday (19): Royal Rockets, skating act, June 26; Santa Golorioso; horizontal bar acrobat, July 3; Mell Hall unicyclist troupe, July 10; Johnny Laddie and trained dogs, July 17, and Harrison Duo, cycle act, August 7.

Marion Winslow's monkeys will play the Side Show July 1-August 30. Admission has been set at 20 cents for adults and 9 cents for children under 12.

Fair is distributing 100,000 copies of State Fair Preview, a tabloid newspaper type promotional piece, to patrons of operettas and free acts to push the July 4 celebration.

Marshall Adds New Rides as It Begins 82d Yr.

ACCOKEEK, Md., June 17. — A Roller Coaster, Hey Day and Looper have been added to the ride line-up at Marshall Park here for the spot's 82d season. L. C. Addison is in his 18th year as manager.

Other major changes included installation of a new water system, re-wiring of the park, repainting all installations, addition of three concession stands, redecorating of restaurant and dining room and addition of new picnic tables for 600 more patrons.

Steamer S. S. Mount Vernon continues to make three round trips daily to the park. The vessel has a capacity of 2,450 and is operated by the Wilson Lines.

Rides, in addition to the new ones, include Tilt-a-Whirl, Skooter, Ride-O-Whip, Ferris Wheel, Custer Cars, Miniature Train, Kiddie Ride, Pretzel and Merry-Go-Round. Also in operation are Crazy House, shooting gallery, Sportland and Penny Arcade. M. F. Harp has the popcorn and

Plymouth Donates Belle Isle Trains

DETROIT, June 17.—This city's youth are slated for something new in sight-seeing trips this summer when they board the new trackless trains which were turned over to the city by Plymouth Motor Corporation to be used on treks to Belle Isle, the Motor City's island park on the Detroit River. The trains, valued at \$25,000 are to make hourly tours of the island from noon until 8 p.m. daily except Monday. Each train has three 16-passenger canopied cars.

Gold keys to each of the engines were given Mayor Cobo by D. S. Eddins, Plymouth's prexy. When the trains make their initial runs, K. T. Keller, president of the Chrysler corporation; Eddins and Cobo were at the controls.

Ceremonies marking the turning over of the trains to the city were attended by city council members, city department heads, parks and recreation officials and Chrysler corporation officials.

Melrose Opens Spa, Funspot At Cedar Point

Leases Boeckling Resort

CEDAR POINT, O., June 17. — Formal opening of this Lake Erie resort yesterday (16) marked its 51st season, first under management of Melrose Cedar Point, Inc., headed by Hotelman Torrance C. Melrose. Major crowds were expected today and tomorrow.

Ten-year lease with the G. A. Boeckling Company, owners, was signed by Melrose three months ago and new ops lost no time in repainting the lay-out, erecting floodlights on the beach and excavating lagoons for canoeing.

Jerry L. Johnson, of the Quality Group Hotels, Miami, is manager of the 1,000-room Breakers Hotel and is starting his 25th year as a hotel man. Roland Howell, formerly of Miami, is associate manager, and assistant managers are Roger Tobias, formerly of White Sulphur Springs, W. Va., and John Hailey, formerly of Sarasota, Fla. Lucille Anderson is hostess.

Melrose plans to close the hotel, Crystal Ballroom and main dining room after Labor Day, but rides, concessions and cafeteria will remain open for the Erie-County Fall Festival, September 7-10.

Festival officials were invited to hold the three-year-old festival in the resort's permanent buildings. Garages will be used for livestock displays. Commercial and farm exhibits will be housed on the lower floor of the ballroom building.

Mooring facilities for visiting lake craft and excursion steamers are skedded for 1951. Present steamer dock has to undergo major repairs before excursion boats may use it. Steamer G. A. Boeckling will offer hourly service from Sandusky as in the past.

Ray Robbins and his Columbia recording orchestra will play nightly thru June 30 at the ballroom. A miniature golf course has been added to the midway and water bikes are available at the beach.

Lehman & Hennings operate the games, which include six cats, big 6, strings, pitch, guess-your-age, duck pond, darts, ball game and doll wheel. Restaurant and refreshment stands are operated by R. J. Irwin. Some rides are owned and operated by T. E. Kerstetter, D. N. Pou, J. W. Pou and T. J. Pou.

IF IT'S PROFITS YOU WANT BUY SKEE-BALL

REG. U. S. PAT. OFF.

America's Favorite 5c Bowling Game
A Legal Skill Game Everywhere
FOR PARKS—RESORTS—ARCADES
EARNINGS FROM \$3 TO \$4 PER HOUR

Our 1950 streamlined Alleys should not be confused with imitations or old type alleys.

A Resort Arcade Operator replaced 12 old alleys with 12 new ones in 1949. Reported doubled receipts over any previous season's operation.

SKEE BALL receipts are increasing year by year while many other games and devices are going down.

Operators report earnings from \$1000 to \$2000 per Alley per Summer Season.

There's still time to get Alleys to replace those old ones for the 1950 Summer Season.

It pays to give your patrons the best!

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AMUSEMENT DEVICE MANUFACTURERS

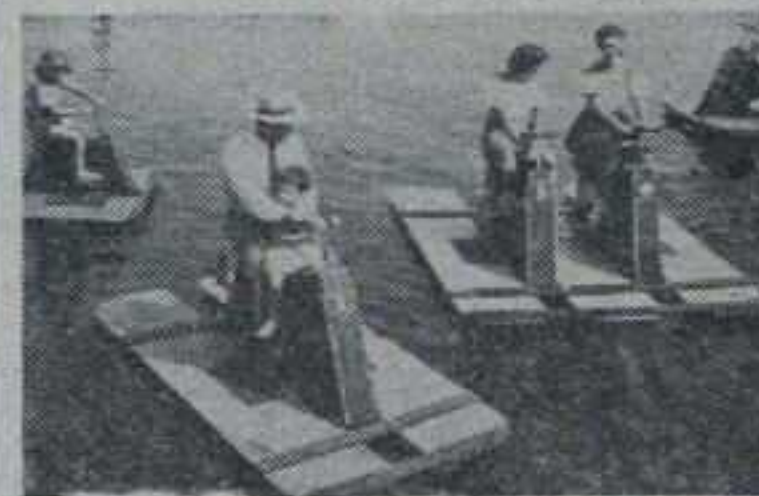
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A sensation for the kids. A real thrill for the grown-ups. Let them pedal their own at Lake, Shore, Park or Pool. 3 models, modern design, heavy duty direct drive, no chains, no gears. Small investment—minimum upkeep.

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MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

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

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

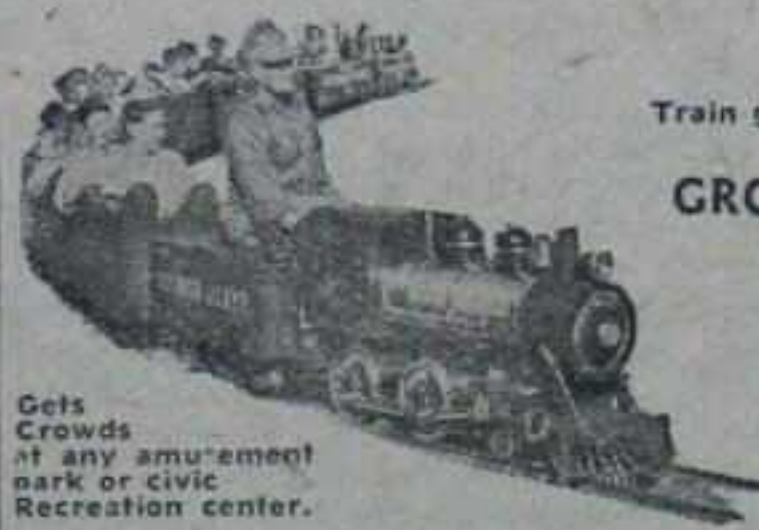
Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 75 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mrs. Miniature Steam Trains

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WICHITA 2, KANSAS



Gets Crowds at any amusement park or civic Recreation center.

FOR SALE 1948 16 CAR OCTOPUS SAVE \$4,000.00

Ride, complete with fence, motor, tools, ticket box, etc., just as delivered from manufacturer in May, 1948. Like new condition and appearance throughout. Used two seasons—thirteen weeks each in established park in Ohio. Immediate possession. Ride now operating perfectly and should net purchaser 12% of investment in next two months in present location. Inspection welcomed. Write or wire

BOX #D383

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ASK THE MAN WHO HAS BOTH!

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The Biggest name in Popcorn
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Light up your Amusement Areas and Parking Lots with the **DOWNEY 'TELESKOPIC' LIGHT TOWERS**
Now giving Light and Beauty at Parks, Playgrounds, Kiddielands, Stadiums, Amusement Centers, etc.
See our ad on page 65



MUST SELL

Account of heart failure and unable to operate, my Ottaway Miniature Steam Train and 1½-Ton Chev. Truck. This train is in A-1 shape and truck in good running order. This is a good buy for \$3650.00 for both. See them at 816 Churchill Road, Ft. Worth, Tex.

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PERFECT LOCATION FOR PROFITS!

Build Amusement Park for winter and summer. U. S. 6 near Lake Mohegan, the heart of large expanding community; bus; commuting N.Y.C.; private lake; parking. Attractive terms.

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First-Class Condition. Bargain. Can be seen Fair Park.

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Designers and Builders of Distinctive Courses Scientifically laid out with bottlenecks and drainage problems eliminated. Material used based upon satisfactory use over a period of years from our exclusive specifications. References and photography gladly furnished.

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Room# 508, 302 State St. New London, Conn.

WANTED

Rides, Small Circuses, Thrill Shows on percentage. Bands and acts for a 12 acre roadside park, on a prominent highway, 20 mile radius park, 400,000 people. Park well lighted. Picnic grove. 60x120 tent; few dates still open.

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MINIATURE TRAINS

The Custom Built to Order Line. Steam, Diesel, Electric. Amusement and Industrial Types. Track Gauges 12" to 36", portable, permanent. Special: 30 Pass. Gas Train, \$2,975.00. Portable Train, \$1,995.00. Light Rail. Trade-ins accepted. Catalogue with 8"x10" Photos, \$2.00.

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Choice Boardwalk Location

Large store in amusement section, Ocean City, Maryland, suitable any line. Write

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POTOMAC, ILLINOIS

GIVE TO THE RUNYON CANCER FUND

Three Major Chi Kiddielands Register Biz at or Near 1949 Tho Funspots Mushroom in Area

CHICAGO, June 17.—Kiddielands continue to mushroom in and around this city, hub of the development. With about 15 in operation and more being built, operators of three of the largest report biz continues at a high level. They are Arthur Fritz, owner of Kiddieland; Mickey Doolan, owner of Green Oaks Kiddieland, and Richard Miller, owner of Fairyland Park. Fritz, recognized as a pioneer of the field, is well into his 21st season at the same stand and estimates business is 20 per cent better than last year.

Doolan, a veteran of 40 years in show business, says his fourth season as a kiddie park operator will be better than 1949 if the weather man co-operates especially since May was \$6,000 short of the same period last year.

Miller states that his business is at least as good as 1949's. He entered carnival business in 1911 and has operated his kiddie park for 12 years.

Holiday Big for Doolan

Doolan's park, which is flanked by abundant parking space and features 15 rides, has pulled some whopping big days. Decoration Day provided big business despite rain which caused an 8 p.m. closing, with rides grossing \$2,500. A full day's operation on the 1949 holiday grossed \$2,800, Doolan recalls. Three Sundays this year have been curtailed by rain.

New rides at Doolan's park this year are a Hobby Horse and Auto Ride, both from Allan Herschell Company, Inc., North Tonawanda, N. Y. A Herschell Skyfighter and a fire truck are to be added soon. National Amusement Devices Company, Dayton, O., is to install a new model train shortly.

Doolan's present train, also a National, has a capacity of 120 people. His is the only 10-car miniature train in the business, Doolan maintains.

Colliers Spread Coming

Publicity given the success of his operation has attracted many actual or would-be kiddieland operators, and Colliers magazine is now readying a story on his set-up.

Hours at the Doolan park are 6 to 10 p.m. on weekdays and 1 to 10 p.m. on Saturdays and Sundays. All rides go for 14 cents or two for 25 cents. Doolan operates his own concessions and offers only popcorn, drinks and hot dogs.

His layout again embraces a Messmore & Damon mechanical clown band, Bisch-Rocco Street Car, Tri-Angle Boat Ride, Merry-Go-Round, Aeroplane, Whip, Hobby Horse, train, Ferris Wheel, Coaster, Boat Ride, Pony Cart, Auto Ride and ponies.

Two Trains Busy

Rides at Fritz's park are a new Handcar ride and Philadelphia Toboggan's Little Dipper as well as a Herschell Boat Ride, Jet Fighter, Roto Whip, Auto Ride, Pony Cart, Hobby Horse, Ferris Wheel, Merry-Go-Round, two miniature trains and a combination pony and power auto track.

Miniature train operation at the Fritz establishment takes some full-scale railroading on busy days. The pair of trains—one steamer and one Diesel model—loop the same track. Timing is such that one train pulls into the station only seconds after the other clears it. Heavy on the showmanship, Fritz, who handles the throttle on a train himself, and other crewmen always wear railroad hats, keep the whistles and bells going and have their line decked out with a full complement of crossing and block signals.

Lines at Dipper

Pony and auto tracks are concentric, with the midget gasoline-powered racers on the inside. His Little Dipper has a line of customers waiting on busy days and the Merry-Go-Round, a large device, gets tremendous play.

Fritz opens for business at 3 p.m. on weekdays, earlier on week-ends. His tickets sell for 13 cents, two for 25 cents or nine for \$1. Tickets are

sold from central boxes, as at most places.

The area is asphalted, and with large refuse containers spotted prominently to help maintain the park's neat appearance. Permanent pavillions are built over most rides. There is a large parking lot, but Fritz said it is inadequate on capacity days, when cars are lined for blocks from the major intersection adjacent to the kiddieland.

Miller Installs Lights

Miller's park has benefit of more trees than the others and this year has solved a parking problem that has plagued it in other seasons. The owner has repaired side streets flanking the spot and installed special street lights.

Outstanding in his ride line-up is a fire wagon which he built. Drawn by two ponies, the vehicle carries about 20 children on its loops of the park walks. Miller said he was at a loss to explain the drawing power of the wagon but that it gets tremendous play.

Still the most popular ride at Miller's is the big Merry-Go-Round. His others include a steam train, Kiddie Merry-Go-Round, Seaplane, Chairplane, Fairy Whip, Kiddie Boats, Pony Carts, Ferris Wheel, Rocket, Tilt-a-Whirl and Roll-a-Whirl. A Kiddie Handcar ride added this season is doing well. Miller leases his concessions and arcade to other operators and reports they are doing business at the 1949 level.

Picnics Booked

Picnics are a secondary line for Miller. Some outings are booked into his kiddieland and rides are booked to church and school events elsewhere. For this operation he has a new Fly & Harwood Fire Engine, a kiddie Merry-Go-Round and a portable miniature train from Miniature Train Company, Rensselaer, Ind. Some Miller equipment such as the fire wagon and fire truck are booked for parades in Chicago suburbs.

Miller added that he is negotiating for another Miniature Train Company device, which may be installed at the park this season.

His Fairyland Park tried to open Easter Sunday but winter weather killed all business until about three weeks later. On Decoration Day week-end the spot enjoyed three big-gross days.

Special Ride Rates

While Sundays still are Miller's banner days, Saturdays are coming up fast and Fridays are surprisingly good. Helping boost the Friday business is a bargain rate for rides. The lower rate also is used on Mondays and sets a 6-cent tag on all rides. Regular rates are 14 cents or 12 for \$1. Hours are 2 to 5 p.m. and 7 to 10 p.m. daily.

Miller formerly was with carnivals, including the Nat Reiss Shows. His brother, Charles, operates a kiddieland in the Chicago area but, altho the parks are about the same size, location gives Dick the better business and Charles makes up the difference by booking rides into special events in suburbs.

Eaton Heads Zoo Society

MOOSE JAW, Sask., June 17.—Burt Eaton was elected president of Moose Jaw Wild Animal Park Society, succeeding Brian O'Hara, president for four years.

Other officers are vice-president, W. Hodgkinson; secretary, Mayor Louis H. Lewry, and treasurer, W. E. Dempsey.

Playland Gets Top Grosses On Week-End

Rock's Spot Runs Survey

NEW YORK, June 17.—A profitable week-end fell to Rockaways' Playland, President A. Joseph Geist reported, with the funspot racking up record business for the Saturday (10). Sunday also provided good takes. The park continues its giveaways of toys and dolls to ticket holders, with the drawing for prizes based on tickets from a different ride each week.

On the basis of a survey, park management found the bulk of its patrons coming from Brooklyn and Queens. The latter, in which the park is located, was the leader in supplying customers, and another large group came from outside the city limits. Rockaways is serviced by passenger boats from various points in and around New York and plugs in metropolitan newspapers have been fairly frequent.

Repeat Patronage

Survey showed that people reaching the park by auto outnumbered those using all other means of transportation by almost three to one. These figures take on added significance in light of the fact that the trestle conveying Long Island Railroad trains to Rockaways has been out of action due to a fire since the early part of the season, and no move has been made to restore it. Park management feels that auto traffic is taking up the slack satisfactorily. Also revealed by the survey was the fact that an overwhelming majority of park patrons were repeaters.

Geist said that 2,000 children from Brooklyn and Queens, members of a group known as the Knights Before Christmas, would stage an outing at the park July 18, sponsored by The New York Mirror columnist, Ed Zeltner. The Wilson Line, which runs boats to and from the park, will transport the children without charge.

Geist reported that spending was holding up well.

Stress Picnics In Lake Lansing Promotion Plan

LANSING, Mich., June 17.—Picnic business is showing a pick-up at Lake Lansing Park, with the biggest line-up of school events in the three years of operation by the Haney family. Emphasis in promotion is on this department, with industrial picnics just starting, as well as a number of fraternal group affairs. Typical of the latter was the giveaway Sunday (11) of a new car, in connection with an American Legion Post picnic, while a similar giveaway is scheduled for a Veterans of Foreign Wars Post affair in August.

Lake Lansing, only full-scale amusement park in Central Michigan, is able to draw from an extensive area, as well as from the city proper. Its free acts policy is being continued.

Addition of a new Bug and 10 Drive-ur-Self boats on the lake are major additions this season. Several other rides have been moved around, giving the midway a more spacious appearance. New popcorn concession, an enlargement of the Penny Arcade and addition of considerable neon lighting complete park improvements.

Lake Lansing is being operated by Roger E. Haney, owner-manager, and Conrad G. Haney, assistant. Mrs. Margaret (R. E.) Haney is in charge of the office. Over-all business picture is about equivalent to 1949 to date, with trade closely following the weather.

Rain Dents Cincy Coney's Gross But Execs Are Hopeful

(Continued from page 90)

Oz, Coney's kiddieland; at 9 p.m. on the mall, and with Clyde Trask's band in Moonlight Gardens at 10:30 nightly thru June 22. Eddy Howard's orchestra comes into the ballroom for a week beginning June 23, while Morgan is slated to appear July 21-27 on the mall and in the ballroom.

Coney's closing-week celebration will feature its usual presentation of high aerialists and nightly fireworks supplied by Rozzi's Tri-State Manufacturing Company, Loveland, O.

Layout Attractive

Altho the weather may have dented Coney's grosses, it has not harmed the park's physical assets. The formal gardens, in full bloom, have never looked better, and all mechanical devices and buildings have been painted to provide maximum attractiveness.

Still aware that there is a need for a boat to carry people up the Ohio River to the park from Cincinnati, officials say that there is no prospect for early replacement of the Island Queen, destroyed in a Pittsburgh explosion in the fall of 1948. None are available for lease, and present costs of new vessels make replacement out of the question at this time.

The park's attractions line-up is unchanged. It includes a Cuddleup, Dodgem, Ferris Wheel, Flying Scooters, Laugh in the Dark, Merry-Go-Round, Mirror Maze, Rocket Ships, Shooting Star, Tumble Bug, Whip, Sunlite Pool, pony ride, Wildcat and Lost River. The last named has been the subject of considerable comment from patrons on the use of some effective black light in the ride's scene shed, said Wachs. There are eight rides in Land of Oz. In the concession line-up are 10 games and 16 eat and drink stands.

CONEY ISLAND, N. Y.

(Continued from page 90)

John Londe, Motor Parkway; Al Tuckerman, Hurricane, and Jack Gallagher, Virginia Reel. Other operators are Charles Drake, John Smith, Jake Rothman and Kalmen Bergen. Park concessions let to Jack Ray Enterprises, Inc., of which Jack Merr is prexy, are a fishing game, high striker, golf course and guess-your-age. Phillips Company has a large candy booth.

Promotional activities on the agenda for July include an air derby, magazine cover girl contest; identifying a pick-up man on the streets, for one of two auto prizes; Howdy-Doody Day on the 15th, with Bob Smith, promoter, making a personal appearance, and Lil' Abner Days, 21, 22 and 28, conducted by the comic strip cartoonist, Al Capp. Details of a few more are being worked out by the Lester "L" Wolff Associates, in charge of the program. . . . Fred Sindel is recovering slowly from double pneumonia in the L. I. College Hospital. . . . Mrs. Moe (Sadie) Silverman, of the Boardwalk 5-Star Final, is back after a brief illness. . . . Edith Wallerstein is inside talker for the second season in behalf of Albert Alberta, in the blow-off at Tirza's Wine Bath.

Variety Revue on Stillwell, operated by Frank Garto and Vince Luiso, with Larry Rapp outside talker, has for its talent Chichi Helen Hayes, leopard dancer; Jackie Bokun, gardenia dancer; Betto Lorraine, Hawaiian, and Ann Marsala, exotic. . . . Mary Jane Gundy and Kokomo Milo, mule-faced boy, replaced Jean Osterman and Doris Snead in the bally at Dave Rosen's Palace of Wonders. . . . Jack Merr has subleased concessions at the Bowery Park to Murray Witkin and Al Rednick for the operation of the fishing game; Otto Stamper and Martin Balan, guess-your-age, and Joe Rowe, high-striker. Alice Drake assists at the golf course. . . . Edwin Jastram has written and designed an interesting illustrated descriptive booklet for the Chamber of Commerce, called "Playground of the World—Coney Island."

Julius Tolces, general Poking repairman and all-round mechanic and electrician, has enlarged his tool-filled shop on West 15th. . . . Principal items of Island goodies and attractions this season run to pizzas, ices and archeries. . . . Carl Phearson is in charge of Gyrolobe operations on West 12th for Fred Sindell, with Neil Kyrimes supervising. . . . Peter Neglia and Attorney William Mariaso operate the S. & H. cafeteria, the only one on Coney, opposite the B.M.T. terminal. . . . An advance crew of 30 lifeguards started patrolling the beach last week. . . . Collections toward 77G needed for promotions very slow materializing, according to Chamber of Commerce officials. . . . Islanders are mourning the recent death of Max Wanger, age 57, owner of the Surf Hotel, Stillwell and Surf. New operator is Gus Wanger.

Venice Preps Sky Ride

VENICE, Calif., June 17.—Elmer Velare, of Velare Bros., designers and builders of the double-Ferris Wheel, is installing one of the four Sky Rides in existence at Venice Lake Park here. The ride, a permanent type, was brought here from Ocean Park pier, where it had been located for about 10 years. Sky Ride is being repainted as it is being installed.

Given Weather, Ohio Ops See Biz Topping '49

TOLEDO, June 17. — Ohio parks are holding their own business-wise despite considerable bum weather, and in view of expanding industrial activity they expect to better 1949 takes when the skies clear.

This was the report of Paul Heudepohl, secretary of the National Association of Amusement Parks, Pools and Beaches at the wind-up of a recent visit to one Indiana and eight Ohio parks.

On his itinerary were Toledo Beach; Toledo; Euclid Beach Park, Cleveland; Summit Beach, Akron; Geauga Lake Park, Geauga Lake; Chippewa Lake Park, Chippewa Lake; LeSourdsville Lake Park, Middletown; Coney Island, Cincinnati; Shady Beach, Akron, and Washington Park, Michigan City, Ind.

Operators reported several major picnics have been rained out and those with tight schedules have lost days because of inability to reschedule outings. Coney Island was one of the hardest hit by weather. Twelve of 16 days had been rained out.

Attracting attention is Euclid Beach's 18-hole miniature golf course, which features an assortment of unique hazards and a string of billiard shot angles.

Huedepohl said several of the parks have not completed their painting programs because of weather and that it will be the latter part of the month before pre-season work is completed. Clean-up plans, however, have included a wider use of pastel shades and brilliant colors, he noted.

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JIM'S CONCESSIONS or CARL SPATZ

Del Mar Builds Three Buildings

Sets sights at topping '49 gate—premiums hit record—majorette contest added

DEL MAR, Calif., June 17.—San Diego County Fair is aiming at 250,000 people during its June 30-July 1 run to beat its 221,349 attendance of last year. Admission price of 60 cents including tax for adults and 5 cents, including tax, for children under 12 years old again will be in effect, Paul T. Mannen, secretary-manager, said.

Using the theme of "Harmony," the fair will offer its largest and finest aggregation of free attractions, Mannen said. Enchanted Land again will be featured as a kid attraction. Three new buildings will be finished before the event opens and will house exhibits. Premium money this year hits a new high of nearly \$125,000.

Offer Many Novelties

As attractions, the fair will have eight days of harness and quarter-horse racing with pari-mutuel wagering. Night grandstand events include the San Diego National Horse Show, combined with the Glenn Tyler Circle M. Ranch Championship Rodeo.

Main stage events include the recently added Majorette Championships, with the contest limited to county baton twirling misses July 2 and the open finals, in which entries from over the State will compete July 9. Novelties include Diaper Derby, Mutt Show, Grand National Turkey Sweepstakes, Truck Rodeo, and car races, Crazy Hat contest, Navajo and Hopi Indians display in action and an on-the-spot broadcasting of the Padres' baseball games in live recreations by Al Schuss.

Area devoted to the floriculture and horticulture industries has been redesigned and expanded and the Flower Show will be held here. Additional space has been assigned the photographic display.

To Open Creamery

Innovations set for the 1950 run at the Model Dairy Creamery, which will be housed in a specially constructed building. All steps in the processing of milk will be shown and a milk bar will sell the products of Don Diego cartons.

One of the new structures will house the Junior Fair and also the Hobby Show, Sportsmen's Show and exhibit booths of the Farm Women's organizations. Livestock auction will be held in a special judging ring located near the new livestock barns. Appealing to the youngsters will be the Teen Town recreation center at the clubhouse patio. Shows, dancing and a snack bar are to be featured.

Mannen said that response to invitations sent to foreign lands for exhibits had been exceptionally good. His foreign representation, first in the fair's history, will consist of elaborate exhibits of dress, customs and products from all over the world.

Crafts 20 Big Shows will be featured on the midway.

PNE Offers \$10,000 In Ticket Contest

VANCOUVER, B. C., June 17.—Pacific National Exhibition (PNE) here will again this year offer \$10,000 in prizes in an advance ticket sale contest, V. Benn Williams, secretary, announced.

Top salesman of the ducats, which sell at 2 for \$1 or five for \$2, will be awarded a Pontiac sedan. Other prizes include a Studebaker sedan, a Ford and merchandise awards of \$400, \$200 and \$100. Eight other prizes will consist of \$50 merchandise certificates.

N. E. States Pushes Action In Eastern States Exhibits

SPRINGFIELD, Mass., June 17.—Edward Ellington, of Peterboro, N. H., executive director of the New Hampshire State Planning and Development Commission, was unanimously elected chairman of the Avenue of States Association at a recent meeting of that group in the Brooks Memorial Building on Eastern States Exposition grounds, West Springfield.

Official representatives of all New England States were present, except Maine, including William A. Heath, chairman of the Eastern States Exposition Commission of Rhode Island, and two of his associates on the board, who reported satisfactory progress in erecting a Rhode Island State Building on the expo's Avenue of States. This completes the array of six State-owned and controlled exhibit buildings on the exposition grounds. Heath said that architect's plans and a model of the proposed structure would be available as soon as sufficient building funds are assured.

General Plans Set

Avenue of States Association, organized for the purpose of co-ordinating activities in the Avenue of States area on expo grounds, reported on general exhibit plans for this year's annual, to be held September 17-23. Big aim of association meetings is to prevent duplication of displays at the exposition.

Massachusetts Director Leo F. Doherty said, the fair will feature an action exhibit depicting the State's vegetable garden industry, a husking bee and barn dance setting and models contrasting an old-time vegetable cellar with modern methods of vegetable marketing under refrigeration. There will be a display of Massachusetts-made plastics and a Wild Life exhibit, with emphasis on birds and animals, rather than fish, Doherty said.

Vermont will feature action exhibits, too, said J. W. Bottomly, director of industrial development of the Vermont Development Commission, with people at work on arts and crafts projects and a bigger winter recreation exhibit than last year.

Submarine Exhibit

Industries of Connecticut will be spotlighted in that State's exhibit, Sidney A. Edwards, managing director said. Display will include the manufacture of hats, candles, bread, cosmetics, toys, household tools, carpets, brushes and electrical appliances. Largest single exhibit will be from the New London U. S. Navy submarine base, which will feature a small sub in the backyard of the Connecticut building, a diving tank and considerable apparatus inside the building. Dairy, fish and game

N. Y. State Annual Plans Art Display

SYRACUSE, N. Y., June 17.—A large art gallery, displaying the works of professional and amateur artists in New York will be one of the features in the manufacturer's and liberal arts building at the New York State Fair here September 2-9. Newly created art exhibition department is expected to attract widespread attention, both among artists in the State and prospective visitors to the annual.

Appointment of Prof. Kenneth Washburn, associate professor of fine arts at Cornell University, as superintendent of the new department was announced by C. Chester DuMond, commissioner of the Department of Agriculture and Markets. Washburn is known for his work in the community-wide art program in Ithaca, N. Y., where the city participated in turning the business section into an art exhibit attracting wide notice.

exhibits will be included, he said.

Just what New Hampshire's exhibit will be, Mr. Ellington was unable to state at the meeting, since State funds had been made available only a few days prior to the confab and there had been no time to formulate plans.

Others attending the meeting included Raymond A. Loring, Elmer Coburn and Lee Harding of the Connecticut Development Commission; Joseph E. Malley and Early M. Bryen, Eastern States Exposition Commission of Rhode Island; S. L. Hamilton, Division of Fairs, Department of Agriculture, New England Grange Building; Hampden County Improvement League, L. B. Boston, director; Storrtown Village, Mrs. Ione F. Winans, director; Eastern States Exposition, Charles A. Nash, general manager; Adrian L. Potter, assistant manager and Ray Winans, publicity director; E. H. Gilbert, Stoughton, and Minor Ives, South Meriden, Conn.

Non-Fair \$\$ Needed To Maintain Annual, Cedar Rapids Argues

CEDAR RAPIDS, Ia., June 17.—Attorneys for Hawkeye Downs argued in district court here this week that activities, such as auto racing, must be promoted and carried on to furnish needed revenue aside from the annual All-Iowa Fair. Else the locally owned and municipally operated enterprise cannot survive, they asserted.

The resistance to Downs promotions, other than the fair, came from Don McElhinney, promoter of auto racing at Ce-Mar Acres, between Cedar Rapids and Marion.

V. C. Shuttleworth, one of four lawyers defending the fair association, declared that without rodeos, racing, etc., when the fair isn't operating, the All-Iowa Fair couldn't continue.

Outcome of the litigation is being watched by fair officials over the State as most all of the agricultural organizations depend on other than fair revenue to meet expenses.

Several State officials, including Lloyd B. Cunningham, secretary of the Iowa State Fair, testified.

J. Coleman To Head Preliminary Board of Detroit Trade Expo

DETROIT, June 17.—Detroit's long-discussed International Trade Fair moved into first gear this week with the organization of a preliminary board of directors, headed by John S. Coleman, president of the Burroughs Adding Machine Company. Plans call for incorporation of a \$300,000 company to underwrite the project, with location to be divided between Convention Hall and the State fairgrounds.

Move on Tuesday by Governor Williams to give final okay to long-term leases of exhibit structures at the fairgrounds will facilitate plans for the trade fair.

Present project is the direct outgrowth of a trip last month by 42 prominent Detroiters to trade fairs in several European cities. It is to be entirely distinct from the 250th Birthday Celebration, which will be in the nature of a three-month public festival. Tentative scheduling is June 30-July 15, 1951, following the Trade Fair at Toronto, and ending just before Detroit's Birthday Celebration begins July 23.

Sees Profitable Galt Operation

Kellett reports annual has paid most bills—last obstacle to run removed

GALT, Calif., June 17.—A financial report submitted to directors of Sacramento County Fair here by Sam Kellett, new secretary-manager, has shown the possibility of the event being profitable this year. In his nine-part report, Kellett said that most of the bills have been paid and with the aid of money granted by the State, the annual may be in the black for the first time in years.

Kellett's report followed the edict by the Department of Finance that the fair must be profitable or be closed.

A recent State audit showed a \$55,000 deficit and more than \$3,000 in shortages and about the same in unpaid bills for 1949.

To Brace Grandstand

A contract for \$2,020 was given Morris Christopherson, of Lodi, for bracing of the grandstand. This removes the last obstacle that may have prevented the fair from opening this year.

Kellett was authorized to arrange with Ray Stone, secretary of the California State Horsemen's Association, for the special event the first Sunday of the fair. A contract with Ray Williams was signed and he will handle commercial exhibit space. Negotiations are under way with Sam Reese to serve as special events director.

Prepare Plant

Galt will have a livestock show this year, but the senior division is being limited to three breeds in dairy classes and two in beef cattle classes. Cash awards of \$3,300 will be offered. According to Charles L. Bellie, livestock superintendent, the curtailment in the senior division is only temporary and may be restored to its original status next year.

Preparations for the event to open July 14 are moving forward. Turf is being laid in the infield, barn and stable areas, and a portable sprinkling system has been installed.

A new building has been turned over to junior exhibitors.

Broein Renamed Tampa President; Strieder Manager

TAMPA, June 17.—Carl D. Broein Sr., and P. T. (Pa) Strieder have been renamed president and manager, respectively, of the Florida State Fair and Gasparilla Association. J. L. Cone and J. C. Council are new members on the board of directors and J. E. Wall is chairman. George M. Holtsinger and F. J. Gannon were named vice-presidents and E. P. Talianferro, treasurer. J. C. Huskisson again has been appointed assistant fair manager.

Auto racing will be resumed at the fair track tomorrow (18) with a combination big car and stock car meet. It will be promoted by Jack Sheppard and supervised by Charlie Libby, with proceeds to go to the city's auditorium fund.

Strieder, who as a dollar-a-year man has managed the city-owned fair plant the past three years, has accumulated more than \$40,000 for the city's auditorium fund.

Weyburn Skeds Baseball

WEYBURN, Sask., June 17.—Weyburn Agricultural Exhibition will feature baseball games at its 42d annual fair here June 30-July 1. Horse races, with prize money of \$1,500, will be held both afternoons. Wallace Bros.' Shows will provide the midway and the Gus Sun-Irving Grossman Agency is producing the grandstand revue.

Hamid Office Sales Top '49 For Big Year

Minimizes Video Threat

NEW YORK, June 17.—George A. Hamid this week reported that the volume of bookings handled by his agency is well ahead of 1949. Because of profit-sharing and percentage dates, it is not possible to predict grosses, but there is every reason to expect a big season, Hamid said.

Experiences of most other Hamid interests to date have indicated that business will be at least as good as last year and perhaps better in some instances, weather permitting. Hamid said his organization is depending on good show features together with increased advertising.

Buying of attractions has been cautious and many committees have been inclined to "tighten their belts," Hamid said. Buyers of outdoor attractions are aware that only agencies experienced in the alfresco field can serve them well, Hamid said in minimizing the possibility of indoor bookers invading the outdoor field.

"Television has frightened indoor bookers, and with reason, because it will undoubtedly hurt cabarets and bum movies," Hamid said. "However, the type of talent indoor bookers know will not make good outdoors. The luster and personality of an act working in intimate surroundings is completely lost in an outdoor setting," he added.

Hamid said that he looks for television to help, rather than hurt, outdoor show business and fairs in particular. Annuals should accept every opportunity of using video as an advertising medium by co-operating in furnishing entertaining features, he said.

The novelty and variety acts in which he specializes are currently the most popular on television, Hamid said.

Chicago Fair Sets Concessh Line-Up

CHICAGO, June 17.—Concession line-up of the Dixieland Village at the Chicago Fair of 1950, which opens here Saturday (24), was completed this week by Jim Ehrlicher, concession director.

Concessions will include a show-boat-type theater, where 45-minute melodramas will be produced by Paul Killiam, operator of Old Knick Music Hall, New York, and concerts by Muggsy Spanier and his ork.

Sidney Ruben will have a short-range shooting gallery, photo shop and Funhouse; Herbert C. Devereaux and Julius C. Banks, pneumatic guns; Milbert Corporation, Chicago, Penny Arcade; Leo Bachle, hand-writing analysis, and Alfred Betar, telesketch. Consolidated Concessions will have novelties and souvenirs, and Leo Warneke will operate the village restaurant.

Conn. Expo Appoints Tub-Thumping Staff

STRATFORD, Conn., June 17. — Publicity for Connecticut State Exposition, to be held at the Chance-Vought plant here June 30-July 9, is being handled by Benjamin D. Kornfield, staffer of *The Bridgeport Post*, and George McMurray, vet Broadway and road show press agent.

Kornfield formerly was a New York newspaperman, and MacMurray has handled publicity for Duke Ellington, Horace Heidt and Vaughn Monroe orks, the Freedom Train, Jack Benny's Covered Wagon Caravan and the March of Dimes.

De Ruyter, N. Y., Annual Set for Revival in July

De RUYTER, N. Y., June 17. — De Ruyter Fair, formerly held on the old Four-County Fairgrounds here, will be revived this year under new management. This year's annual is to be expanded to a three-day and night celebration in July, with details being handled by the Tioghnoga Fire Department.

The old association gave up the ghost during the war and two or three attempts have been made to revive the annual. Last year the new regime sponsored a Labor Day celebration as a test run.

This year's fair will feature a mammoth firemen's parade Saturday night and a fireworks display will be presented the closing Sunday night. Rides, shows and concessions will be provided by Buffalo Shows, Ray Wells, fair manager, reports.

Keith T. Crowe Show Set For Melville, Sask., Annual

MELVILLE, Sask., June 17.—Performers booked thru Keith T. Crowe, New Westminster, B. C., will provide the grandstand show at the two-day Melville Fair in July. The troupe includes Ken Lambert, emcee; Louise, aerialist; Al Weir, clown; the Skating Millers, roller skaters; Pat and Willa Levolo, slack wire; the Kong troupe, acrobats, and a dog act.

Show opened in Cranbrook, B. C., played an indoor date at Lethbridge, Alta., and moved into Manitoba for June dates.

Port Angeles Sets Dates

PORT ANGELES, Wash., June 17. —August 24-27 have been set as dates for Clallam County Fair here, reports Ed R. Hagerty, manager. Harness racing is to be discontinued this year because of lack of drawing power, Hagerty said. However, a program of running races will be offered, together with Western events and afternoon and night stagershows. The fair management is beginning its third year.

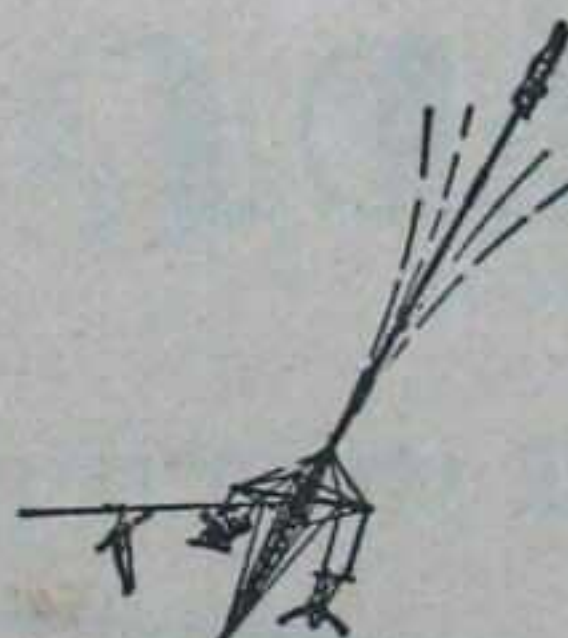
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1950 FAIR DATES

(Continued from page 83)

- Mill City—Falls-Overfield Fair Assn. Sept. 21-23. Mrs. Doris Gregory.
- Millersburg—Farmers' Fair Assn. Sept. 7-9. Robert E. Hoke.
- Millport—Oswayo Valley Community Fair. Sept. 6-9. Mrs. Nina H. Vanderhoof.
- Montandon—Tri-Township Fair Assn. Sept. 20-23. Clarence E. Emery, Potts Grove, Pa.
- Mt. Joy—Mt. Joy Community Exhibit. Oct. 12-14 (tentative). Joseph Shaeffer.
- Myerstown—Myerstown Community Fair. Oct. 11-13. John R. Sherman.
- New Bethlehem—Farmers & Merchants' Agri. Show Aug. 16-18. Loudon Stuart.
- Newfoundland—Greene-Dreher Fair Assn. Aug. 24-26. Henry G. Botjer, Greentown, Pa.
- New Holland—New Holland Farmers Day. Oct. 4-7. S. O. Zimmerman.
- New Stanton—Stanton Free Fair. Aug. 29-Sept. 1. Ralph C. Faust Sr., R. 1, Hunkers, Pa.
- North East—North East Community Fair. Sept. 19-21. Mrs. E. I. Sprague.
- Northampton—Twin County Fair. Sept. 13-16. Warren J. Dech.
- Oley—Oley Valley Community Fair. Sept. 28-30. Carl W. Blank.
- Oriental—P. O. S. of A. Fair. Aug. 16-20. Wallace Hockenbrock, Mt. Pleasant Mills.
- Pleasant Valley—Grange Community Fair. Sept. 5-9. Eugene V. Keefer, Cononellsville, Pa.
- Port Royal—Juniata Co. Agri. Soc. Sept. 4-9. Dwight B. Hower Sr.
- Pricedale—Rostraver Twp. Community Fair. Aug. 9-11. Dorothy Thompson, Belle Vernon.
- Punxsutawney—Agri. Free Fair. July 24-29. Jack L. Rishell, Chamber of Commerce.
- Reading—Reading Fair. Sept. 10-17. Charles W. Swoyer.
- Red Lion—Red Lion Gala Week Fair. July 17-22. R. M. Spangler, Hummels Wharf, Pa.
- Sellingsgrove—Sellingsgrove Fair. Week of July 17. Roland E. Fisher.
- Shanksville—Stony Creek Community Fair. Sept. 13-16. Mrs. Milton Lowry.
- South Park, Library—Allegheny Co. Free Fair. Aug. 31-Sept. 4. John L. Hennon, 411 Court House, Pittsburgh.
- Spartansburg—Spartansburg Community Fair. Sept. 14-16. C. J. Burton & Henry Bailey.
- Stoneboro—Stoneboro Fair. Aug. 31-Sept. 4. Walter B. Parker.
- Sugar Grove—Community Fair Assn. Sept. 14-16. Mrs. James L. Lacey.
- Tioga—Tioga Co. Fair. Sept. 14-16. Carl H. Forrest.
- Tiona—Tiona Community Fair Assn. Aug. 25-26. Ida K. Blanchard.
- Tionesta—Forest Co. Fair. Sept. 14-16. Karl W. Flowers.
- Towanda—Veterans' Foreign Wars Farm Fair. Aug. 1-5. Lewis K. Tooker.
- Trotter—Dunbar Twp. Community Fair. Sept. 13-16. Kenneth Mowery, Lelansring, Pa.
- Troy—Troy Fair. Aug. 21-26. H. D. Holcombe.
- Turbotville—Turbotville Community Fair. Oct. 4-7. S. Lee Menges.
- Ulysses—Ulysses Community Fair. Aug. 23-25. Clark G. Cowburn.
- Unionville—Unionville Community Fair. Oct. 19-21. Robt. G. Struble, Kennett Square, Pa.
- Washington—Washington Co. Agri. Fair. Aug. 22-25. Blaine A. Beehley.
- Washingtonville—Montour-DeLong Community Fair. Oct. 11-13. Evan P. Fowler, R. D. 2, Danville.
- Waterford—Waterford Community Fair. Sept. 6-9. Charles Bowman.
- Wattsburg—Wattsburg Agri. Soc. Aug. 25-Sept. 2. H. M. Burrows.
- Waynesburg—Greene Co. Fair. Aug. 15-18. Rex McKay.
- West Alexander—West Alexander Fair. Sept. 13-16. Paul Rogers.
- Wind Ridge—Richhill Agri. Soc. Aug. 29-31. Floyd Campbell.
- York—York Interstate Fair. Sept. 12-16. Samuel S. Lewis.
- Youngsville—Youngsville Community Fair. Sept. 6-9. Rose M. Aberg.

RHODE ISLAND

East Greenwich—Rocky Hill Fair. Aug. 22-27. Warren F. Moorehead.

Kingston—Rhode Island State Fair. Aug. 13-20. Louis V. Jackvony.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 23-28. Thomas L. Allen.

Bennettsville—Mariboro Co. Fair. Week of Sept. 25. J. Murray Jackson.

Camden—Kershaw Co. Fair Assn. Oct. 16-21. J. D. Crawford.

Cheraw—Chesterfield Co. Colored Fair. Nov. 6-11. C. A. Bloomfield.

Charleston—Charleston Agri. & Indust. Fair. Oct. 30-Nov. 4. W. M. Frampton.

Chester—Chester Co. Fair. Oct. 2-7. Jake S. Colvin.

Columbia—South Carolina State Fair. Oct. 16-21. Paul V. Moore.

Columbia—South Carolina State Colored Fair. Oct. 23-28. Mrs. H. G. Reese.

Easley—Pickens Co. Fair Assn. Oct. 2-7. J. R. Wood, Pickens, S. C.

Greenville—Greenville Co. Am. Legion Fair. Oct. 16-21. Harry B. Her.

Greenwood—Greenwood Co. Fair Assn. Oct. 9-14. John L. Wash.

Kingstree—Williamsburg Co. Fair Assn. Oct. 2-9. H. C. Crawford.

Lancaster—Lancaster Co. Colored Fair Assn. Week of Oct. 16. William G. Clinton.

Manning—Clarendon Co. Agri. Expo. Oct. 9-14. Robert N. DuRant.

Marion—Marion Co. Fair Assn. Oct. 23-28. D. M. Harper.

Orangeburg—Orangeburg Co. Fair Assn. Oct. 23-28. J. M. Hughes.

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Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 16-21. W. C. Lewis.
 Owings—Mt. Carmel Fair. Oct. 9-14. Andrew Saxon.
 Rock Hill—York Co. Fair Assn. Oct. 9-14. H. D. Black.
 Spartanburg—Piedmont Interstate Fair Assn. Oct. 9-14. Tom Moore Craig.
 Union—Union Co. Fair Assn. Oct. 2-7. Hydrick L. Kirby.

SOUTH DAKOTA

Berdeen—Brown Co. 4-H Fair. Aug. 24-26. J. E. Basham.
 Clear Lake—Deuel Co. Fair. Aug. 21-23. Conrad Tweet.
 Edgemont—Fall River Co. Fair & Rodeo. Sept. 4-5. J. H. Cole.
 Gettysburg—Potter Co. Fair. Aug. 21-23. Rayburn Butrum.
 Huron—South Dakota State Fair. Sept. 4-9. Frank L. Hafner.
 Simball—Brule Co. Fair. Aug. 25-27. Frank S. Ryan.
 Mitchell—Corn Palace. Sept. 25-30. H. N. Noble.
 Hurds—Jones Co. Fair Assn. 31-Sept. 2. M. E. Sanderson.
 Island—Butte Co. Fair. Aug. 24-26. Ralph W. Milberg, Newell, S. D.
 Onida—Sully Co. Fair. Aug. 24-26. John F. Neu.
 Parker—Turner Co. Fair. Aug. 28-30. J. C. Jensen.
 Rapid City—Black Hills Expo. Aug. 17-20. Carl Burgess.
 Rosebud—Rosebud Sioux Fair. Aug. 25-27. Ernest C. Stewart.
 Sioux Falls—Sioux Empire Fair Assn. Aug. 19-25. Al Halverson.
 Tripp—Hutchinson Co. Fair Assn. Aug. 30-Sept. 2. Ray T. Hirsch.
 Webster—Day Co. Fair. Sept. 14-16. A. C. Flagstad.

TENNESSEE

Alexandria—DeKalb Co. Fair. Aug. 2-5. Martin S. Scott.
 Bolivar—Hardeman Co. Fair Assn. Sept. 18-23. Paul Vaughn.
 Bolivar—Hardeman Co. Colored Fair Assn. Sept. 25-30. W. B. Hunt.
 Brownsville—Haywood Co. Fair. Sept. 6-9. L. M. Smith.
 Carthage—Carthage Agrl. Assn. Aug. 9-12. Stanton Hunter.
 Centerville—Hickman Co. Fair. Sept. 13-16. J. L. Flinn.
 Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 18-23. Mrs. Maude H. Atwood.
 Clarksville—Montgomery Co. Negro Fair Assn. Aug. 17-19. Pope G. Garrett Sr.
 Columbia—Maury Co. Fair & Expo. Oct. 2-7. B. H. Hardwick.
 Cookeville—Putnam Co. Agrl. Fair. Sept. 7-9. W. J. Huddleston.
 Dickson—Dickson Co. Fair Assn. Aug. 23-26. W. A. McIntire.
 Dyersburg—Dyer Co. Fair Assn. Sept. 11-16. J. H. Parker.
 Erwin—Unicoi Co. Fair Assn. Sept. 13-16. Hassell Evans.
 Franklin—Williamson Co. Fair. Aug. 28-Sept. 2. Malcolm Wakefield.
 Gainesboro—Jackson Co. Fair Assn. Sept. 13-16. Anna Ruth Upchurch.
 Gallatin—Gallatin Colored Fair Assn. Aug. 24-26. Edw. V. Anthony Sr.
 Greenville—Greene Co. Fair Assn. Aug. 31-Sept. 2. Bonnabelle Barkley.
 Harriman—Roane Co. Fair. Sept. 4-9. W. B. Stout.
 Hohenwald—Lewis Co. Fair. Aug. 21-26. James P. Hume.
 Huntington—Carroll Co. Fair. Sept. 25-30. J. F. Walters.
 Jackson—Madison Co. A. & M. Fair. Sept. 18-23. J. E. McNeely.
 Jackson—West Tenn. District Fair. Sept. 11-16. A. U. Taylor.
 Jamestown—Fentress Co. Fair Assn. Sept. 7-9. P. G. Crooks.
 Jonesboro—Washington Co. Fair Assn. Sept. 6-9. Mrs. Paul A. Dillow.
 Kingsport—East Tenn. District Fair. Aug. 21-26. A. B. Coleman.
 Knoxville—Tenn. Valley Fair. Sept. 11-16. Pat W. Kerr.
 Lawrenceburg—Middle Tenn. District Fair. Sept. 25-30. Hiram Holsford.
 Lebanon—Wilson Co. Fair. Sept. 13-16. A. W. McCartney.
 Lebanon—Wilson Co. Colored Fair. Sept. 21-23. W. T. Bernard.
 Lexington—Henderson Co. Colored Fair. Sept. 18-23. Prof. C. C. Bond.
 Madisonville—Monroe Co. Fair. Sept. 4-9. Clyde N. Taylor.
 Manchester—Coffee Co. Fair Assn. Sept. 21-23. David W. Shields.
 Memphis—Mid-South Fair. Sept. 21-30. Wallace Wiltmer.
 Nashville—Tennessee State Fair. Sept. 18-23. Louis E. Griffin.
 Newport—Cocke Co. Fair Assn. Sept. 27-30. Jack Vinson.
 Oneida—Scott Co. Fair. Aug. 31-Sept. 2. E. C. Terry.
 Ottway—Greenville—Ottway-Greene Co. Fair. Sept. 20-23. Mary M. Chapman, Greenville.
 Pulaski—Giles Co. Fair. Sept. 11-16. J. O. Robinson.
 Rogersville—Hawkins Co. 4-H Club Fair. Sept. 27-30. Ralph Testerman.
 Sparta—White Co. Fair Assn. Sept. 13-16. T. Stanton Hale.
 Spencer—Van Buren Co. Fair. Sept. 7-9. H. L. Hollingsworth.
 Tracy City—Grundy Co. Fair Assn. Aug. 24-26. E. J. Cunningham.
 Trenton—Gibson Co. Fair. Sept. 5-9. John R. Wade.
 Trenton—Gibson Co. Colored Fair Assn. Sept. 11-16. R. L. Radford.
 Westmoreland—E. Sumner Co. Fair. Sept. 9-10. Miss Gustine Simmons.
 Woodbury—Cannon Co. Fair Assn. Sept. 14-16. Mrs. James H. Cummings.

TEXAS

Ablene—West Texas Fair Assn. Sept. 25-30. John Womble.
 Amarillo—Tri-State Fair. Sept. 18-23. Rex B. Baxter.
 Angleton—Brazoria Fair Assn. Oct. 10-14. L. E. Baumgarner.
 Beaumont—South Texas State Assn. Oct. 19-26. Karl D. Schwartz.

Bellville—Austin Co. Fair Assn. Oct. 12-14. Mrs. Anita Coker.
 Bowie—Montague Co. Fair Assn. Sept. 21-23. Virgil Blair.
 Brenham—Washington Co. Fair Sept. 21-23. Mrs. Robert Lange.
 Bridgeport—Wise Co. Fair. Sept. 13-16. Mrs. Cecil Bullard.
 Caldwell—Burleson Co. Fair Assn. Oct. 5-7. John J. Toupal.
 Carthage—Panola Co. Fair Assn. Last week in Sept. F. E. Roberts.
 Center—Shelby Co. Fair Assn. Oct. 3-7. Guy Cowser.
 Childress—Greenbelt Fair. Sept. 13-16. O. B. O'Dell.
 Cleburne—North Central Texas Fair & Rodeo. Sept. 4-9. Lombard Reid.
 Clifton—Central Texas Fair. Sept. 28-Oct. 1. L. E. Tennison.
 Corsicana—Corsicana Livestock & Agrl. Show. Sept. 26-30. Herman Brown.
 Crockett—Houston Co. Fair. Sept. 26-30. E. B. McLeary.
 Dallas—State Fair of Texas. Oct. 7-22. James H. Stewart.
 Fredericksburg—Gillespie Co. Fair Assn. Aug. 18-20. Max O. Reinbach.
 Gainesville—Cooke Co. Fair Assn. Sept. 4-9. P. H. Teague.
 Giddings—Lee Co. Fair Assn. Oct. 12-14. M. F. Kieke.
 Harlingen—Valley Mid-Winter Fair. Nov. 18-25. Ed Slaughter.
 Hempstead—Waller Co. Fair Assn. Sept. 21-23. S. E. Mayo, Waller, Tex.
 Huntsville—Walker Co. Fair Assn. Oct. 3-7. Maurice E. Turner.
 Iowa Park—Texas-Okla. Fair. Oct. 2-7. Dr. Gordon G. Clark.
 Jacksonville—Am. Legion Cherokee Co. Fair. Oct. 10-14.
 Johnson City—Blanco Co. Fair. Aug. 4-5. Andy M. Griffin.
 Jourdan—Atascosa Co. Fair Assn. Oct. 19-21. Leon F. Steinle.
 Kingsville—South Texas Fair & Expo. Nov. 7-12. R. C. (Tommy) Tompkins.
 La Grange—Fayette Co. Fair Assn. Oct. 5-7. Guy L. McCraw.
 Lamesa—Dawson Co. Fair Assn. Sept. 27-30. Connally Baldwin.
 Levelland—Hockley Co. Fair Assn. Sept. 21-23. Sam Billingsley.
 Liberty—Trinity Valley Expo. Oct. 18-21. Mrs. John Gravelch.
 Livingston—Polk Co. Fair Assn. Oct. 11-13. John W. Etheredge.
 Lubbock—Panhandle South Plains Fair Assn. Oct. 2-7. A. B. Davis.
 Lufkin—Texas Forest Festival. Sept. 25-30. Herman Brown.
 Marshall—Central East Texas Fair. Sept. 18-23. Joe L. Mock.
 Nacogdoches—Nacogdoches Co. Fair. Sept. 20-23. John J. Rudisill.
 McKinney—Collin Co. Fair. Oct. 3-6. Paul Hardin.
 Mesquite—Mesquite Fair Assn. Sept. 19-23. E. H. Hanby.
 New Braunfels—Comal Co. Fair Assn. Sept. 29-Oct. 1. Edwin W. T. Staat Jr.
 Palestine—Anderson Co. Fair. Early in Oct. C. O. Miller Jr.
 Pampa—Top of Texas Fair. Aug. 9-12. E. O. Wedgeworth.
 Paris—Lamar District Fair Assn. Aug. 28-Sept. 2. Roy Anderson.
 Pecos—Pecos Rodeo & Fair Assn. Oct. 5-7. Alton Hughes.
 Rosenberg—Fort Bend Co. Fair Assn. Oct. 5-8. George H. Lee.
 Richardson—Richardson Community Fair. Aug. 23-26. Mrs. J. W. Belle.
 Shamrock—State Line Free Fair. Sept. 13-15. R. F. (Bob) Douglas.
 Texarkana—Four States Fair. Sept. 16-23. L. E. Gilliland.
 Temple—Cen-Tex Fair. Sept. 19-23. W. W. Wendland.
 Texas City—Fat Stock Show & Expo. Nov. 1-5. W. J. Peterson.
 Tomball—Harris Co. Fair Assn. Sept. 14-16. L. L. Cox.
 Tyler—East Texas Fair. Sept. 11-16. C. R. Heaton.
 Waco—Greater Southwest Fair. Oct. 24-29. Tommy Stevens.
 Wharton—Wharton Co. Fair. Sept. 26-30. H. Charles Koehl Jr.
 Woodville—Tyler Co. Memorial Fair. Oct. 11-14. Mrs. Dessa Walker.

UTAH

Coalville—Summit Co. Fair. Aug. 24-26. Earl Peterson.
 Deseret—Millard Co. Fair. Aug. 11-12. Cecil Warner.
 Duchesne—Duchesne Co. Fair. Sept. 1-2.
 Heber—Wasatch Co. Fair. Aug. 18-19. Mrs. Catherine Moulton.
 Kayville—Davis Co. Fair. Aug. 25-26. Shirl Bishop.
 Logan—Cache Co. Fair & Rodeo. Aug. 24-26. M. R. Hovey.
 Manti—Sanpete Co. Fair. Aug. 3-5. Mrs. Arta Ottosen, Sterling, Utah.
 Morgan—Morgan Co. Fair. Sept. 1-3. Peter Evans.
 Murray—Salt Lake Co. Fair. Aug. 23-25. Mae Bello, Salt Lake City.
 Nephi—Juab Co. Fair Assn. Sept. 7-9. J. E. Worthington.
 Ogden—Ogden Livestock Show. Nov. 11-15. E. J. Fjeldsted.
 Parowan—Iron Co. Fair. Aug. 31-Sept. 2. Howard Dalley, Summit, Utah.
 Richfield—Sevier Co. Fair. Aug. 24-26. Ernest R. Anderson.
 Salt Lake City—Utah State Fair. Sept. 15-23. J. A. Theobald.
 Tooele—Tooele Co. Fair. Sept. 2-4. Oren Probert.
 Tremonton—Box Elder Co. Fair Assn. Aug. 31-Sept. 2. Edna Tanner, Brigham City, Utah.

VERMONT

Barton—Orleans Co. Fair Assn. Aug. 17-19. Mrs. Dave Gallup, Orleans, Vt.
 Essex Junction—Champlain Valley Expo. Aug. 28-Sept. 2. H. K. Drury.
 Hartland—Hartland Fair. Aug. 23-25. M. P. Rogers, Woodstock, Vt.
 Lyndonville—Caledonia Co. Fair Assn. Aug. 24-26. A. E. Donahue.
 Rutland—Rutland Fair. Sept. 4-9. Arthur B. Porter.

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Tunbridge—Union Agrl. Assn. Week of Sept. 20. Edw. R. Flint.

VIRGINIA
Amherst—Amherst Co. Fair Assn. Third week in Oct. W. M. Gannaway.
Bland—Bland Co. Fair. Sept. 7-9. T. E. Mallory.
Chase City—Mecklenburg Co. Fair Assn. Oct. 10-14. Garland E. Moss.
Chesterfield—Chesterfield Co. Fair. Sept. 21-23. D. W. Murphy.
Covington—Alleghany Co. Fair. Sept. 11-16. Robert E. Sydenstricker.
Danville—Danville Fair Assn. Sept. 26-30. B. F. Barr.
Dungannon—Scott Co. Fair Assn. Sept. 13-16. Charles W. Compton. Wood, Va.
Farmville—Five-County Fair Assn. Sept. 18-23. J. C. Brickert.
Fincastle—Botecourt Co. Fair Assn. Sept. 18-23. Mrs. F. D. Thomas.
Fredericksburg—Fredericksburg Agrl. Fair. Sept. 11-19. J. Eugene Rowell.
Galax—Galax Agrl. & Indust. Fair. Aug. 21-26. J. I. Palmer.
Grundy—Buchanan Co. Fair Assn. Aug. 21-26. S. D. Woods.
Harrisonburg—Rockingham Co. Fair Assn. Aug. 22-25. Len Hollomon.
Keller—Eastern Shore Fair Assn. Aug. 28-Sept. 2. J. Milton Mason.
Luray—Page Co. Fair. Aug. 21-26. S. Frank Rosser.
Lynchburg—Lynchburg Agrl. Fair Assn. Aug. 28-Sept. 2. L. H. Schroder.
Lynchburg—Campbell Co. Am. Legion Fair. Aug. 14-19. S. J. Thompson. Rustburg, Va.
Manassas—Manassas Fair Assn. Sept. 3-4. J. M. Baucum.
Martinsville—Henry Co. Fair Assn. Sept. 11-16. O. B. Hensley.
Martinsville—Martinsville Colored Agrl. Fair. Sept. 4-9. S. H. Balden.
New Castle—Craig Co. Fair. Sept. 6-9. L. Y. Fields.
Pennington Gap—Lee Co. Fair. Week of Sept. 4. R. C. Carter. Blacksburg, Va.
Petersburg—Petersburg Fair. Oct. 9-14. R. Willard Eanes.
Richmond—Atlantic Rural Expo. Sept. 28-Oct. 7. J. A. Mitchell.
Roanoke—Roanoke Fair. Aug. 28-Sept. 2. Leo Peysr.
South Boston—Hallfax Co. Fair Assn. Oct. 10-14. W. W. Wilkins.
Staunton—Virginia State Fair. Sept. 1-9. C. B. Ralston.
Suffolk—Tidewater Fair Assn. Oct. 17-20. H. C. Holman.
Tasley—Central Agrl. Fair Assn. Aug. 22-26. Levi T. Finney, R.F.D., Melfa, Va.
Tazewell—Tazewell Co. Am. Legion Fair. Aug. 15-19. Herbert Ward.
Warsaw—Northern Neck Fair Assn. Sept. 4-9. L. F. Altaffer.
Waverly—Sussex Co. Fair. Oct. 23-28. Phillip Harcum.
Weirwood—Central Northampton Fair. Oct. 8-11. C. N. McCune, Box 136, Chesapeake, Va.
West Point—Tidewater Fair Assn. Sept. 11-16. B. C. Graves. Providence Forge, Va.
Woodstock—Shenandoah Co. Fair Assn. Aug. 29-Sept. 2. D. H. Garman.

WASHINGTON
Battle Ground—Clark Co. Fair Assn. Aug. 24-26. Arthur P. Kuhn. Vancouver, Wash.
Bremerton—Kitsap Co. Fair Assn. Aug. 24-27. Clifford Beck.
Cathlamet—Wahkiakum Co. Fair Assn. Sept. 7-9. H. O. Weyrich.
Centralia—Southwest Wash. Fair. Aug. 24-27. Arthur W. Ehret.
Colfax—Whitman Co. Fair Assn. Sept. 15-17. Troy Lindley.
Coville—Northeastern Wash. District Fair. Sept. 14-17. Dorothy Ross.
Davenport—Lincoln Co. 4-H Club Fair Assn. Sept. 7-9. C. Ross Trout.
Dayton—Columbia Co. Fair. Sept. 8-10. W. G. Hughes.
Deer Park—Tri-County Fair Assn. Sept. 7-10. Frances Haden.
Ellensburg—Kittitas Co. Fair. Sept. 2-4. P. B. Schnebley.
Elma—Grays Harbor Co. Fair. Aug. 18-20. Ed Schafer. Aberdeen, Wash.
Goldendale—Klickitat Co. Fair Assn. Sept. 8-10. Charles Gronewald.
Kennewick—Benton Co. Fair Assn. Aug. 18-20. K. F. Thompson.
Langley—Island Co. Fair Assn. Aug. 25-27. Benj. M. Herring.
Longview—Columbia Empire Fair. Aug. 30-Sept. 2. Preston Varney.
Lynden—North Wash. District Fair. Aug. 17-19. A. L. Lawyer.
Monroe—Evergreen State Fair. Sept. 6-10. Paul Hollomon. Snohomish, Wash.
Moses Lake—Grant Co. Fair. Sept. 8-10. George E. Dougherty.
Mount Vernon—Skagit Co. 4-H Fair. Aug. 23-26. Julia Tewart.
Newport—Pend Oreille Co. Fair. Sept. 7-9. R. E. Hupp.
Odessa—Lincoln-Adams-Grant Co. Fair & Rodeo. Aug. 25-27. T. C. Anderson.
Olympia—Thurston Co. 4-H Fair. Aug. 31-Sept. 2. Phil Aspinwall.
Pomeroy—Garfield Co. Fair Assn. Sept. 15-17. J. C. McCabe.
Port Angeles—Clallam Co. Fair Assn. Aug. 24-27. Fd R. Hagerty.
Puyallup—Western Wash. Fair Assn. Sept. 16-24. J. H. McMurray.
Republic—Ferry Co. Grange Fair Assn. Sept. 8-10. G. M. Wilcox. Malo, Wash.
Walla Walla—Southeastern Wash. Fair. Sept. 1-4. Leslie L. Stewart.
Waterville—North Central Wash. Fair. Sept. 15-17. G. Mertun Dick.
Yakima—Central Wash. Fair. Sept. 27-Oct. 1. J. Hugh King.
Akima—Wash. State 4-H Club Fair. Sept. 27-Oct. 1. Charles T. Meenach, Pullman, Wash.

WEST VIRGINIA
Bellington—Bellington Festival & Fair. Sept. 13-16. Donald E. Wilmoth.
Berkeley Springs—Morgan Co. Fair Assn. Aug. 31-Sept. 2. O. B. Weber.
Charleston—W. Va. Agrl. & Indust. Fair. Sept. 2-10. T. H. McGovern.
Clay—Clay Co. Fair. Aug. 21-26. R. L. Taubert.
Daybrook—Clay District Fair. Sept. 14-18. Mrs. Scott Bunner, R.F.D. 2, Fairview, W. Va.
Gassaway—Lions' Club Community Fair. Aug. 14-19. Karl O. Skidmore.
Glensville—Gillmer Co. Fair. Aug. 9-12. C. W. Marsh.
Grafton—Taylor Co. Fair Assn. Aug. 29-Sept. 2. Ellen Jane Wiseman.
Helvetia—Helvetia Community Fair. Sept. 15-16. Mrs. James McNeal.
Huntington—KYOWVA Fair Corp. Aug. 13-19. James T. Hetzer.
Lewisburg—Ronveverte—State Fair of W. Va. Aug. 21-26. C. T. Sydenstricker, Lewis.
Marlinton—Pocahontas Co. Fair. Aug. 14-18. Fred C. Allen.
Moundsville—Marshall Co. Fair. Aug. 16-19. C. B. Allman.
Parkersburg—Wood Co. Fair Assn. Aug. 23-26. J. Phil Cramer.
Petersburg—Tri-County Fair Assn. Sept. 13-15. J. Justin Barger.
Phillippi—Barbour Co. Street Fair Assn. Sept. 20-23. Mrs. Dane Moore.
Rivesville—Paw Paw District Fair. Aug. 21-26. William L. Coogle.
Summersville—Nicholas Co. Fair Assn. Aug. 7-12. James S. King, Mt. Nebo, W. Va.
Sutton—Braxton Co. Fair Assn. Aug. 28-Sept. 2. Earle Morrison.
Webster Springs—Webster Co. Fair Assn. Sept. 4-9. Betty Hartmann.

WISCONSIN
Antigo—Langlade Co. 4-H Club Roundup. Aug. 4-6. Ira V. Goodell.
Beaver Dam—Dodge Co. Fair Assn. Sept. 7-10. Forrest Knaup.
Baraboo—Sauk Co. Agrl. Soc. Aug. 28-31. C. W. Schroeder.
Black River Falls—Jackson Co. Agrl. Soc. Aug. 28-31. Douglas J. Curran.
Bloomington—Blakes Prairie Agrl. Soc. Sept. 1-3. Robert O. Brodt.
Cedarburg—Osaukee Co. Free Fair. Aug. 8-13. Carl J. Blume, Thiensville, Wis.
Chilton—Calumet Co. Agrl. Assn. Sept. 1-4. Herbert F. Harder.
Chippewa Falls—Northern Wis. District Fair. Aug. 1-6. A. L. Putnam.
Crandon—Forest Co. Fair. Aug. 10-13. Lester Grandine, Argonne, Wis.
Darlington—Lafayette Co. Agrl. Soc. Aug. 10-13. Nellus R. Larson.
De Pere—Northeastern Wis. Fair. Aug. 17-21. R. O. Planert.
Eagle River—Vilas Co. Agrl. Soc. Aug. 25-27. Wilbur C. Reimer.
Elkhorn—Walworth Co. Agrl. Soc. Sept. 1-4. R. B. Harris.
Ellsworth—Pierce Co. Fair Assn. Aug. 23-25. H. G. Seyforth.
Elroy—Elroy Fair Assn. Aug. 11-13. Clarence Gerken.
Eau Claire—Eau Claire Co. Junior Agrl. Soc. Aug. 7-10. Carl M. Johnson.
Fond du Lac—Fond du Lac Co. Agrl. Soc. Aug. 9-13. H. J. Willis.
Friendship—Adams Co. Agrl. Soc. Sept. 14-17. Robert W. Roseberry.
Galesville—Trempealeau Co. Fair. Aug. 3-6. Frank M. Smith.
Gays Mills—Crawford Co. Fair. Sept. 7-10. Leonore M. Feldman, Prairie du Chien, Wis.
Gillet—Oconto Co. Youth Fair. Aug. 18-20. Otto Neuman.
Glenwood City—St. Croix Co. Fair Assn. Aug. 7-9. George Steffen.
Grantsburg—Burnett Co. Fair Assn. Aug. 4-26. Milton I. Jensen.
Green Lake—Green Lake Co. Jr. Free Fair. Aug. 4-6. Francis J. Ptacek.
Hayward—Sawyer Co. Fair Assn. Sept. 1-3. Sherman W. Weiss.
Iron River—Bayfield Co. Fair. Aug. 25-27. R. J. Holvenstot, Washburn, Wis.
Janesville—Rock Co. 4-H Fair Assn. Aug. 9-13. Roy T. Glasco.
Jefferson—Jefferson Co. Fair. Aug. 2-6. Horace L. Burl.
La Crosse—La Crosse Interstate Fair. Aug. 9-13. Joseph W. Frisch.
Ladysmith—Rusk Co. Free Fair. Aug. 21-24. P. J. Manning.
Lancaster—Grant Co. Agrl. Soc. Aug. 24-27. A. S. DeBuhr.
Lodi—Lodi Union Agrl. Soc. Sept. 22-24. Roy E. Flisk.
Luxemburg—Kewaunee Co. Agrl. Assn. Sept. 1-4. Elroy C. Hoppe.
Manitowoc—Manitowoc Co. Fair. Aug. 23-27. A. P. Rank.
Marinette—Marinette Co. Fair Assn. Aug. 11-13. Victor H. Quick.
Marshfield—Central Wis. State Fair. Sept. 3-7. W. A. Uthmeier.
Mauston—Juneau Co. Agrl. Soc. Aug. 24-27. H. E. Rynearson.
Medford—Taylor Co. Youth Fair. Aug. 17-20. Carl Zoerb.
Menomonie—Dunn Co. Fair. Aug. 9-13. Lyle C. Pollock.
Merrill—Lincoln Co. Free Fair. Aug. 7-10. William Steckling.
Milwaukee—Wisconsin State Fair. Aug. 19-27. Jack Reynolds.
Mineral Point—Southwestern Wis. Fair Assn. Sept. 1-4. C. L. Winn.
Mondovi—Buffalo Co. Agrl. Soc. Aug. 24-27. George Britton.
Monroe—Green Co. Agrl. Soc. July 27-30. William A. Brown.
Neillsville—Clark Co. Agrl. Soc. Aug. 17-20. Harold Huckstead.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 1. Taylor G. Brown.
Phillips—Price Co. Agrl. Assn. Aug. 24-26. L. F. Wiemer.
Piatteville—Badger State Fair. Aug. 18-21. W. G. Pitts.
Plymouth—Sheboygan Co. Fair. Sept. 1-4. W. H. Eldridge.
Portage—Columbia Co. Fair Assn. July 27-30. Harold J. Lochner.
Rhinelander—Hodag Fair. Aug. 14-16. Jess Reed.
Rice Lake—Barron Co. Fair Assn. Aug. 17-20. Harry F. Moors.
Richland Center—Richland Co. Agrl. Assn. Sept. 14-17. R. H. Dingle.
Rosholt—Rosholt Free Community Fair Assn. Sept. 2-4. R. L. Wrolstad.
St. Croix Falls—Polk Co. Fair. Sept. 8-10. W. R. Vesina.

Saxon—Iron Co. Fair Assn. Aug. 25-27. Anne L. Skaja, R. 1, Harley, Wis.
Seymour—Outagamie Co. Fair Assn. Aug. 3-8. Michael Burns.
Shawano—Shawano Co. Fair. Sept. 1-4. Louis W. Cattenau.
Silinger—Washington Co. Fair. July 27-30. E. E. Skallskey, West Bend, Wis.
Spooner—Washburn Co. Junior Fair. Aug. 14-16. W. H. Dougherty.
Stoughton—Dane Co. Junior Fair. July 21-23. B. F. Schaefer.
Sturgeon Bay—Door Co. Fair Assn. Aug. 24-27. John H. Miles.
Superior—Tri-State Fair. Aug. 15-20. Max H. Lavine.
Tomah—Monroe Co. Fair Assn. Aug. 4-7. C. C. Hille.
Union Grove—Racine Co. Agrl. Soc. Aug. 25-27. A. E. Dittbrenner, Rochester, Wis.
Viroqua—Vernon Co. Fair. Sept. 20-24. Oren G. Johnson.
Wausau—Wisconsin Valley Fair. Aug. 8-13. H. A. Kiefer.
Wautoma—Waushara Co. Fair Assn. Aug. 24-27. H. N. Hoferbecker.
Webster—Central Burnett Co. Fair. Aug. 29-Sept. 1. Chuck Adams.
Westfield—Marquette Co. Agrl. Assn. Aug. 4-6. B. J. Connors, Montello, Wis.
Weyauwega—Waupaca Co. Agrl. Soc. Sept. 14-17. A. A. Stroscheln.
Wilmot—Kenosha Co. Fair Assn. Aug. 10-13. Henry S. Frank.

WYOMING
Afton—Lincoln Co. Fair. Aug. 25-26. Orrin Jenkins.
Basin—Big Horn Co. Fair. Aug. 20-23. Dr. M. B. Walker.
Buffalo—Johnson Co. Fair. Aug. 22-24. William B. Long.
Casper—Central Wyoming Fair. Aug. 16-19. R. S. (Bob) Latta.
Cheyenne—Western Plains Fair. Aug. 24-26. John F. Noyes.
Douglas—Wyoming State Fair. Aug. 30-Sept. 2. Earl W. Farnsworth.
Gillette—Campbell Co. Fair Assn. Aug. 24-26. Melvin E. Lynch.
Lander—Fremont Co. Fair. Aug. 24-26. W. L. Duncan.
Lusk—Niobrara Co. Fair. Aug. 17-19. Dr. Walter E. Reckling.
Newcastle—Western Gateway Fair & Rodeo. Aug. 18-19. Garth D. Percival.
Powell—Park Co. Fair Assn. Aug. 20-22. Paul McCalmon.
Rawlins—Carbon Co. Fair. Aug. 23-26. George E. Cooke.
Sundance—Crook Co. Fair. Aug. 24-26. Willie Keyser.
Torrington—Goshen Co. Fair & Rodeo. Aug. 23-25. E. P. Perry.

CANADA
ALBERTA
Benalto—Benalto Agrl. Soc. July 18-19. George Richardson.
Calgary—Calgary Exhn. & Stampede. July 10-15. J. Charles Yule.
Camrose—Camrose Agrl. Soc. Aug. 7-9. J. E. Stuart.
Edmonton—Edmonton Exhn. July 17-23. Barbara E. Bannerman.
Lamont—Lamont Agrl. Soc. Aug. 8-9. M. Sloboda.
Lethbridge—Lethbridge & Dist. Exhn. & Rodeo. June 26-28. C. E. Parry.
Lousana—Lousana Agrl. Soc. Aug. 16. Mrs. G. M. Green.
Medicine Hat—Medicine Hat Exhn. & Stampede. July 6-8. Joe Marsh.
Olds—Olds Agrl. Soc. Aug. 11-12. R. G. Habkirck.
Red Deer—Red Deer Agrl. Soc. Aug. 3-5. D. W. Robertson.
Smoky Lake—Smoky Lake Agrl. Soc. Aug. 18-19.
Vegreville—Vegreville Exhn. July 31-Aug. 2. E. F. Morton.
Vermilion—Vermilion Exhn. July 27-29. S. Carl Heckbert.
Westlock—Westlock Agrl. Soc. Aug. 8-9. R. Smith.

BRITISH COLUMBIA
Chilliwack—Chilliwack Agrl. Assn. Sept. 6-8. Ian T. Hepburn.
Port Alberni—Alberni District Fair. Aug. 24-26. James Sawyer.
Vancouver—Pacific National Exhn. Aug. 23-Sept. 4. V. Ben Williams.

MANITOBA
Brandon—Provincial Exhn. of Man. July 3-7. Sydney C. McLennan.
Carberry—Carberry Agrl. Soc. July 13-14. H. L. Dempsey.
Carman—Dufferin Agrl. Soc. July 13-15. Daniel G. Saunders.
Dauphin—Dauphin Agrl. Soc. July 24-26. J. A. Ringstrom.
Morris—Morris Agrl. Soc. July 4-5. J. G. Friesen.
Portage la Prairie—Portage Indust. Exhn. July 10-12. Keith Stewart.
Russell—Russell Agrl. Soc. July 20-21. J. A. Burgess.
Swan River—Swan River Agrl. Soc. July 27-28. S. J. Wray.

NEW BRUNSWICK
Albert—Albert Fair. Sept. 20-21. Andrew Stuart.
Chatham—Miramichi Agrl. Exhn. Assn. Sept. 4-9. C. K. McKnight.
Fredericton—Fredericton Exhn. Sept. 2-9. W. R. Crowdon.
Gagetown—Queens Co. Fair Assn. Sept. 12-14. Fred Hyatt.
Port Elgin—Port Elgin Agrl. Soc. Sept. 26-27. Carl C. Allen, Melrose, N. B.
Saint Stephen—St. Stephen Exhn. Aug. 21-28. W. T. Seyroid.
South Bathurst—Gloucester Co. Exhn. Sept. 19-22. Allison Branch.
Stanley—Stanley Fair. Aug. 29-Sept. 1. T. Allan Best.

NOVA SCOTIA
Antigonish—Antigonish Co. Agrl. Soc. Sept. 12-13. J. M. Grant.

Bridgewater—Lunenburg Co. Exhn. Sept. 20-29. W. J. Crouse.
 Caledonia—Queens Co. Fair. Sept. 19-22. G. R. Chute.
 Digby—Digby Co. Agrl. Soc. Sept. 13-14. H. E. Chisholm, Bear River, N. S.
 Lawrencetown—Annapolis Co. Exhn. Sept. 19-22. B. E. Finigan.
 Musquodoboit—Halifax Co. Exhn. Sept. 19-21. George S. Dickey.
 North Sydney—Cape Breton Co. Exhn. Sept. 4-8. Charles Munn.
 Oxford—Cumberland Co. Exhn. Sept. 12-15. Claude Thompson.
 Pictou—Pictou & N. Colchester Exhn. Sept. 4-7. J. J. Rose.
 Shelburne—Shelburne Co. Agrl. Soc. Sept. 20-22. F. W. Bower, Lower Ohio, N. S.
 Truro—Central N. S. Exhn. Aug. 29-Sept. 1. A. B. Banks.
 Windsor—Hants Co. Agrl. Soc. Sept. 12-15. J. Watson Maxner.
 Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 5-8. Ainsiee Smith.

ONTARIO

Beachburg—North Renfrew Agrl. Soc. Sept. 6-8. Mrs. Mabel Kenny.
 Elmvale—Fins Agrl. Soc. Sept. 18-20. Alice M. Smith.
 Fort William—Canadian Lakehead Exhn. Aug. 7-12. Wilfred Walker.
 Galt—South Waterloo Agrl. Soc. Sept. 21-23. Hugh C. Elliott.
 Lansdowne—Lansdowne Agrl. Soc. Aug. 28-30. L. W. Moxley.
 Leamington—Leamington Agrl. Soc. Sept. 25-30. J. S. Walker.
 Lindsay—Lindsay Central Exhn. Sept. 19-23. Bert L. McLean.
 London—Western Fair. Sept. 11-16. W. D. Jackson.
 Markham—Markham Fair. Oct. 5-7. R. H. Crosby.
 Ottawa—Central Can. Exhn. Aug. 21-26. H. H. McElroy.
 Peterboro—Peterboro Exhn. Aug. 21-26. G. A. Gillespie.
 Renfrew—South Renfrew Agrl. Soc. Sept. 12-15. John F. Burwell.
 Simcoe—Norfolk Co. Fair. Oct. 3-7. Harold I. Pond.
 Tillsonburg—Tillsonburg Agrl. Soc. Sept. 19-21. Jack M. Climie.
 Toronto—Canadian National Exhn. Aug. 25-Sept. 9. Elwood A. Hughes.
 Welland—Welland Co. Agrl. Soc. Sept. 12-16. Gordon K. Brown.

PRINCE EDWARD ISLAND

Charlottetown—P.E.I. Provincial Exhn. Aug. 14-19. H. J. Kennedy.

QUEBEC

Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 24-26. M. B. Corey, Hatley, Que.
 Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 7-9. R. K. Edey.
 Bedford—Missisquoi Agrl. Soc. Aug. 31-Sept. 2. Paul Omer Roy.
 Brome—Brome Co. Agrl. Soc. Sept. 4-6. George A. McClay.
 Chapeau—Chapeau Agrl. Soc. Sept. 18-20. Irvine P. Cahill.
 Chicoutimi—Chicoutimi Agrl. Soc. Aug. 23-27. Roland Hebert.
 Cookshire—Compton Co. Agrl. Soc. Aug. 21-23. W. S. J. Hodgman, Birchton, Que.
 Drummondville—Drummond Agrl. Soc. Aug. 4-6. J. H. Charpentier, L'Avenir, Que.
 Gently—Nicolet Co. Agrl. Soc., Div. B. Aug. 7-8. Roger Hoult.
 Granby—Granby Hort. Soc. Sept. 8-10. Loran G. Ball.
 Huntingdon—Huntingdon Agrl. Soc., Div. A. Aug. 31-Sept. 1. John Smail.

Inverness—Meganthe Agrl. Soc., Div. A. Sept. 5-6. C. W. McVetty.
 Isle-Verte—Riviere-du-Loup Agrl. Soc. Aug. 15-17. Joseph M. Marquis.
 Maniwaki—Gatineau Co. Agrl. Soc., Div. B. Sept. 11-13. Mme. Palma Jeanis.
 Marbleton—Wolfe Agrl. Soc., No. 1. Aug. 14-16. Raymod Thibodeau.
 Montmagny—Montmagny Agrl. Soc. Aug. 17-20. Paul Carignan.
 Papineauville—Papineau Agrl. Soc. Aug. 4-5. J. N. Frappier, Piaisance, Que.
 Quebec City—Quebec Provincial Expo. Sept. 1-10. Emery Boucher.
 Richmond—Richmond Co. Agrl. Soc. Aug. 17-19. Antoniette Linahan.
 Rimouski—Rimouski Agrl. Soc. Aug. 22-26. Gerard Hupe.
 Roberval—Roberval Fair. July 27-30. Bernard Levesque.
 St. Alexandre—Iberville Agrl. Soc. Sept. 8-10. Jean Brault.
 St. Bruno—Chambly Agrl. Soc. Aug. 23-24. Jean Hardy, Longueuil.
 Saint Francois-du-Lac—Yamaska Agrl. Soc. Aug. 14-16. Alex. Trudeau.
 St. Hyacinthe—St. Hyacinthe Fair. Aug. 7-10. Ph. Granger.
 St. Jean—St. Jean Agrl. Soc. Sept. 2-4. J. R. St. Arnaud.
 St. Leonard—Nicolet Agrl. Soc., Div. A. Aug. 15-16. Lorenzo St. Arnaud, St. Wenceslas.
 St. Libre—Bagot Agrl. Soc. Aug. 25-26. Hilaire L'Heureux.
 St. Pascal—Kamouraska Agrl. Soc. Aug. 25-28. Alphonse Raumont.
 St. Romuald—Levis Agrl. Soc. Aug. 29-Sept. 1. Telesphore Carrier, Pintendre, Que.
 Saint Scholastique—St. Scholastique Fair. Sept. 11-14. J. Leo Beaudet.
 St. Victoire—Richelleu Agrl. Soc. Aug. 25-26. J. U. Girouard, St. Ours, Que.
 Shawville—Shawville Fair. Sept. 20-23. R. W. Hodgins.
 Sherbrooke—Sherbrooke Fair. Aug. 26-Sept. 1. Marguerite St. Pierre.
 Trois-Rivieres—Trois-Rivieres Expo. Aug. 18-27. H. Paul Martin.
 Valleyfield—Valleyfield Fair. Aug. 16-20. Camille Belliveau.
 Victoriaville—Arthabaska Expo. Aug. 10-13. J. Vincent Lanouette.
 Waterloo—Shefford Co. Agrl. Soc. Aug. 11-13. Charles H. Lefebvre.

SASKATCHEWAN

Assinibola—Assinibola Fair & Rodeo. July 3-4. Walter McMorine.
 Carnduff—Carnduff Agrl. Soc. July 20-21. C. S. Preston.
 Estevan—Estevan Agrl. Soc. July 3-4. Mrs. Ethel Dean.
 Gravelbourg—Gravelbourg Agrl. Soc. July 5-6. Mrs. M. L. Dorais.
 Humboldt—Humboldt Agrl. Soc. July 11-12. Carl Schenn.
 Lloydminster—Lloydminster Agrl. Exhn. July 24-26. George K. Ross.
 Meadow Lake—Meadow Lake Agrl. Soc. July 4-6. O. B. Young.
 Melfort—Melfort Agrl. Soc. July 20-22. J. C. Clarke.
 Moose Jaw—Moose Jaw Exhn. July 5-8. Mrs. V. Hyland.
 North Battleford—North Battleford Agrl. Soc. Aug. 7-9. N. W. Symonds.
 Prince Albert—Prince Albert Agrl. Soc. Aug. 10-12. Dan F. Kelly.
 Regina—Regina Exhn. July 31-Aug. 5. T. H. McLeod.
 Saskatoon—Saskatoon Indust. Exhn. July 24-29. S. N. MacEachern.
 Swift Current—Frontier Days Agrl. Fair & Rodeo. June 30-July 1. M. E. Dodds.
 Weyburn—Weyburn Agrl. Exhn. June 30-July 1. Royden Schultz.
 Yorkton—Yorkton Agrl. Exhn. July 17-19. Antoinette Drahtenza.

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 JUNE 16TH UNTIL
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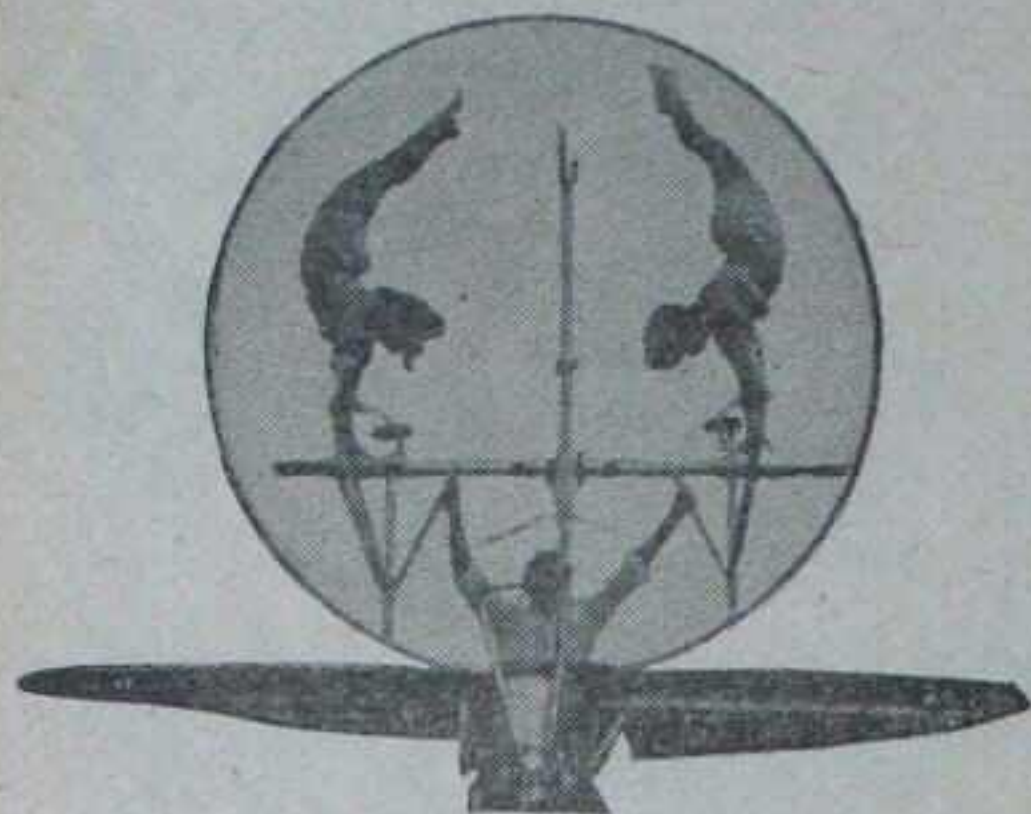
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Moose Jaw, Sask., Annual's Exhibit Space Sold Out

MOOSE JAW, Sask., June 17.—All exhibit space has been sold out at the Moose Jaw Exhibition to be held here July 5-8. Running races, with from 50 to 70 horses expected, will be held the last two days. Fireworks will be presented the first two nights and the Travelers' Day parade is skedded for the third day.

Wetaskiwin, Alta., Ups Livestock Exhibit Space

WETASKIWIN, Alta., June 17.—Wetaskiwin Agricultural Fair here is remodeling one of its buildings to house livestock entries for this year's annual.

Dates are August 1-2.

St. Johns To Rent Coldbrook

ST. JOHNS, N. B., June 17.—St. Johns Exhibition Association named a committee recently to handle renting of the recently purchased Coldbrook Raceway plant for shows, races and ball games. Consideration is being given to resuming the fall fair this year or at least by 1951. Two large exhibit buildings will be erected and the stand will be roofed.

Wolf To Pilot Conn. Annual

WETHERSFIELD, Conn., June 17.—Rudolph G. Wolf has been named chairman of the annual Grange Fair here, scheduled for September 14-16 at Grange Hall. Assisting him will be John P. Goodale, co-chairman; Merrill R. Canfield, treasurer, and Orlo Bump, Mr. and Mrs. Claude Miller, Gerard Dubord and Jack Caulkins.

Melville Builds New Barn

MELVILLE, Sask., June 17.—Melville Agricultural Society here will build a new livestock barn to replace the one destroyed by wind last year, Rowland Williams, president, announced. Annual has built a movable grandstand, and a half-mile track is being prepped for harness racing.



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H. W. MILLER

Concession Chairman

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GIVE TO THE RUNYON CANCER FUND

Heavy Take For Strates At Norwich

Show Units Big Draw

NORWICH, Conn., June 17.—Nippy Field's dry, grassy lot and ideal weather thru the entire week in territory where work is plentiful paid off in a record-breaking gross for the James E. Strates Shows. Stand marked the org's third consecutive season here.

Heavy billing in near-by New London, former show site, drew crowds. Shows had to abandon New London when a drive-in theater was erected on the lot there. Rides did fair business, with heavy patronage for shows and paygates.

Gal Show Packs 'Em

Nate Eagle's Hollywood Midget Movie Stars came in for good biz thru numerous radio broadcasts and newspaper spreads. Jack Norman's Hollywood to Broadway Revue again came up with top takes, with Vicki Welles the big draw. Sell-out houses three times nightly, Thursday (8), Friday (9) and Saturday (10), doubled the shows' 1949 gross for the date. George Murray's Lion Thrill Arena, Irving C. Miller's Brown Skin Models, Bentley's Side Show, Doc and Betty Hartwick's Wild Life and Big Snake shows, Peter Sevich's Miracle Show and other attractions reported good takes.

New canvas arrived for Hartwick's Wild Life, as did a shipment of animals. Concessionaires with the shows not reported earlier are L. D. Powers, long range gallery, and Mr. and Mrs. Edward R. Grant, hoop-la. Visitors included Sam Prentis, CFA, New London; Mrs. Arline Corbin and daughter, Sharon, sister and niece of Mrs. K. W. McNair and her son, Bruce, who arrived from their home in Moberley, Mo., and Mrs. Eddie Rahn.

Jones Tab's Big Date at Du Bois, Pa.

Parade Builds Good Opening

DU BOIS, Pa., June 17.—Playing the hometown of the founder of the Johnny J. Jones Exposition proved lucrative for the org, with a huge crowd turning out at the local railroad station before unloading operations even began. A parade was staged Monday (12) night, with a local auto dealer supplying eight cars for the personnel of Nat Mercy's Girl Show. The local fire department, three bands, plus Jerry Jackson's band from the show, all pitched in for the parade, with the throng winding up on the show log.

The org was sponsored here by the Du Bois Volunteer Fire Department, with the committee headed by Jap Balavage. A party was held Monday night in the show's cookhouse for the local press and radio, with Mrs. Leona Carney, Bill Ross, Mr. and Mrs. Harold Grey and Hap Gillung, all of *The Courier-Express*, and Mr. and Mrs. Jason Grey and George Williams, of Station WECD joining in.

Radio Bally

Mrs. Harold Paddock and Candy Jones, daughter of Johnny J. Jones Jr., and granddaughter of Johnny J. Jones Sr., were guests of Peggy Stewart over WECD during the org's stay here, with the program devoted to (See DU BOIS BIG on page 106)

No Cups?

BINGHAMTON, N. Y., June 17.—During James E. Strates Shows' recent local stand floodlights from the org caused a number of reports of flying saucers when the lights reflected on low-hanging clouds at night. According to reports one enthusiastic newsman became excited over reports that the saucers were hanging over Devil's Elbow Hill and routed out a taxi driver and a lensman to chase the saucers.

C&W Scores Top Grosses At Uniontown

Promotion Gimmicks Aid

UNIONTOWN, Pa., June 17.—Bolstered by a free gate from 6 to 7 p.m., which helped build early evening crowds, business here last week for Cetlin & Wilson Shows was excellent. A break in the weather aided considerably.

Tie-up with a local newspaper which has a Junior Reporter Club section running daily paid off handsomely at a children's matinee Saturday (10). Show treated moppet reporters to a performance and the paper offered a prize for the best story submitted about the org. The paper ran daily pix and articles building up the children's matinee. Don C. Hayman, local newsman and former flack with the Clyde Beatty Circus, and Charles Underwood, of Station WMBS here, co-operated in plugging the shows.

The Army Air Force Band, which staged a local performance Wednesday night (7), visited the show, and Colonel Howard, band conductor, was high in his praise of the org after a turn around the midway. The band left Monday (12) for a European tour and will play the Toronto Exhibition upon its return. Colonel Howard said he would like to play with the shows during the annual dates contracted for Richmond, Va., and Spartanburg, S. C., and that he would try to arrange the matter.

Front of Raynell's Pin-Up Parade was painted here. It features a gold and white color scheme, with plenty of neon. Patrick (Boots) Riley, show painter, Bub Carr and Eddie Hill did the job.

Mich. Showmen Aid In Children's Party; Harris MSA Veepee

DETROIT, June 17.—Michigan Showmen's Association (MSA) is joining forces with Louis Stone, well-known druggist, in neighborhood party for children of the Central Detroit area June 22. Stone, nationally known for his efforts to provide community life for the youngsters of this crowded district for several years past, is sponsoring a street party, expected to draw thousands.

Robert Morrison, MSA president, is to be master of ceremonies for the event, with Secretary Paul Greely assisting operations. Program includes such features as free ice cream and the personal appearance of star players of the Detroit Tigers.

George Harris, former concessionaire, has been named third vice-president of the MSA by Morrison. Harris, a life member of the organization, succeeds Ora A. (Pop) Baker, who died suddenly last month.

Kenosha Gives Hennies Best Biz of Season

All Depts. Share in Take

LYONS, Ill., June 17.—Kenosha, Wis., played last week, yielded the Hennies Bros.' Shows, here this week, its biggest business of the season and one of the best still dates in its history.

Conditions and weather in Kenosha were ideal. As a result not only were crowds big, but spending was brisk, and every department had by far its biggest week of the season.

Employment in near-by towns, as well as in industrialized Kenosha, is high, and the customers showed no inclination to tighten their purse strings.

Agents Double as Haulers

Excellent transportation via bus helped to build crowds. Kid's matinee Saturday (10) was the best of the year, almost double the big one the previous week at Peoria. Closing night turnout also was the biggest of the year.

Engagement was sponsored by the Disabled American Veterans, and the Nash automobile plant kicked in with considerable aid. The auto company contributed trucks and plenty of "fill-in" cinders for the parking lot and the front of the midway.

Strong Advance

Shows again used concession agents to drive trucks in move to and from railroad to the show lot, when rates quoted for hauling were held too high by show execs. Paul Olsen, concession manager, pressed into service sufficient concession agents to make the three-mile haul to the lot in six hours, three less than last year, when regular haulers were used.

Kenosha publicity, handled by org's p. a., Bill Naylor, was powerful and included appearance of Motordrome riders and members of Charles Taylor's Showboat, Negro unit, on Station WLIP.

Stand here has drawn clear weather during operating hours. Rain late at night and early morning, however, muddied the lot. Biz thru the early days of the stand was light.

Dixey Enterprises Get Money With 2 Units Despite Cold

MIDLOTHIAN, Ill., June 17.—Despite a run of cool weather, Raymond C. Dixey Enterprises have been making money with their two-unit operation, Dixey, No. 1 Unit manager, said here this week. Org is playing here under police and fire departments auspices, while the No. 2 Unit, managed by Martin J. Canty, is in Gary, Ind.

Operations have been expanded over 1949 by amalgamation with McLaughlin Amusement Company and Stenson Carnival Supplies, both of Chicago. Rides are owned by McLaughlin, with Stenson supplying the concessions and Dixey operating the units.

Together the units have eight rides, including six new ones, two standard Merry-Go-Rounds, a Kiddie Sky Fighter and a Kiddie Boat Ride, all from Allan Herschell Company, and two new Ferris Wheels. Carryover rides are a Chairplane and Tilt-a-Whirl.

Free acts, booked thru Charles Zemater Agency, Chicago, are used at most spots.

Shows' route consists of sponsored dates in Northern Illinois and Indiana. Plans call for the Dixey org to shoot for fair dates next year.

Spare the Rod!

CINCINNATI, June 17.—New Brunswick, N. J., is one city which does not believe all the gossip it hears against carnival people. At least that fact was gleaned from a clipping sent to *The Billboard* this week from *The New Brunswick Daily Home News* by A. J. (Tony) Conway Jr., a circus fan. Headed "Honest Carnival Men," the piece pointed out that "when World of Mirth Shows opened here, an eight-year-old boy offered a \$50 bill at one of the stands. The operator took the bill to Bucky Allen, co-owner, of the carnival. Allen tried to question the boy, who ran away. Allen then called Officer Russ Pfeiffer, of the Franklin Township police. Pfeiffer went to work on the case and found the boy. It turned out the 'ad ha.' stolen the money from his father, and the father hadn't as yet missed it. Father and son went to see Allen and the father was given his \$50 bill. He passed a reward on to the stand operator who had first received the bill.

WOM Scores Hefty Takes At Garfield

4 of 5 N. J. Dates Click

GARFIELD, N. J., June 17.—Frank Bergen's World of Mirth Shows garnered hefty takes here for the week ending today, but the possibility of earning the top gross of the season was marred by rain on Wednesday and Thursday (14-15).

Business on opening Monday (12) and again on Tuesday, when comparatively good weather prevailed, was of record proportions for a still date. Considering the fact that rain fell steadily Wednesday night, business continued good.

The lot on River Road is easily accessible to Passaic, Clifton and Paterson, all thickly populated industrial centers.

Shows Get Dough

All units got money here with shows earning top grosses. Zorita and her girl unit seemed certain of at least a couple of \$1,000 nights. Bernard (Bucky) Allen's concessions were also getting a good play.

Bergen said that the org, which entrains tonight for a stand in Schenectady, N. Y., scored four winners in five Jersey stands. Only exception was Perth Amboy, played last week, and previously reported as good. Strangely enough Perth Amboy was the only Jersey stand played in good weather. Rain has cut in at all other dates but failed to turn them into losers.

A public wedding between Paulla Coffman, a Drome rider known as Cookie Ayres, and William Gallagher, skedded to take place in L. Harvey Cann's Motordrome Wednesday night, was considerably dampened. Carman M. Belli, mayor of Garfield, was to perform the ceremony. Drum beating for the event was handled by Gerald Snellens and Morris Lev.

Police Fete to Royal Midwest

WILLARD, O., June 17.—Royal Midwest Shows have been contracted to provide the midway at the 17th annual Police Festival here July 24-29, Bill Harris, show's general manager, announced this week. Features will include free attractions, drawings, a fireworks display and auto giveaway.

BEAMS Attractions

PLAYING AN OUTSTANDING LIST OF CELEBRATIONS AND FAIRS

Choice Pennsylvania Spots

RIMERSBURG FIREMEN'S FAIR
Parades—Fireworks—Special Events
June 26-July 1

BROOKVILLE, PA., 4TH OF JULY CELEBRATION AND FIREMEN'S FAIR
Jefferson County Fair Grounds—July 3-8
One of the biggest events in W. Pennsylvania

OAKLAND FIREMEN'S JUBILEE
JOHNSTOWN, PA., July 10-15

SOMERSET COUNTY FIREMEN'S CONVENTION
BOSWELL, PA., WEEK JULY 17-22
4 Parades—Fireworks—Sensational Free Act

THE "PUNXY" FREE FAIR
PUNXSUTAWNEY, PA., WEEK JULY 24-29
This will be one of the biggest attended fairs in the State

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

Will feature the best horse racing and Free Act program of the fair's history, including Ward Beam Thrill Show, WLS BARN DANCE, PROFESSIONAL WRESTLING.

LYCOMING COUNTY FAIR
HUGHESVILLE, PA., Aug. 7-12
6 days of outstanding events

KISKI VALLEY FREE FAIR
Grounds located between Apollo and Vandergriff (Griffo Park), week of Aug. 14-19.
An outstanding community event.

DAYTON, PA., FAIR
Week Aug. 21-26

REYNOLDSVILLE, PA., CENTENNIAL
Aug. 28-Sept. 4
An outstanding event in a prosperous community.
Parades—Fireworks—Free Acts—Special Events.

GREEN TWP. COMMUNITY FAIR
COOKPORT, PA., Sept. 12-16

Now booking concessions and shows for these events.

WRITE or WIRE M. A. BEAM or STEVE DECKER

TARENTUM, PA., this week; then as per route.

FOR SALE PRIDE OF THE WEST

The Oldest Amusement Company in the North American Continent.

All my Rides, Trucks and Show Equipment, including new Allan Herschell 36-Ft. Three Abreast, used not over 10 months and more beautiful than when it came from factory, with labor-time and equipment-saving devices that no other Merry-Go-Round has in the United States.

PRICE \$70,000.00 FOR ALL.

Terms to responsible partner with security. Pay your own phone and wire. Come and see it.

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WANT WANT WANT

FOR HILLSIDE, MD., THIS WEEK, AND KENSINGTON, MD., TO FOLLOW FOURTH OF JULY WEEK. BANDS . . . PARADE . . . CAR GIVEN AWAY SATURDAY NIGHT

Concessions of all kinds that work for stock. Want Ferris Wheel Foreman at once. Man to take charge of Kiddyland Rides. No drunks . . . please. Must be able to drive. The following people answer . . . Tom Kaslin and Short Range Gallery that was with us before. All replies to

HAYES AND FLYNN, J. AND B. SHOWS

P.S.: We carry a free act and free gate.

LIGHT PLANT SPECIAL

50 Kw. Caterpillar Diesel D-8800—50 Kw. G.E. Generator, 3 ph., 60 cy., 220 V., 4 wire. Only 1100 hrs., like new, \$4750.00. Immediate shipment. Other Plants, 350 watts to 100 kw.

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GOLDEN RULE SHOWS

Can place Hanky Panks of all kinds for good spots in Pennsylvania and New Jersey. Want Ferris Wheel Foreman. Good pay. Eddie Davis wants Agents.

WOODLYNNE, N. J., JUNE 19-24.

A. L. BLACKMON, Mgr.

Lansing Results in Good Biz for World of Pleasure

By Haviland F. Reves

LANSING, Mich., June 17.—World of Pleasure Shows, operated by John and Josephine Quinn, did good biz the week ending Sunday (11) at the Logan Street lot here under Disabled Veteran's auxiliaries auspices. With local factories, largely automotive, working two shifts, spending was good. Stand was typical of the season as a whole, with business concentrated largely in three days, Friday thru Sunday. The Quinns' business has about equalled last year's, altho Muskegon, played the week prior to the local stand, was hurt by cold weather. Shows opened April 15 at Wyandotte and, excepting a week at Lima, O., has shown only Michigan towns.

Major additions to personnel this season include Harry Harris as promotion and advance man, and Al Davis, formerly of Eastwood Park, as scenic artist. Charles Schafer, who was advance man for several years, is now at his Toledo home, recuperating from an operation.

Hell's Belles, illusion show, contributes much flash to the lot. Other additions include Sayres' Motordrome and a Kiddie Auto ride. The Sensational Meteors, two-person swaypole act, is the free attraction.

Promotion has been stepped up, with emphasis placed on radio tie-ups. Typical deal is a tie-in with a local quiz show—picking the top-rated midway show, and giving six tickets away daily as prizes, each good on a dozen rides and shows. Result is plenty of special mentions on the air as the prizes and winners are announced. Org also is pushing weekly Saturday children's matinees, with a boy's bicycle and a girl's bicycle as top prizes.

Personnel includes:

Staff

John Quinn, owner-manager; Mrs. Josephine Quinn, co-owner and secretary; John Moran, general superintendent; Harry Harris, general agent; Clinton Lowery, billposter; Harold Risch, electrician; James Jones, assistant; O. B. Bauer, carpenter; Al Davis, scenic artist; William Dunn, mechanic; Mrs. Frances Moran, front gate and The Billboard sales agent; John Brown, night watchman. Ray (Pats Norton) Nathansen, superintendent of transportation.

Rides

Merry-Go-Round, William Weekly Jr., foreman; Tom Papclak, boat ride, Charles Kain, foreman; kiddie Auto, William Madden, foreman; Ferris Wheel, O. B. Bauer, foreman; Tilt-a-Whirl, Sam Gregory, foreman; Francis Barker; Caterpillar, John Vanderweg, foreman; Sam Switzer; Octopus, William Weekly Sr., foreman; Robert Weekly; Little Dipper, Melvin Whalon, foreman; John Chapman. Cashiers: Vern Whalon, boats; Leda Vanderweg, Merry-Go-Round; William Thatcher, Ferris Wheel; Rilla Weekly, Tilt-a-Whirl; Mrs. Sallows, Octopus; Elizabeth Weekly, Caterpillar; Pauline Dunn, Little Dipper.

Shows

Shows and operators: Hell's Belles, A. W. McAskill; Monkey Circus, Harry Fee; Motordrome, Curly Sayres; Orchid Revue, Fred Miller; Parisian Follies, Jahala Miller; Posing Show, Clementine Coffey; Animal Show, W. Cottrell; Funhouse, Paul Townes. Show personnel—Beatrice Fee, assistant, Monkey Circus; Jack Davy and Jimmy Sayres, riders; Billy Kibler, talker; Pete Kuropatsky, tickets, Motordrome.

French Follies, Mariene West, Nancy Lewis, Louise Elliott and Norma Mason, cast; Billy Wayne and Stanley Macieleg, tickets.

Hell's Belles—A. W. McAskill, owner-manager; Mrs. Maie McAskill, assistant; Nona Ricker and Jack Allen, talkers; Claude Chante, inside lecturer; Luther Harvey and William Werdiman, ticket sellers; Jerry Johnson, inside assistant; Carrie Harvey and Shirley Werdiman, illusion girls; John Dowling, manager, Funhouse.

Concession agents: William Barkoot, derby racer; Walter Batchelder long range gallery; Sharon Johnson, duck pond; Warren Spaulding, Rick Richards and Joe Allen, clothespins; Mrs. Jack Ernsberger, cigarette gallery; Roy Bailey and V. E. Wilkinson, six cat; R. A. Nathansen, Robert Mulvelli, and Pat Riley, razzles; Chuck Duma, Billy Smith and Jack Ernsberger, bowling alley; William McKernan, Vicki Carton, over-12; Eddie Carton, doll wheel; Glenn Gattis and H. D. Donovan, set stand; Martin Lapratt, fish pond; Bill Houston, balloon darts; Mrs. Rosalie Gattis, heart pitch; Charles Burdick, under and over seven; Charles M. Brumbelow, pea pool, and Thomas Fletcher, pitch-till-you-win.

Cookhouse—Charlie Lambert, Edward Timmins, Louis Lamkin, Beulah Lamkin, Tommie Glenn, and Hattie Brooks. Bingo—George Walker, caller; S. W. Kirk, manager; Tom Ohler, Charles Clay, Buzz Duvall, S. W. Kirk, Jr., Chuck Schaffer, and Marilyn Kirk. Orchid Revue, Ginny Moore, Correen James and Dolly Sherman, cast; Bill Collins, tickets. Posing Show, Betty O'Hara and Jean Boyce, cast; Mike Miller, tickets.

Concessions

Concessionaires—M. G. Cohen, popcorn and candy apples; Peggy Cohen, candy floss; Joe and Ross Bevans, scales and age; Paul

Rochester, Minn., Nets Dobson's Org Spotty Business

NORTH ST. PAUL, Minn., June 17.—Dobson's United Shows moved here this week from Rochester, Minn., where biz was spotty due to mixed weather. Rochester stand there received good slack from Station KLER.

Shows have been out since May 5. Executive set-up is unchanged from last year with W. C. Dobson, president; Roy E. Patterson, vice-president and treasurer, and Millward Roberts, secretary.

Recent visitors included Mrs. Peter Jaglowski, who spent some time with her daughter, Mrs. Charles Andrican; Mrs. Juanita Cunningham, who visited Mr. and Mrs. Vernon Cunningham; Mr. and Mrs. L. W. Ray and Martin and Art Sellner, Sellner Manufacturing Company; Jack Vomberg, Badger State Shows; Charlie Utley, secretary, Preston County Fair; Mrs. William Wolfe, Wolfe Greater Shows; Mr. and Mrs. Chet Judkins, George Shaw, Mr. and Mrs. Fred O'Neil, Mr. and Mrs. Leo Ctibor and Carlo Rocco, Rocco Shows; Mr. and Mrs. Lance Stipe, Stipe's Shows, and Walt Duffy and W. T. (Billy) Collins, William T. Collins' Shows.

Personnel line-up includes:

Staff

Ned Patterson, concession manager and sound car; Pete Jensen, ride superintendent; Jack Dorsey, electrician; Ira Pickard, painter; Dorothy Pickering, secretary, and Margaret Andrican, The Billboard sales agent.

Rides

Merry-Go-Round, Frank Iron, foreman; Ernest Wheeler, Mrs. Ernest Wheeler, tickets. Roll-o-Plane, Pete Lacoste, foreman; Charles Olson, Edward Schmid, tickets. Tilt-a-Whirl, Wally Cooper, foreman; Melvin (Scotty) Scott, Hank Johnson, Mrs. Ann Jensen, tickets. Scooter, Les Hill, foreman; Mrs. Jack Dorsey, tickets. Ferris Wheel, Dick Polzin, foreman; Red Rhodes, Beatrice Johnson, tickets. Spitfire, Vern Eves, owner and manager; Bill Walkin, Alva Daniels, Daniel Eng, Dave Eaves, tickets. Four Kiddie Rides, William Schmalowski, manager; George Jensen, John Butala.

Shows

Monkey Show, Curley Walters, owner; Bill Pendleton, tickets. Funhouse, Curley Walters, owner; Bud Piercey, tickets. Mechanical Show, Whitey Nolte.

Concessions

Tex Roberts, scales, six cat, buckets, balloon darts, pan game, fish pond, bumper, milk bottles, short range shooting gallery and punk rack, all managed by Charlie Andrican; Vern Eves, string game, long range shooting gallery and balloon darts; Charles Eves, ball game and add 'em up; O'Neil Concessions, ping pong, under 12 and coke bottles, managed by Midge Gourley, with corn game managed by Blackie Gura. Curley Walters, candy floss, glass pitch and basket ball; Mr. and Mrs. Jesse Cunningham, photos; Helen Lang, high striker; L. A. Holenbarker, watch-la; Frank Zingaro, novelties; Ned Patterson, popcorn and candy apples; Mrs. W. C. Dobson, ice cream; Fred O'Neil, cookhouse; Willie Dunaway, manager; Mrs. Marie Dunaway, assistant, and Mr. and Mrs. Del McCloud.

Townes, short range gallery; Dolly Townes, digger; J. B. Carroll; Curley Stevenson; Homer Simons, blower; Mrs. Gerlie Bauer, palmistry booth; Sam Soloff; J. C. Sparks; Hattie Brooks, cookhouse and grab stand; Bob White, fish pond; Lou White, pitch-till-you-win; George Ankrin, pennants; Jerry Fish, jewelry; H. A. Nathansen; Mike Demko, grocery wheel; M. Cotter, balloon darts; M. Davis, novelties; Hank Brum, high striker; M. Snyder, photo gallery; M. Peavey, French fries; W. O. King, long range gallery and Derby Racer; Betty Mulvelli, color game; Dorso-Goodman, Bingo, with Sid Kirk, operator.

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175 W. JACKSON BLVD.
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Big Auglaize County Fair
Wapakoneta, Ohio
August 6 to 11, 1950—6 days, 6 nights
Can use 400 feet of games at \$3.00 front foot. 60 to 85 thousand people for the week. Open Sunday.

HARRY KAHN
Secretary of Fair, Wapakoneta, Ohio

AGENTS WANTED

For Ball Games, Dart Games and other Hunky Panks, contact **JOE WHITTLE**
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FOR SALE

4-Car 1947 Flying Scooter and Streamlined Caterpillar, in A-1 shape, operating in one of Ohio's best parks, Canton, Ohio, Myers Lake Amusement Park. Can remain in park if desired. Must sell to highest bidder. Have transportation for same. Contact **WILLIAM MITCHELL**
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4-Ride Show playing Street Celebrations in Central Illinois. Want Hunky Panks, Stock Concessions of all kinds. Shows. Route: Oglesby, Ill., June 21-24; Saybrook, 27-July 1; Coal City, July 3-4. **BURKHART SHOWS & AMUSEMENTS, Unit #2, Frank Myers, Mgr.**

GIRLS WANTED

GOOD SALARY—YEAR ROUND

Must be attractive, single, over 21. Contact: **PAT V. PARKER**
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WANTED

Three sober, capable Count Store Agents. Wire or call **BILLY CRAIG**
ROYAL UNITED SHOWS
June 23-24, Renville, Minn.; 26-27, Janesville; 28-29, Winnebago; June 30-July 1, Lambertson, Minn.; 2-3-4, Pipestone, Minn.

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WANTS

Dealers for Percentage Games, Jewelry, Engravers, Novelty Men, Reliable Ride Men. Same beach location till Labor Day, then 12 fairs. All contact **SHERMAN HUSTED**
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WILL TRADE

Passenger Kiddie Airplane Ride. Tower type. Oh fence, ticket box, and four-wheel trailer. In condition and beautiful. For road or park use. Want gas-type Popcorn and Peanut seller. Send photo or good description. **H. O. WEBB**
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WANT

STOCK CONCESSIONS, \$15.00 PER WEEK, Nashville, Tenn., June 19-24; Thompsonville, Tenn., week June 26; Red Boiling Springs, Tenn., week July 4th—biggest in State.

DIGGERS FOR SALE

4 Iron Claws, Model E, Like New Condition. \$450.00
ANDY ALLEN
c/o Turner Bros.' Shows, North Chicago, Ill.

Cavalcade Adds Korie's Side Show; Lafayette, Ind., OK

RACINE, Wis., June 17.—Already potent back-end of Al Wagner's Cavalcade of Amusements, showing here this week, took on added strength recently when Jack Korie's Side Show joined.

Posing unit, headed by Mitzi, is setting the pace as the top money-getter, and is winning money for the Cavalcade. Also winning is the Negro revue, handled by Mrs. Charlie Taylor.

Sally Rand revue is beautifully costumed, well staged and has okay talent, but dates thus far haven't produced winning takes for the unit, which carries a heavy nut. Show goes for \$1, whereas most of the other major back-end units are priced at 60 cents.

Two Press Agents

The Rand unit has eight gals, plus principals. Latter, in addition to Sally are Harold Rand and Estrella Montillo, song and dance duo with Montillo also doing a specialty; Coralie and Larry Kane, comedy. Connie Austin is outside talker. Show has its own press agent, Julian Cole, and Harry Finkelstein is with it as business manager for Sally. Herb Shive handles press for the Cavalcade.

Lafayette, Ind., Okay

James Davis is managing the Korie Side Show, with Blackie Wilson as boss canvasman and W. Wall and Stuart Kipp on tickets. Korie attractions are Marion Selem, electric; Mike Rielly, sword swallower; Excello, rubber skin woman; George Zando, African pygmy; Leonora Davis, girl from Mars; J. Gilson, alligator-skin boy, and Lili Costello and with Lola Conklin, annex attraction.

Stand here opened to good weather. Lafayette, Ind., played last week, yielded fair business, with closing day, Saturday (10), providing good patronage. Size of lot here did not permit setting up of all Cavalcade attractions. However, George Harr, special agent, did a noteworthy job of laying out the lot.

N. J. Weather Hits Virginia Greater

MORRISTOWN, N. J., June 17.—After battling rain and mud from Delaware to New Jersey for four weeks and being forced to cancel Waldwick, N. J., because of a flooded lot, Virginia Greater Shows finished a week of below-par business here Saturday (10) because of more bad weather. Org played under Collinsville Fire Company auspices here.

A number of Mr. and Mrs. Rocco Masucci's relatives visited. Among them were Mr. and Mrs. Harold Humphries and children, Harold and Frances; Mr. and Mrs. Philip Minelli; Ray Winkle and Mr. and Mrs. Willard Masucci. Shows day and dated Biller Bros. Circus Saturday (10), and visitors included Tommy Poplin, Joe Rossi and Andy Kelly.

Redwood a Winner At Dunsmuir, Calif.

DUNSMUIR, Calif., June 17.—Redwood Empire Shows registered their most successful week's stand of the season thus far when they wound up their engagement at the annual Railroad Celebration here Saturday (10). Shows and committee execs said that attendance was well above expectations. Good weather prevailed thruout.

Shows added a number of shows and concessions for the local stand and they are to remain with the org for its fair and celebrations dates. Anthony Masseth, owner, has renovated his equipment in the last few weeks and new motors have

Great Sutton Finally Breaks Into Win Column

By Charlie Byrnes

POSEN, Ill., June 17.—Great Sutton Shows, after nine weeks of rain, cold and muddy lots, finally got a break in the weather in Kankakee, Ill., where they had a week of hot weather and good business. Shows moved here from Kankakee Monday (13) to play thru tomorrow (18) under auspices of the Village of Posen.

Org goes from here to Calumet City and will follow with four more weeks in the Chicago area before starting its fair route at Macon, Ga., July 23. After eight Missouri fair dates, Owner Pete Sutton has skedded four Arkansas cotton celebrations. Shows are changed little from 1949. They carry 8 rides, 8 shows, with only 4 set up here; 30 concessions, and travel on 16 trucks. All rides and shows were rebuilt this year at Senath, Mo., winter quarters and a new office wagon was framed from shows' 34-foot lobby searchlight semi. The new headquarters, divided into three offices, and equipped with toilet facilities, is painted white and green, and is usually spotted in the center of the midway.

Shows' present strength is a departure from its 1947 bow under the Pete Sutton helm, when it came out with 3 rides and 8 concessions. Sutton, 28-year-old son of F. M. Sutton, owner of the Gulf Coast Shows, and a veteran of five years in the army, spent the 1946 season operating a Penny Arcade on John R. Ward Shows before organizing his present show. Pete, at 28, lays claim to being the youngest carnival op in the business and believes his father, at 75, is the oldest owner still active.

The Alvarados, trapeze, swaypole and high wire act, is the free attraction. Tonio Alvarado is in process of framing a circus Side Show, which will feature acrobats, jugglers, trapeze and wire walkers on a 24 by 40-foot stage in a 60 by 80-foot square-end tent. Plans call for a small spec and a staff of 15 plus a seven-girl ballet. Show will be built around Tonio; his wife, Betty, and Maria and Kenneth Pasco. A Posing Show also is being built.

Personnel includes:

Staff

Pete Sutton, manager-owner; Mrs. June Sutton, secretary-treasurer; Clyde Shubert, general agent; Leo Allen, legal adjuster; Bill Ackerman, publicity and special agent; Art Sharon, mailman and The Billboard sales agent; Pat Brown, lot superintendent and electrician; John Wise, ride superintendent; Jess O'Dell, superintendent of transportation; George Kennedy, front gate and towers; L. H. Skeene, front gate tickets, assisted by Maria Pasco and Tonio Alvarado.

Rides

Ferris Wheel, Jose Alerande, foreman, William Brock; Merry-Go-Round, James P. Elger, foreman, Eugene Jozynski; Tilt-a-Whirl, Harry Miller, foreman, William Guy; Octopus, John Wise, foreman, Curley Edwards; Flying Scooter, George A. Bridgeman, foreman, Bob Schultz; Miniature Train and Kiddie Autos and Airplanes, Edward F. Whiting, foreman.

Shows

Side Show, Allen Allene, manager; Congo, pincushion; Myrtle Adaline, iron tongue; Carl Rinson, torture man; and L. M. Kaufman, electric chair. Snake Show, Allen Allene, manager. Girl Show, Dixie Lee, manager. Funhouse, Jess O'Dell, manager.

Concessions

Mrs. Leo Allen, bingo, Mr. and Mrs. Don Morgan, assistants; Eddie Patterson, duck pond, glass pitch, six cat, balloon darts; Art Sharon, set stand and cork gallery. Mr. and Mrs. Harry Phillips, grab stand; M. L. Slusser, popcorn, candy floss and apples; Mrs. Pat Brown, long range shooting gallery. Eddie Reynolds, manager, Bob Parker diggers. Bob Patterson, cookhouse.

Charter Groves Greater

LAKE CHARLES, La., June 17.—Groves Greater Shows, Inc., this city, has been granted a charter by the State for the operation of a carnival. Authorized capital stock is \$60,000.

been installed in most of the trucks. Org now carries two mechanics, two carpenters and two banner men.

W. G. WADE SHOWS
(For These Events Now Contracting)
RIDES—SHOWS—CONCESSIONS

- No. 1 Unit**
ROUTE AND FAIR LIST—1950
- American Legion Celebration CALUMET, MICHIGAN July 3 to 9
 - Fire Dep't. Annual Celebration HANCOCK, MICHIGAN July 10 to 15
 - American Legion Celebration SAULT STE. MARIE, MICH. July 17 to 23
 - Annual Sports Festival MANISTEE, MICHIGAN July 25 to 29
 - Barry County Free Fair HASTINGS, MICHIGAN July 31 to Aug. 5
 - Shiawassee Co. Free Fair CORUNNA, MICHIGAN August 7 to 12
 - Ingham County Fair MASON, MICHIGAN August 14 to 19
 - Sanilac Co. 4-H Free Fair SANDUSKY, MICHIGAN August 22 to 26
 - Iosco County Free Fair HALE, MICHIGAN Aug. 28 to Sept. 1
 - Alpena County Free Fair ALPENA, MICHIGAN Sept. 2 to 6
 - Pinconning Community Fair PINCONNING, MICHIGAN Sept. 7 to 9
 - Clare County Free Fair HARRISON, MICHIGAN Sept. 12 to 16
 - Western Michigan Fair LUDINGTON, MICHIGAN Sept. 19 to 23
 - Kalamazoo County Fair KALAMAZOO, MICHIGAN Sept. 25 to 30

- No. 2 Unit**
ROUTE AND FAIR LIST—1950
- Annual Street Celebration TECUMSEH, MICHIGAN July 3 to 4
 - Annual Rotary Homecoming CARLETON, MICHIGAN July 6 to 9
 - Civic Street Celebration LIGONIER, INDIANA July 11 to 15
 - Vermillion County Fair CAYUGA, INDIANA July 18 to 21
 - Decatur Twsp. 4-H Free Fair INDIANAPOLIS, IND. July 25 to 29
 - Daviess County Fair ELMORA, INDIANA August 1 to 5
 - Lagrange County Corn School LAGRANGE, INDIANA August 8 to 12
 - Jasper County Fair RENSSELAER, INDIANA August 14 to 19
 - Isabella County Fair MT. PLEASANT, MICHIGAN August 22 to 26
 - Berlin Fair MARNE, MICHIGAN Aug. 29 to Sept. 2
 - Annual Labor Day Celebration FARWELL, MICHIGAN September 4
 - Manistee County Fair ONEKAMA, MICHIGAN Sept. 6 to 9
 - Branch Co. 4-H Free Fair COLDWATER, MICHIGAN Sept. 11 to 16
 - Marshall County Fair BOURBON, INDIANA Sept. 19 to 23
 - Annual Street Fair UNION CITY, INDIANA Sept. 26 to Oct. 1
- OTHER LATE ONES TO FOLLOW**
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- Blonde Spider Monkeys
- Black Spider Monkeys
- White-Face Ringtail Monkeys
- Agoutis, Parcas, Squirrels
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MIDWAY CONFAB

You can't be a legal adjuster and play Junior G-Man too.

Mr. and Mrs. Clyde Bullard are recent additions to the G. & B. Rides. He is foreman of the Ferris Wheel, while Mrs. Bullard is handling tickets on the kiddie rides. . . . Daisy Butler is in Maysville, Ky., suffering from injuries sustained in a recent highway crash when her truck was overturned and demolished. . . . Mr. and Mrs. R. Jackson have their kiddie rides on the G. & B. Rides, while Mr. and Mrs. Ragsdale have their popcorn and candy floss with the same org. . . . Don Bishop joined Royal Midwest Shows at Marion O. . . . Eddie Tray joined George Clyde Smith Shows at Scalp Level, Pa., with his Girl Show.

Greatest words ever uttered in showbiz: "Let me do the worrying."

Mr. and Mrs. J. L. Simons joined the L. B. Lamb Shows at Ottumwa, Ia., with two concessions. . . . Patrick Brady, general agent of Royal Midwest Shows, advises from Bellefontaine, O., that the org has been awarded the midway contract at Campbell County Fair, Alexandria, Ky., September 2-4. . . . Mickey Percell reports from Middleport, O., that Speed Williams is no longer connected with his org, Williams having joined Ange Desire on Wallace & Murray Shows.

Joe Starr, owner, Oklahoma Exposition Shows, was feted recently at a birthday party by his wife, Rosa, and daughter, Mrs. Mickey Price. Party was held in the bingo top, and included Mickey Price, Mr. and Mrs. J. W. Starr Jr. and three children, Patty Price, Dee Robert Price, Mr. and Mrs. A. E. Armstrong, Mr. and Mrs. Clarence Miller, Whitey Knowles, Abeline Jones, Guy Skaggs, Mr. and Mrs. L. W. Brown, Mr. and Mrs. James K. Lee, Kansas Kid Lee, H. G. Pope, Albert Turner, Marie Gill, Robert Whitney, Herbert Lee Riley, Henry Jordan and Sidney Pomroy. . . . Charles Kennedy, of Great Sutton Shows, is in Macon County

Hospital, Decatur, Ill., as the result of a back injury sustained when the org played that town. He will be confined to the hospital for some time.

Then there was the front talker who beefed about election sound trucks.

Raynell's Pin-Up Parade, Girl Show with Cetlin & Wilson Shows, presented a special show recently for Lawrence Caravan 15, Syria Temple, Shrine, New Castle, Pa., during a luncheon of the group. . . . Clark Queer was among visitors to the Cetlin & Wilson Shows during org's Uniontown, Pa., stand. . . . Mrs. John W. Wilson, wife of the manager of Cetlin & Wilson Shows, is traveling with the org. . . . Gerald Snellens, World of Mirth Shows agent, was a New York visitor Tuesday (13) while en route to Schenectady, N. Y., from Garfield, N. J.

A good special agent is one who can buy shavings at \$2.50 per bale and still show a profit.

Dolores Smith has been released from St. Johns Hospital, Cleveland, where she was admitted May 4 for treatment of injuries sustained in an auto accident. She is recuperating while visiting her grandmother, Mrs. Hiram Beall, on W. C. Kaus Shows. . . . Mrs. Leverna Steele has been transferred from the Robert B. Green Hospital to General Hospital, Kansas City, Mo., where she is seriously ill and not expected to live, her husband, Eddie Steele, reports. . . . While playing the Ringside Club, Mansfield, O., Serpentina met Carmen Del Rio, who was waiting between busses while en route to join Lone Star Shows in Sidney, O. Following the Mansfield, O., date Serpentina was booked for three weeks at the Silver Mirror Club, Louisville.

Owie Carver is now with the No. 2 unit of the John R. Ward Shows touring South Alabama. . . . Margaret Hall, wife of E. O. (Red) Hall, cookhouse operator with the Gooding Amusement Company No. 1, is ill in St. Francis Hospital, Colum-

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26-Inch Drum Majors, Assorted Colors, Dolls	2.25	24.00
17-Inch Drum Majors, Assorted Colors, Dolls	1.10	12.00
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25-ft. Nabors Steel Side-Door Trailer, very good tires. With K7 '41 International 3-Axle Tractor. Absolutely perfect, excellent tires. \$1650.00.

Sacrifice above complete outfits for \$2250.00. Terms can be arranged for responsible party.

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PHILLIP SCHOETTLE

Sec., Gatconda, Ill.

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For Bells, Tex., 4th of July Celebration. Concessions of all kinds, percentage open. We book Mix-Up or any Ride not conflicting. We Snake or Animal Show. Agents for office concessions. Six Celebrations to follow.

SIMS BROS.' SHOWS

Princeton, Tex., Onion Festival, June 21 to 23

ous, O. . . . Charles Schafer, for the past six years general agent of the World of Pleasure Shows, has been released from Mercy Hospital, Toledo, following an operation for ulcers, and is convalescing at 1982 North Erie Street, that city. He will be inactive for at least four months and would like to hear from friends.

Mrs. Louise Chavanne, wife of Jimmie Chavanne, manager of the Cavalcade of Wonders with Gem City Shows, was hospitalized at Aurora, Ill., June 13.

Katherine Goodman, sister-in-law of R. W. Rocco, concessionaire, has designed a one-piece garment for men which combines shorts and undershirts. Called Shorshirt, the outfit is intended to eliminate shirt-tail troubles.

There is more office business discussed in staterooms and house trailers than in office wagons.

George Elser, old-time showman and a resident of Kansas City for some time, he spent his 82d birthday, June 14, with relatives in his former hometown, Huntington, Ind.

Ernie E. Farrow, manager, and Carl W. Byers, operator of rides and concessions on Wallace Bros.' Shows, spent June 14 in St. Louis visiting friends and attending the ball game at Sportsman's Park. They drove in

from Litchfield, Ill., where the shows were playing.

Robert K. (Diggers) Parker, currently visiting the World of Mirth Shows, quipped that he came on the lot to confer with the org's general agent, L. Harvey (Doc) Cann and the latter's assistant Gerald Snellens. Snellens was not on hand, having gone ahead of the shows, and was unable to defend his claim to the coveted top title. . . . Jack Birmingham was a New York visitor Tuesday (13), en route to Maine after having closed as billposter with John H. Marks Shows because of a heart condition. Birmingham, who was in his third season with Marks, said that he planned to return to the shows if and when his health permitted.

Strength of character is what enables a booth agent to stick to his grinding without looking up when a gal show ballys.

Mrs. Hazel Liddon, cashier on Joyland Midway Attractions, has left the University Hospital at Ann Arbor, Mich., and soon will be back on the show. . . . Richard Ritchie, former concessionaire at Wenonah Beach Park, Bay City, Mich., has joined the House of Stapleton as general agent. Doc Fowler, former scale man at Ramona Park, Grand Rapids, Mich., has taken over Ritchie's concession at Wenonah. . . . Fenley Clark, concessionaire, has switched from W. G. Wade No. 1 Shows to the No. 2 Unit with five concessions. . . . Patrick Mahoney, billed as the Snake King with Royal Canadian Shows, was bitten by a rattlesnake recently while doing his act at Calgary, Alta., and was hospitalized.

When John H. Marks Shows played the B and Cambridge streets lot in Philadelphia, Joseph Lehr visited Harry L. Schriber, business manager-legal adjuster; Paul Lane, lot superintendent, and Paul's brother, Bill, concessionaire, whom Lehr hadn't seen in a number of years. . . . David Williams, whose father operates the Motordrome on Penn Premier Shows, celebrated his first birthday with a party Friday (9) while shows were playing Easton, Pa. Movies were shown by the Williams and many gifts were presented David. . . . David Bateman, Snake Show operator, celebrated his 31st birthday on the same day. . . . Al (Spot) Pinsonault joined the James E. Strates Shows during their stand in Poughkeepsie, N. Y.

Reunions of old-timers have their handicaps, such as getting up enough nerve to ask: "Has the world been kind to you thru the years?"

Weldon Parmley closed with his diggers and bucket game on Page Bros.' Shows during the stand in Glasgow, Ky. . . . Sam Burd, concessionaire, has returned from Ohio to join W. G. Wade Shows No. 2 unit in Southeastern Michigan. . . . Josephine Quinn, co-owner of World of Pleasure Shows, is sporting a new car, recently presented to her by her husband, John Quinn.

Mrs. George Harr, wife of the special agent of the Cavalcade of Amusements, returned to Selma, Ala, recently after visiting with her husband on the show. . . . Paul Champeen closed as billposter for the Cavalcade of Amusements at Racine, Wis., and was replaced by Raymond Morris.

Deserving of credit is the knocker who hears of somebody who is going to join the wrong show and makes an effort to straighten him out.

Bing Bernstein, bingo op on the Johnny J. Jones Exposition until recently, copped a doubleheader June 11 when his wife, Mildred, presented him with twin sons, Milton Lee and Martin Louis, at Bethesda Hospital, Cincinnati. Bing, who was with the Polack Bros.' Eastern Circus prior to joining Jones, and with Polack's Western unit for three years, is currently residing in Cincinnati.

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For the biggest 4th of July in Southwest Missouri, Centennial Celebration, July 2, 3, 4, at Grandby, Missouri, 35,000 estimated attendance.

Rides: Merry-Go-Round, Tilt Octopus, Chairplane, Rolloplane, Live Ponies, Kiddie Boat, Buggle, Airplanes, Little Dipper. Shows: Animal, Freaks, etc. Concessions: Novelties, Ball Games, American Camp, Diggers, Scales and Age, Hanky-Panks of all kinds. Contact

C. E. HAGENSICK
 Southwest City, Mo., June 19-21; Locust Grove, Okla., June 22-24; Stella, Mo., June 28-July 1.

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Other business requires my attention. Am offering my Concession Trailer, equipped with Grab. With living quarters, Electric Refrigeration, Butane, 1948 Chevrolet 1 1/2 Ton Truck, Steel Body, Deep Freeze, 3 KW, Automatic Light Plant, 150 Gallon Water System. Spots booked in Middle West including Spencer, Iowa Fair. Buyer takes over AT ONCE. Best CASH offer gets this outfit, including stock on hand. A-1 Equipment

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 Merry-Go-Round, Roller Rink, Kiddie Auto Ride, small Train or what have you for permanent, opposite swimming pool, with Pony Rides and Food? 4-lane paved hiway. crowds daily, plenty of parking. Joliet, Illinois. 80,000 people; only park in entire area.
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WANT CARNIVAL
 For 4th of July Celebration, Boonville Fair Grounds. Can give the show another week on the streets within 40 miles of Boonville under the auspices of the Odd Fellows either the week before or after.
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 Boonville, Indiana
Albert C. Derr, Secretary

HELP WANTED
 od, sober Semi Truck Driver, Ticket Seller Show; also steady Man to take complete care of the Pony Ride. Top salaries. Old P. Write (Tony) Paige Jones, come on. Show ends June 28th.
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54 BRIDGE STREET, ALMA, MICHIGAN

51 Years in Outdoor Showbiz; Mark Held by John T. Francis

By Herb Dotten

GARY, Ind., June 17.—Fifty-one years is a long time in any business. In the carnival field it's believed an all-time record, held by the still-active John T. Francis, 73-year-old owner-operator of the shows bearing his name and which are playing here this week. It was the year before the turn of the century that John joined his first org, the Bostock & Ferrari Shows, which combined a Wild West Show with some of the features of the present-day carnival. Tho John then was only 22, he already had picked up more than a little experience in outdoor show business. His dad, A. B. Francis, whom John describes as having been "essentially a trader," acquired a horse-drawn Merry-Go-Round when John was a boy. "It was known as the 'beaded Merry-Go-Round' because its canopy was edged with beads and was quite a flash in those days," John recalls by way of explaining that everywhere it went, he, too, went.

Father a Trader

At one time his father also had a dog and pony show. "But he was basically a trader," John repeats. "His heart belonged to selling. At his peak he had as many as 30 hitches, each pulling a wagon with a sewing machine and salesman, on the road in Illinois drumming up sales.

The Merry-Go-Round and the dog and pony show served to give John a substantial taste of outdoor show biz and the Edgar, Ill., youth found it to his liking. In his teens he stepped out on his own, selling lemonade at Illinois county fairs. His next step was tintype pictures.

In 1899 John was married and he and his bride joined Bostock & Ferrari Shows with a tintype gallery. His wife, Mary, died in 1940 after ranging the Midwest, South and Southwest with her husband, first with tintypes, next with Side Shows, then with their own railroad carnival. In the '30s they were back on trucks again with their own show.

Invents Drying Process

John made "good" money in his early days after working out a way to quick-finish pictures on postcards. He turned the trick simply by pouring alcohol over the plates, thus accelerating the drying process. Having devised the method he then obtained a Cadillac for picture background purposes.

As Cadillacs then were rare and quick-drying photo finishing was new, John reaped a harvest. Another factor was the then relatively low cost for photo privileges at fairs. "Why, the exclusive on photos at the Illinois State Fair only cost \$50 then," John recalls.

After a year with the Bostock & Ferrari Shows, John and his wife turned to county and State fairs with their tintype gallery and they continued to work at fairs until the tintype field became overcrowded. Meanwhile John had picked up some knowledge of pit shows.

Frames Oddities

He framed several, presenting such oddities as "Leo, the Cigarette Fiend," "George, the Turtle Boy," and "Hop, the Toad Boy." The pits were set on city streets, and shows in those days actually were known as platform shows, rather than pit shows, tho they incorporated the features of the latter.

John continued to operate platform shows until 1908, when he and his wife joined the Nat Reiss Shows, where they remained for two years with a photo gallery. John, however, returned to pit show operation with Cosmopolitan Shows and continued with one or more such units with various carnivals, passing successively to the C. A. Wortham Shows, the Hines & Beckmann Shows, L. J. Heth Shows and Tom W. Allen Shows.

Organized RR Show

In 1920 he and Tom Allen framed a railroad carnival and it went out that year on 20 cars—14 flats and 6 coaches—under the title of the John T. Francis Shows. At the season's end, Allen sold out his interest to John and the latter has continued as sole owner ever since.

The railroad show prospered until



JOHN FRANCIS

the stock market crash of 1929, when business dived overnight. "We were showing Beaumont, Tex., the week of Black Friday," John recounts, "when news of the crash reached the lot. Our business slumped immediately. And the next day our gross was down 75 per cent.

The years immediately after the crash were slim for railroad shows. John whittled his down to 15 cars, but that didn't help. And in 1932 he decided to get off the rails and put his shows on trucks. The following year he went out with a truck show and he has been trucking it ever since.

His son, J. Crawford, now 45, serves as his No. 1 assistant.

Does All G. A.

John, however, makes all the spots, living in a comfortable, commodious trailer, and he does practically all of the general agenting.

In recent years John has opened his season along with other shows in the St. Louis area, where his shows have wintered since 1935 after basing the previous 15 years in Houston. But he prefers to close relatively early, and this year, as in the past several years, his shows will close about Labor Day.

In the winter he delights in spending much time in the clubrooms of the International Showmen's Association, St. Louis, for which he served as the first president. He also delights in making the rounds of the winter fair meetings and usually shows up at the Montana, Wisconsin, Iowa and Illinois State fair conventions as well as at the Chicago outdoor convention.

He also delights in rehashing the old days, when carnivals generally featured many well-produced shows. He has reason to, for he was one of the show owners who did much during the '20's to build back-end units into crowd-pullers.

DU BOIS BIG FOR JJJ

(Continued from page 101)

talk of the Jones family. Frances Scott, Eiline Adair, Dot Mercy, the Alma Cox Trio and Mitch Todd all guested on the radio station.

Mike Petrentz, recently on the World of Mirth Shows, joined here, as did Al Rafti, new scale agent for Schwartz Enterprises. Mr. and Mrs. Billy Schuman celebrated their 25th year with the show here. The newsboys of The Courier-Express were entertained on the show lot Tuesday (13), as were the Soap Box Derby boys of the same paper, Wednesday (14).

FLOYD O. KILE SHOWS

American Legion Celebrations: Ville Platte, La., July 12-3-4. Horse Races, Bands, Parades, etc. Can place Ball Games, Fish Pond Pitch-Till-U Win, Blower, Short and Long Range, Darts, Age and Weight, Pan Game, Novelties, Monogram Machine, etc.; Stock Stores that throw stock. Small Cook House that can and will cater to Show People. Want Concession Agents for Stock Stores, Bingo Counter Man, must be sober and reliable (salary); (Davie, wire.) Excellent opening for Kiddie Rides except Train. Kid Ride spots thru entire season. Also will book Octopus, Tilt, Whip or Roll-a-Whirl or any Major Ride. Good proposition for Ride Owner with 2 or more Major Rides. Our Fair start in Aug and run till Dec. 15th. 10 bona fide Fairs and 6 Annuals. Will place Walk-Thru, Funhouse (virgin spots), Big Snake, Monkey, Mechanical, Arcade, 5 in 1. Shows must be neatly presented by Showmen; no more heels this season please. We have the reputation and the spots. No gate and no grift. We are doing OK. Get connected now. All replies

FLOYD O. KILE

Scotlandville, La., till June 28; Ville Platte, July 1-4; Mansfield, La., July 8-15.

WANT

AGENTS

For Merchandise Concessions. Have openings on Fish Pond, Age and Weight, Heart Pitch. Also want Counterman for Bingo. Salary starts at \$40.00 per week. (Elmer Bailey, Johnny Armstrong, contact.)
Vernal, Utah week June 19 through 24; July 4 at Lander, Wyo. Solid Street Fairs and Celebrations until closing, through Wyoming, South Dakota, Colorado and New Mexico. Long season. Agents who can stand to make money, contact

JOE P. WILLIAMS

c/o NORTON'S RIDES, VERNAL, UTAH, THIS WEEK.

TIVOLI EXPOSITION SHOWS

WANT

WANT

For Biggest 4th July Celebration in Middle West. Linton, Indiana, June 28-July 4, inclusive. (Estimated July 4th attendance, 50,000.) CONCESSIONS: Can place Custard, Ice Cream, Cig. Shooting Gallery, Hoop-La, String Game, Jewelry, Slum Clothes Pin, Cane Rack, Ball Games, Country Store, Glass Pitch, Coke Bottle Ping Pong, Huckley Buck, Candy Apples and non-conflicting Hanky Panks. No coupons or flat stores. Can place several capable and non-conflicting Hanky Panks. SHOWS: Can place Snake, Funhouse, Mechanical, Mickey Mouse or any Grind Show. RIDES: Dark Ride, Rollo Whirl, Spitfire or Octopus. RIDE HELP: Men who can drive semis wanted on all Rides.

Watertown, Wisconsin, this week; then Linton, Indiana. Contact:
H. V. PETERSEN, Mgr., or B. J. COLLINS, Agent

F. C. BOGLE SHOWS, INC.

Want Cookhouse, Penny Pitch, Hoop-La, Cig. Pitch, Bumper, Coke Bottles, Short Range, Blower, Long Range, Clothes Pin, Novelties, Add Darts or any non-conflicting Stock Concession. Shows with own equipment—especially Athletic, Big Snake, Side Show or Animal. Arcadia, Kansas, Homecoming Celebration, June 29-30-July 1; Downtown Nevada, Mo., July 3-4; Weaubleau, Mo., Annual Picnic, July 6-7-8; with 14 other Fairs and Celebrations following. Wire

F. C. BOGLE, MGR.

PITTSBURG, KANSAS, TILL TUESDAY, JUNE 27TH.

GOLD BOND SHOWS

WANT FOR FOLLOWING SPOTS

Wisconsin Rapids; Antigo, 4th of July; Stevens Point; Sturgeon Bay; Menasha. Fairs to follow, starting last week in July. Can place Concessions of all kinds. Especially want Photos, Jewelry, Hoop-La, Pitch Games, Cigarette Gallery, Buckets for Stock, Darts. WANT SHOWS: 10-in-1, Mechanical, Monkey, small Drome Hillbilly or any Show not conflicting. Want Help on Spitfire.

All Replies: **MICKEY STARK, Mgr.**
Wisconsin Rapids, Wis., June 20-25; or per route.

RAS Davenport Stand Is Hit By Rain After Strong Start

DAVENPORT, Ia., June 17.—Making their final U. S. stand before rail- ing to Winnipeg to launch their tour of Western Canada, the Royal American Shows caught considerable rain here this week, with three of the first four weekdays marred by bad weather. The weather turned good Friday (6) and the org registered an excellent night's business, with prospects bright for a strong week-end finish. Early part of the 12-day stand here was better than satisfactory, with the first week-end (10-11) yielding big carnivals and excellent business. Saturday (10) provided a huge kids' mati- e and a whopping night patronage.

The already large levee lot here was extended by RAS bulldozers in an effort to provide additional space which would enable all of the org's rides and shows to be set up for the engagement. However, despite the expansion, space did not permit the erection of all the shows' many units. The huge horseshoe was extended at both ends and the layout was more spectacular than ever before.

Benefit show, tossed this week in the Bonnie Baker revue top, raised \$1,100 for the Royal American Shrine Club. At St. Louis, org's previous stand, RAS personnel chipped in \$2,000 as a contribution to the Winnipeg Flood Relief Committee.

During the Winnipeg engagement, another benefit show will be held, with the proceeds to go to a showmen's club. Cortez Lorow, RAS side-show operator, has been busy here studying an unusual picture titled, "After the Showmen's Game," which will be auctioned off at that show.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., June 17. — Visits during the previous week included Holman's Rides and Al Boxall Concessions, playing jointly at the fairgrounds, Caledonia, N. Y., Wednesday (7). Ten personnel memberships were issued Thursday (8) when Karl Bill Shows were visited at East Rochester, N. Y. On Friday (9) we visited Gaiety Shows, Al Boxall Concessions and Reno DiMarco Concessions, exhibiting jointly at Batavia, N. Y., and Saturday (10) our schedule included Jones Concessions and Marquitt Concessions at Sea Breeze, N. Y. These concessions were re-visited Sunday (11).

In addition to the personel memberships, two such memberships were issued to the personnel of Carl Ferris Shows. Current standings in the annual personnel membership race follows: James E. Strates Shows, 252; Gaiety Shows, 31; Holman's Rides, 10. There is a three-way tie for fourth place between W. G. Wade Shows, Carl Ferris Shows and Roxy Rides with two memberships each, and a four-way tie for fifth place between World of Mirth Shows, Gooding Greater Shows, B & C Exposition Shows and John H. Marks Shows, with one each. So far this year 303 memberships have been issued.

Attention is called to the fact that admission tax returns for May must be filed and the tax paid on or before June 30.

We have on file data furnished by the Federal Supply Service in connection with the purchase and sale of items of interest.

We have been informed by the New York State Labor Department that the committee, recently created to study minimum wages in the amusement and recreation industry, will hold a public hearing at the State Capitol June 21, and the association has been invited to participate in the hearing. Minimum wage orders which may be made by the commissioner may have some minor effect upon the carnival industry, but the bulk of the burden will probably fall upon the motion picture industry in which average salaries are somewhat lower than in the outdoor field.

Merry-Go-Round, Truck Lost By Thomas Strong in Fire

OMAHA, June 17.—A Merry-Go-Round and tractor-trailer, owned by Thomas Strong, Omaha, was destroyed by fire while the unit was en route from Bee, Neb., to Omaha this week. Cause of the blaze was believed to be defective wiring.

Gerald Halverson, Strong's son-in-law, was driving the vehicle. Damage was estimated at \$10,000.

Two for St. Johns

ST. JOHNS, N. B., June 17.—Greater Exposition Shows opened a two-weeks' stay here right on the heels of an 11-day appearance by All-Maritime Shows. Both used a new mid-town lot. Greater Exposition has Canadian Legion auspices, while All-Maritime had the Syrian-Lebanon Association. Ferris Wheel, Merry-Go-Round and boat rides are offered by Greater Exposition. Bill Lynch Shows, which skipped St. Johns last year for the first time in 20 years, still has been unable to find an adequate lot.

PAGE BROS.' SHOWS

Want for Martin, Tenn., Annual 4th of July Celebration and 12 Fairs starting 17th of June

Pop Corn, Custard, Ice Cream, Eating Stands, Diggers, Rotarys, Arcade, 6 Cats, Buckets, Hanky Panks of All Kinds.

RIDES: Will book Roll-o-Plane, Roll-a-Whirl or any ride not conflicting. Will buy No. 5 Eli Wheel, have the CASH.

SHOWS: Have complete Side Show equipment, want Manager with Acts. Have 2 other Tops, Banner Lines, Banners, ETC., what have you to put in them? Must be Showmen, Not Fly-By-Nights.

W. E. (Shotgun) Page, Mgr., V. L. Collier, Asst. Mgr.

Madison, Tenn., now, 7 miles from Nashville, Tenn.; Waverly, Tenn., next week; then Martin

P. S.: Fair List upon request.

WANTED

WANTED

COMPLETE

CARNIVAL OR INDEPENDENT RIDES AND CONCESSIONS.

No Girl Shows.

BIG HIGH TRAPEZE — FREE ACT

Free Lot, Lights and License.

AUGUST 19th-20th or AUGUST 26th-27th.

Huge Democratic Rally. Everything Working in Belleville, Ill.

Contact

ALLEN J. DIXON

President, Court House.

BAKER United SHOWS

Want for Best Advertised Show in the Middle West Today.

CONCESSIONS: Legitimate Stock Stores, Balloon Dart, Huckley Buck, Bumper, String Game, Jewelry, Novelties, Hoop-La, Glass Pitch or other well stocked stores. SHOWS: Can place any Show of Merit with own outfit and transportation. If you have the Show we will give you special paper and newspaper publicity on contract. RIDE HELP: Can place First and Second Men on Wheel and Roll-o-Plane. Also other useful Help. CAN PLACE CONCESSIONS FOR LA PORTE, INDIANA, FOURTH OF JULY CELEBRATION IN FAIR GROUNDS. This is a bona fide Jaycee Celebration starting Sunday, July 2.

BAKER UNITED SHOWS

Peru, Indiana, this week; Plymouth, Indiana, next week.

GRIGGS GREATER SHOWS

Want for Sherman, Texas, this week; followed by Nowata, Okla., 26 to July 1; then the Fourth of July Celebration and Rodeo. Parades every day, Fireworks every night.

Will sell X on Jewelry, Photos, Custard, Weight and Age, Novelties, Beat Dealer, Over and Under, Pea Pool, Pan or Rat Game, Six Cat, Swinger, Buckets, Blower. My Fairs start July 17, have 14. Good deal for Ten-in-One Motordrome. Dick Hyland, call me or Jimmy Gattis. Need Foreman for Mixup. Second Men on all rides, Jimmy Gattis wants one Count Store Agent, One Skillo Agent. White Black wants Peek Store Agents, Count Store Agents. John Ziemba, come on, can use you. Junior and Dee, come on. All wires to

CHARLIE GRIGGS

No collect wires.

FIDLER'S UNITED SHOWS

WANT

WANT

Merry-Go-Round Foreman for latest two-abreast Allan Herschell machine who can drive beautiful International truck and Fruehauf van. Top salary and bonus. Long season. If you are not a sober and reliable person save your time and mine. Can use Electrician who can handle Caterpillar Diesel and General Electric Searchlights. Guaranteed salary of not less than \$75.00 weekly. Man to take charge of office owned Bingo. Manager for office owned Hanky Panks. Address

SAM FIDLER, Mgr.

Calumet City, Ill., June 20-27; Freeport, Ill., June 29 thru July 4.

WANT

FOR EIGHTEEN FAIRS AND CELEBRATIONS—THEN THE VALLEY ALL WINTER Agents for the following Concessions—Country Store, Duck Pond, Bowling Alley, Bumper, Stock Wheel, Pan Joint and General Concession Help. Drunks, chasers and habits, don't answer.

J. M. McCURDY

c/o BILL HAMES SHOWS, P. O. BOX 1377, FORT WORTH, TEXAS, TILL JUNE 26; THEN BRADY, TEXAS.

SUNSET AMUSEMENT CO.

Wants Spitfire and Merry Foreman; must be sober and drive. Can use Help on Caterpillar, Dodgem, C-Cruise; all must drive.

Concessions open: Derby, Short Range, Glass Pitch, Hoopla and others. Opening for about 8 Hanky Pank Agents.

Dancers for Sally Brunettes Shows.

SIoux FALLS, S. D., this week; RED OAK, IOWA, NEXT.

GAYLAND AMUSEMENTS

"Just a good clean show"

WANT

WANT

WANT

CONCESSIONS: Photos, Novelties, Ball Games, High Striker, Pitch, Grab, Jewelry, Root Beer or any not conflicting. Also want Fun House or Shows that are clean. We have a good route of Celebrations and fairs. Have opening for Wheel Man, Octopus and Merry-Go-Round. Top pay for those who qualify.

W. KLENKE

I. M. VENICORE

Dwight, Ill., June 19-24.

DIPPER FOREMAN

WANTED

Top salary. Also Skooter Help. Top salaries. Chick Kuntzman, answer.

LOU BARBER

c/o Hennies Bros.' Shows, Waukegan, Ill., this week.

WHITE CLOUD, MICHIGAN

Long established July Fourth event. Contracted Rides unable to fulfill contract. Special opportunity for Rides, Fun House, small Shows, Arcade, etc. Can also operate July 3rd. Can place few legitimate Concessions. Wire

DON BASFORD

Postmaster, or call

STEVE SCHEIBACH

WHITE CLOUD

WANTED

Carnival or Independent Rides for Shannon Homecoming, Labor Day, Sept. 4

Contact R. G. Stevens, Comdr.

American Legion Post 379
Shannon, Illinois

BINGO FOR SALE

18' by 32 ft., good condition, complete. Plenty of stock, p.a. cage—1941 cab over sleeper with '46 motor; 18-ft. trailer. Bargain if taken at once. Write or wire

BINGO MAN

c/o GOLD BOND SHOWS

Wisconsin Rapids, Wis., this week; then as per route.

NEW NETS (camouflage)

16 ft. by 31 ft., 2" mesh, good for Ball Games, Fences, etc. One, \$10.00; two or more, \$8.00 each. Send deposit.

AL NICHOLS

R. F. D. 1, Nashua, N. H.

IN 30 MINUTES!

You are operating—no helper necessary. Ask out the first major advance in Kiddie Ferris wheels and Airplane Swings in years.

KENMORE KIDDIE RIDES

Box 13, Hertel Station Buffalo, N. Y.
Phone: RI 3351

RUPERT CONRAD

or

CONRAD WAGNER

PLEASE GET IN TOUCH WITH ME. CHICK MANSOUR

O. C. Buck Shows

Dweseo N. Y., this week; or as per route.

WANTED—AGENTS—WANTED

Place one Pin Store Agent, one Count Store Agent. East Grand Forks, Minn., June 21 to June 28.

JACK SHEEAN

RANEY SHOWS

WANTED SHOWS AND CONCESSIONS

FOR

Weymouth Fair, Weymouth, Mass., Aug. 13-19
Orleans County Fair, Barton, Vt., Aug. 17-19
Hartland Fair, Hartland, Vt., Aug. 23-25
Lancaster Fair, Lancaster, N. H., Sept. 1-4
Three County Fair, Northampton, Mass., Sept. 3-9
Cheshire Fair, Keene, N. H., Sept. 7-9

NOTE: Positively NO GRIFT, NO MIT CAMPS, NO GYPSIES.
for space contact

LAGASSE AMUSEMENT COMPANY HAVERTHILL, MASS.

FIREMEN'S CELEBRATION AND FAIR CARBONDALE, PENNA., JUNE 26TH TO JULY 2D

SEVEN BIG DAYS AND NIGHTS—SEVEN.

Every miner in Pennsylvania gets \$100.00 vacation pay June 26, this will be biggest thing in Pennsylvania this year.

Want Rides and Shows, particularly want set Kid Rides and any Shows with own equipment. Girl Show will get big money here. Want Snake Show. Have complete outfit. Side Show. Lew Alter, contact me. Can place Concessions of all kinds, Age, Scale, French Fries, Palmistry, Hanky Panks, Percentage if you have Hanky Pank to go with it, Clothes Pin, Blower. Opening few choice Wheels. Can place Agents for Grind Stores and good Wheel and Spindle Men.

All Address:

WILLIAMS PERKINS, American Hotel, Carbondale, Pa.

A PROVEN BONA FIDE FOURTH OF JULY WEEK

REEDVILLE, VA.

NOT ONE DAY BUT A WHOLE WEEK OF ACTIVITY.

Parades, Fireworks, Radio Stars. Also giving away Autos, Television Sets, Electric Stoves, Radios and Other Features.

WEEK JULY 3rd

Only one of a kind on midway.

Can place Merry-Go-Round for this and rest of season.

Week July 10, White Stone, Va. Another big doings. Giving away besides the above—two Autos—two.

Can place Ferris Wheel Foreman and Help in all departments. Must drive semi-trailer trucks. This show works 48 to 49 weeks per season.

This week, Takoma Park, Md., at New Hampshire Ave. and District of Columbia city line, or wire to summer address: 4501 Madison Ave., Riverdale, Md. Phone: UNION 0012.

ALAMO EXPOSITION SHOWS

Want for the Biggest 4th of July Celebration, Lebanon, Mo., July 1, 2, 3, 4. Can place Operator for Hawaiian Show who has Girls and Wardrobe, can place Side Show Acts, also Athletic Show that has own equipment. We have 12 Fairs, two more pending; we stay out until Armistice Week. CONCESSIONS: Can place Frozen Custard, Racer Derby, Novelties, Ice Cream, Photo Outfit and all Hanky Panks. RIDES: Have opening for Boat Ride, Train, Pony Ride and Little Dipper. Want Man capable of handling new 14-foot Six Cat Outfit. Can place Assistant Mechanic on trucks. No boozers. Warren*Murphy wants Penny Arcade Mechanic. Also Hedy Jo Starr, contact me. All contact

JACK RUBACK, Mgr.

June 19-24, Holdenville, Oklahoma; then Vanita, Oklahoma; then Lebanon, Missouri.

REDWOOD EMPIRE SHOWS WANT

FOR 4TH OF JULY RODEO AND CELEBRATION, MOLALLA, OREGON

Any legitimate Concession that does not conflict. Also Posing Show, Wild Life, Hillbilly or any Side Show. 12 Fairs and Celebrations to follow.

Write or wire **ANTHONY MASSETH**

Box 358, Berkeley, Calif., or Sweet Home, Oregon, June 23 to 28.

STATE FAIR SHOWS

Can place at once: Cookhouse that will cater to Show People, privilege guaranteed in tickets. Wire at once and do not misrepresent, as I don't. Will pay top wages for Tilt for who can produce, also Second Men on other rides. Drunks won't last here. Will book any Hanky Panks for balance of season. 14 Fairs and Celebrations, with the biggest (4th) spot in Wyoming. 2-3-4 at Guernsey, Wyo. I have 60 ft. Top Banners and Insides for Ten in One. Want capable Showman to take same. Can always place capable Agents that can and will stay sober. We work every week. All first in spots, with the cream of the crop. Will book one neat Kiddie Ride, Pony Ride preferable. All wire

SCOTT LAMB

OGALLALA, NEBR., JUNE 19-24.

MIKE ROCKWELL

Northern Unit—Playing 27 Fairs and Celebrations in Colorado, Nebraska, Wyoming, South Dakota and Kansas. Brush, Colo., Fourth of July; Idaho Springs, Gold Rush Days, July 7-8-9; Alliance Rodeo, July 14-15-16; Trenton, Neb., Pow-Wow and many more. Get with the show that doesn't play still dates.

Want Ride Help of all kinds—must drive.

Want Hanky Panks of all kinds.

Will book 2 Ball Games; Dakota Bob, Otto Kube, wire; Bob Lang, come on.

Want Athletic Show with own outfit. Wire or phone.

E. J. DAVIS, MGR.

Oxford, Neb., Rodeo, June 21-25; Wray, Colo., June 27-28-29.

Flashbacks

10 Years Ago

E. Walter Evans was elected president of The Billboard. . . . Roster of the Cole Bros.' Circus advertising car included V. A. Williams, manager; Marty Yates, press agent; Hiram DeLotel, boss billposter; James Gephart, boss lithographer; George O'Connor, steward; Charles Burns, Fred Pyne, Luzell Dietz, Henry Barth, Rocco Longo, Richard Talley, Jack Smith, Carlisle Donahue, Sam Clauson and Lou Ritt. . . . Ben H. Voorheis was added to the staff of Summit Beach Park, Akron, as publicist and promotion director. . . . Greenwood County Fair Association, Eureka, Kan., elected Hugh S. Dennis a director to succeed his father, the late W. R. Dennis, and A. W. Hartsook was named superintendent of speed

Floyd (Whitey) Newell signed as press agent of Hennies Bros.' Shows. . . . When Cole Bros.' Circus played Fort Wayne, Ind., Thomas Hayden, clown cop, and J. Alfred Galleis, of the Cowan Bros.' Stock Company, visited with Lou Walton and Horace Laird.

Great Calvert was in Edgewater Park, Detroit, doing comedy and a ventriloquist routine in an aerial number. . . . Pike County Fair Association, Bowling Green, Mo., elected J. H. Middleton, president; Bonham Freeman, vice-president; T. F. Evans, secretary, and E. E. Mendosa, treasurer. . . . William and Fanny Pratt, candy floss operators, joined Zucchini Bros.' Shows in New Kensington, Pa. . . . Flying LeClaires were signed for the winter tour of Polack Bros.' Circus. . . . Joe Tracy Emerling's Man Killers, reptilian exhibit, was reported doing okay business at Carlin's Park, Baltimore. . . . Cooke County Fair Association, Gainesville, Tex., elected William T. Bonner, president to succeed Oscar Aldridge; Dr. P. P. Starr, vice-president; Claude Jones, secretary, and William Lewis, treasurer.

Colleen and Irish McCormack were operating their Underworld Show on the World of Pleasure Shows. . . . William C. Murray was added to the staff of Miller Bros.' Shows as a special agent. . . . Roy Barrett, clown, was set for a two-week engagement at Idlewild Park, Ligonier, Pa. . . . Luna Park, Coney Island, N. Y., opened after expenditure of \$100,000 on repairs and improvements with Milton Sheen as general manager and Jerome Friedman president. . . . Management of Boone County Grange Fair, Belvidere, Ill., booked thru the Tommy Sacco office, Chicago, the Aerial Chappelles, Sensational Wishards, Sheree Aces and Mirrills. . . . Flying Melzoras left the Kaus Exposition Shows at Hope-lawn, N. J., to play celebrations and Charles Joy Gramlich added a Children of Darkness Show. . . . Rudy Rudynoff and family signed for 11 performances with the Horse Pulling Association of Ohio.

Deaths: Paul Birch, circus man; Margaret Dill, circus performer; Mrs. Pearl C. Dionne, circus woman; Harry C. Fitz Gerald, carnival man; Francis F. Healy, carnival press man; August Kuhn aerialist; Philip E. Levy, carnival man; Arthur J. Miller, circus man.

25 Years Ago

On the Hagenbeck-Wallace brigade were Lawrence J. Lewis, manager; Jack M. Polacheck, steward; William J. Garr, George C. Daningan, Ed S. Rupp, Thomas R. Brey and Hank L. Deane. . . . John M. Buckley was named secretary of Amboy (Ill.) Fair, succeeding Judge William L. Leech, resigned. . . . Dreamland Park, Newark, N. J., under the management of Victor J. Brown, was enjoying good business. . . . Harry Gordon was doing advance work for the Bernardi Exposition Shows. . . . Three Silverlakes joined Ketrow Bros.' Wild Animal Shows, replacing the Merrill family, which left to fill

outdoor bookings. . . . Wallie Sack was in the Chicago office of Thear Duffield Fireworks Company 'doing publicity in connection with the firm's various contracts. . . . Hancock (Pa.) Park opened under management of C. H. Schwartz.

A. H. Barkley was general representative of the Greater Sheen Shows and his assistant was C. Cracraft. . . . Presenting horse with the Ringling Bros. and Barn & Bailey Combined Shows was Jorgen M. Christiansen, Harry H. zog, Mabel Stark, Rudolph May and Vladimir Schraube. . . . L. Dickerson was elected president of Prospect (O.) Fair board and B. Reterer, secretary. . . . C. W. Elgave up his position as manager, River Gardens, Fort Wayne, Ind., become manager of attractions, publicity and picnics at Wisconsin State Fair Park, West Allis, Wis. . . . Bill Owens, late of the Narder Bros. Shows, joined the Rice & Perry Water Circus in Chicago. . . . Advertising car crew of the Frank J. Taylor Circus included Harry Johnson, manager; Emmett Milliholm, Paul Moore, Ed Williams, Ted Mulvihill, James Brown, Harry Rogers, William Crippen, Harry Woolsey, Clarence Keaton, Clay Yeager and Hen Lauskee.

J. M. Martin, general manager, Chester Park, Cincinnati, died following an operation for appendicitis. . . . Executive staff of the All-American Shows included Nipp B. owner-manager; Mrs. Butts, secretary-treasurer; Johnny Cannon, general agent; R. L. Mays, electrician; George Rhea, trainmaster. . . . M. Jake Posey, wife of the boss host of the Sparks Circus, underwent serious operation in Good Samaritan Hospital, Cincinnati. . . . The Rich Morgan Players were booked for a season at Whalom Park, Fitchburg, Mass. . . . Visitors on the midway the Dodson's World's Fair Shows, St. Louis included D. D. Murphy, owner, and Les Brophy, manager of the D. D. Murphy Shows; Jim Suderlin, a general agent; Louis T. band, Johnny Lazia and W. L. Donaldson. . . . Maj. Stanley Jobe and wife, Princess Nellie, midgets, were located at Savin Rock Park, New Haven, Conn., for the summer. . . . The Millers, acrobats, and Tom Mo-jugger, visited the Della O'Donoghue Shows at Ozark, Mo.

WANTED

FOR A LONG STRING OF CELEBRATIONS AND FAIRS, STARTING NOW.

Jenney and Tilt Foremen, Bingo Help. Can use a few Hanky Panks. Robinson wants Agents for stock stores. Will sell X at Custard. Can use any clean show. Agent in office owned Percentage. Washington thru the 21st; Kingston Mich. 22nd thru 24th; Pekin, 26th thru July 1st. Schuyler County Fair follows; all Illinois.

NESSLERS' SHOWS

SIDE SHOW WANTED

Acts, Ticket Sellers who can Grind, also Tattoo Artist who can stay sober, good proposition. Working Acts, join at once.

EARL MEYER

c/o Lawrence Greater Shows
Ambridge, Penn.

WANTED

Carnival to participate in three (3) day Labor Day Celebration. 60,000 to draw from contact

GEORGE GIRTH

505 State Street Alton, Illinois
Phone No. Alton 22455

JACK RENFRO WANTS

Skills and Razzle Agents.

Care C. A. STEPHENS SHOWS

Hazard, Ky., this week

PENNY PITCH GAMES
 Size 46x46"
 Price \$42.50
 Size 48x48"
 With 1 Jack Pot, \$50.00.
 Pts. \$55.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price\$27.50

BING GAMES
 75-Player Bingo, Complete\$6.00
 100-Player Bingo, Complete 8.00
 1/3 Deposit on All Orders.
SLACK MFG. CO.
 114-122 W. Illinois St. CHICAGO, ILL.

FOR SALE OR TRADE
 Have 1 Wurlitzer Organ for sale or trade.
FRANK ORGAN SERVICE
H. FRANK, MGR.
 48 Waveland Ave. Chicago 41, Ill.
 Phone PENSACOLA 6-2613

FOR SALE
 For combination Hi-Striker, perfect condition, one year old, cost \$300.00; complete with lights and fence, \$225.00. Can be seen in operation on Lee Becht Shows as per route. 14x14 Center Outfit, A-1 condition, mildew proof, gabled end top, new last season, \$100.00. Age and Weight Outfit, very flashy, \$100.00. Concessions can be booked on this. Picture of above on request.
W. R. STOPHEL
 LEE BECHT SHOWS
 Hamilton, Ohio, June 19-24.

FOR SALE
 New improved Echols Snow Machine and supplies, with Ice Box, price \$175.00; 6 volt 110 volt P.A. System, like new, \$125.00; 10 Tent and Frame, used only 4 weeks, \$9.00; two Popcorn Houses, 5x7 ft., with poppers, \$125.00 each, with Corn & Supplies.
RAY BROWN
 R. R. 2, Charlestown, Ind.

GIRLS—WANTED—GIRLS
FOR GIRL SHOW
 Experienced or beginners. Good conditions, good pay, bonus. Wire or write
BOX 553, THE BILLBOARD
 Broadway New York City

COOKHOUSE AT LIBERTY
 WIRE:
Gordon (Foots) Middleton
 Western Union Fargo, N. Dak.

RIDE MEN
 1st Foreman and Second on Wheel, Tilt, Ho-Plane; must drive semi and not drink. We with own equipment. All Celebrations Fairs.
J. R. LEERIGHT
DWAY EXPOSITION SHOWS
 Russell, Kansas, now; Abilene follows.

WANT TO BUY OCTOPUS
 Contact
BOB BROWN, c/o MOTOR STATE SHOWS
 Erie and Grande River, Detroit, Mich., June 7; Fenton, Mich., June 28-July 1. Fred and Jack Shannon, contact J. C. Snell here.

MOTOR STATE SHOWS
 Want Hanky Panks, Fish Pond, Hi Striker, Age, Scales, Add-Up-Darts, etc. Sorry, no flats. Fenton, Mich., June 28-July 1; Warren, Mich., near Detroit, July 2-4; Homecoming and Big 4th Celebration, Maple Rapids on streets, July 4-5. All Celebrations and Fairs follow. Use Ride Help who drive semi; no lusers or chasers tolerated.
MOTOR STATE SHOWS
 REDFORD TOWNSHIP, JUNE 19TH-24TH

TED E. LEWIS SHOWS
 Want for 4th July Week. Somerset County Fair, Belle Mead, N. J., Route 31; other men's Celebrations to follow.
 CONCESSIONS of all kind, Novelty Food, Hanky Panks that work for stock. RIDES that don't conflict with mine. SHOWS with own outfit. What have you? HELP: Foreman for Rides; must drive semi. Come on.
 Erie Ferry, N. J., June 19 to 24, or 12-37 Rosewood St., Fair Lawn, N. J. Phone FA 6-2794W.

WANTED WANTED WANTED
 GIRLS FOR POSING SHOW ON ROYAL AMERICAN SHOWS. ALSO STRIP TEASE, ALL MUST BE YOUNG, GOOD LOOKERS, GOOD FIGURES. NO WIRES. WRITE AND SEND PHOTOS AT ONCE. WINNIPEG, CANADA, JUNE 22 THOUGH JULY 1; then Brandon, July 3 through 7.
 Perry Ryan, Chuck Bedell, contact me.
NAT D. RODGERS

CLUB ACTIVITIES
Show Folks of America, Inc.
 145 Turk Street, San Francisco
SAN FRANCISCO, June 17.—President Mike Krekos presided at the regular June 5 meeting. Nellie Baker filled in for Treasurer Dwight W. Kane. A letter thanking the club for its help in the primary campaign was read from Congressman Frank H. Havenner.
 Elected to the membership were Dr. Dale D. Ames, Florence V. Logue, J. A. Dersey and Clyde Barnum. Fred Weidmann reported that about 75 members took in the Polack Shrine Circus as guests of the management. President Krekos sent the circus a letter of thanks.
 Council Raiford announced the board of directors voted to hold regular meetings on the second and fourth Mondays thru June, July and August. Regular weekly meetings resume in September. Custodian Sam Landesman was granted a leave of absence until next fall.
 Mrs. Boehm visited Fred Ferguson at Marine Hospital. Billie Hodges reports that Steve Murphy is in Letterman General Hospital, where he is undergoing surgery. Art Craner visited Eddie Brown and Pat Shanley during a recent trip to Los Angeles. S. Wyatt Sheppard has returned to his Superior Shows after recovering from an operation. Morris Ginsberg won the \$17 pot of gold. The balance was turned over to the refreshment fund.

Showmen's League of America
 400 S. State St., Chicago
CHICAGO, June 17.—The secretary has been busy with Turner Bros.' Shows at 147th Street and Western Avenue, Great Sutton Shows at 139th Street and Western, Hennies Bros.' Shows at Lyons, Ill., and Cavalcade of Amusements at Racine, Wis. Charles H. Hall remains in serious condition at Alexian Hospital. Membership applications have been received from W. E. Page, Arthur G. Peets, Virgil Sells and H. A. Henne-man.
 A son was born Sunday (11) to Mr. and Mrs. Bing Bernstein.
 Visitors at the clubrooms included Ray Walter, Arthur Hockwald and J. C. Weers. Vice-President Lou Keller drops in to keep things in order. Membership cards for 1951 are ready. Among the first to receive them were W. Hellich, J. D. Edward, Harold M. Gordon, Russell Dean, Sam Glickman and Bill Kaplan. Silent O'Brien is working Chicago lots.
 Other visitors were Elmer Byrnes, Harry Simonds, Andre Dumont, Walter F. Driver, Max Brantman, Petey Pivor, Sam Gluskin, Eli Rudick, R. T. Riley, Ep Glosser, Paul Delaney, Al Holzman and Oliver Barnes.

FOR SALE OR TRADE
 Merchandise
 Wheels
 Money
 Wheels
 Laydowns
 Dart Games
 Baseball
 Games
 Milk Bottles
 Cats
 Hoopla
 Blocks
 Penny Pitch
 Boards
 Dice Cages
 Beat The
 Dealer
 Under-Over
 Write for Catalog. Send 25% deposit with order.

BIG SIX DICE WHEEL
 This new Big Six Dice Wheel is made of 1 1/2" marine plywood. The size of the wheel is 60" in diameter, and it is mounted on a steel stand which can be dismantled in two parts.
 All hardware used is brass and chromium.
 The wheel is decorated with plastic sheets, chromium moldings and beautiful pictures.
A sure money maker!!
ELECTRIC PENNY PITCH With Lights and Buzzer
 Two jackpots with red light. All other winners white light. For every winner it lights up and the buzzer rings. **GOOD MONEY MAKER.** Board size 38" by 48".
 A stationary wheel on top for the lights.
PRICE \$250.00 Ea.
 FOB Brooklyn. Crating is included in the price.
Price \$100.00 Ea.
 Immediate delivery
CARDINAL MFG. CORP., 430 Keap St., Brooklyn, N. Y. EVergreen 7-5027

PACIFIC COAST SHOWMEN'S ASS'N
ANNOUNCE their special MEMBERSHIP DRIVE
JOIN NOW . . .
 Take Advantage of This Offer. Initiation and Dues to Sept. 1, 1951
\$17.00
 Membership includes use of the new, spacious and beautiful club rooms and all their privileges. Offer open for only a limited time.
JOIN NOW
 Write Today for Application Blanks.
PACIFIC COAST SHOWMEN'S ASSOCIATION
 1235 SO. HOPE ST. LOS ANGELES 15, CALIF.
Joseph R. Krug **Sam Dolman**
 President Membership Chairman
Al Flint, Executive Secretary

LARRY NOLAN SHOWS
WANT QUICK!
 For Longmont, Colo. (City Park), July 3 and 4. Strong route to follow, ending in Arizona, December 1. Agent for office Pan Game. One sober Count Store Agent. Agent for High Striker. One strong Freak for office Side Show, no half and half. Will book a few more Hanky Panks. Can use Custard, Age and Weight, Fish Pond, Bumper, Darts. We carry only one of a kind.
 Wire, don't phone: **LARRY NOLAN, Mgr.**
 Monte Vista, June 19-24; Fairplay (Donkey Days), June 26-July 1; Longmont, July 3-4. Then three weeks on Denver lots. All in Colorful Colorado.
 N.B.: We don't need any Ride Help, Rides or Shows. Come on, get with a winner.

WANT AGENTS WANT
 For Six Cats, Buckets, Shiv Rack, Pin Store, Nail Store All Fairs and Celebrations, including three State Fairs. **JACK ERWIN, RED STRIGEL, RAY LARSON, WAYNE COLVEZ, WHITEY HARPER,** can place you.
WIRE: DWIGHT J. BAZINET
 c/o WOLF'S GREATER SHOWS
 Columbia Heights, Minn. (Minneapolis suburb), this week. (Phone: Granville 7629)

July 17-22—34th Annual—Bigger this year
RED LION GALA WEEK FAIR
 WANTS—Besides Carnival we have booked we can use the following: Kiddie Pony or Boat Ride, Spitfire, Rocket, Fly-o-Plane or Little Dipper. Want outstanding Freak Show, Motordrome, Glass or Fun House, Mechanical City and Wild Life, Penny Arcade. Also any legitimate 10% Concession. This is a real Night Fair—we get the people. Two matinees (Thurs. and Sat.). What have you to offer? Write
R. M. SPANGLER, Secy. & Gen. Mgr.
 BOX 22
 HUMMELS WHARF, PENNA.

SRADER SHOWS
 CONCESSIONS WANTED—Country Store, Fish Pond, Basket Ball, Jewelry, Age or Weight, Bumper or String Game, Custard or Ice Cream. Have new Novelty Outfit for sale with stock. SHOWS—Motor Drome, Snake or Monkeys or any type of Grind Shows. RIDES—Can use any kind of Kiddie Ride except Kiddie Autos. We have the largest Celebration in Kansas for the 4th of July at Great Bend, Kansas. Fairs start at Anthony, Kansas, the week of July 17th.
M. A. SRADER SHOWS
 McPHERSON, KANSAS, THIS WEEK

FIREMEN'S ANNUAL 4TH OF JULY CARNIVAL WEEK
 Salisbury, Pa. Fireworks, Parades and Free Acts.
 WANT small Cook House, Custard, Candy Apples, Candy Floss, Snow Ice, Pitch-Till-You-Win, Glass Store, Hoop-La, Balloon Darts, High Striker, Nail Game, Swinger, Cork Gallery, Long and Short Range. (Polack Salisbury wants Slum Skillo and Bucket Agents.) Playing all Firemen's Celebrations in Pennsylvania, Maryland and Virginia. Write or wire
I. K. WALLACE
 c/o LURAY HOTEL, JOHNSTOWN, PA.

WANTED SHOWS AND CONCESSIONS

FOR

Weymouth Fair, Weymouth, Mass., Aug. 13-19
Orleans County Fair, Barton, Vt., Aug. 17-19
Hartland Fair, Hartland, Vt., Aug. 23-25
Lancaster Fair, Lancaster, N. H., Sept. 1-4
Three County Fair, Northampton, Mass., Sept. 3-9
Cheshire Fair, Keene, N. H., Sept. 7-9

NOTE: Positively NO GRIFT, NO MIT CAMPS, NO GYPSIES.
for space contact

LAGASSE AMUSEMENT COMPANY HAVERHILL, MASS.

FIREMEN'S CELEBRATION AND FAIR CARBONDALE, PENNA., JUNE 26TH TO JULY 2D

SEVEN BIG DAYS AND NIGHTS—SEVEN.

Every miner in Pennsylvania gets \$100.00 vacation pay June 26, this will be biggest thing in Pennsylvania this year.

Want Rides and Shows, particularly want set Kid Rides and any Shows with own equipment. Girl Show will get big money here. Want Snake Show. Have complete outfit. Side Show. Lew Alter, contact me. Can place Concessions of all kinds, Age, Scale, French Fries, Palmistry, Hanky Panks, Percentage if you have Hanky Pank to go with it, Clothes Pin, Blower. Opening few choice Wheels. Can place Agents for Grind Stores and good Wheel and Spindle Men.

All Address:

WILLIAMS PERKINS, American Hotel, Carbondale, Pa.

A PROVEN BONA FIDE FOURTH OF JULY WEEK

REEDVILLE, VA.

NOT ONE DAY BUT A WHOLE WEEK OF ACTIVITY.

Parades, Fireworks, Radio Stars. Also giving away Autos, Television Sets, Electric Stoves, Radios and Other Features.

WEEK JULY 3rd

Only one of a kind on midway.

Can place Merry-Go-Round for this and rest of season.

Week July 10, White Stone, Va. Another big doings. Giving away besides the above—two Autos—two.

Can place Ferris Wheel Foreman and Help in all departments. Must drive semi-trailer trucks.

This show works 48 to 49 weeks per season.

This week, Takoma Park, Md., at New Hampshire Ave. and District of Columbia city line, or wire to summer address: 4501 Madison Ave., Riverdale, Md. Phone: UNion 0012.

ALAMO EXPOSITION SHOWS

Want for the Biggest 4th of July Celebration, Lebanon, Mo., July 1, 2, 3, 4. Can place Operator for Hawaiian Show who has Girls and Wardrobe, can place Side Show Acts, also Athletic Show that has own equipment. We have 12 Fairs, two more pending; we stay out until Armistice Week. CONCESSIONS: Can place Frozen Custard, Racer Derby, Novelties, Ice Cream, Photo Outfit and all Hanky Panks. RIDES: Have opening for Boat Ride, Train, Pony Ride and Little Dipper. Want Man capable of handling new 14-foot Six Cat Outfit. Can place Assistant Mechanic on trucks. No boozer. Warren Murphy wants Penny Arcade Mechanic. Also Hedy Jo Starr, contact me. All contact

JACK RUBACK, Mgr.

June 19-24, Holdenville, Oklahoma; then Vanita, Oklahoma; then Lebanon, Missouri.

REDWOOD EMPIRE SHOWS WANT

FOR 4TH OF JULY RODEO AND CELEBRATION, MOLALLA, OREGON

Any legitimate Concession that does not conflict. Also Posing Show, Wild Life, Hillbilly or any Side Show. 12 Fairs and Celebrations to follow.

Write or wire **ANTHONY MASSETH**

Box 358, Berkeley, Calif., or Sweet Home, Oregon, June 23 to 28.

STATE FAIR SHOWS

Can place at once: Cookhouse that will cater to Show People, privilege guaranteed in tickets. Wire at once and do not misrepresent, as I don't. Will pay top wages for Tilt for who can produce, also Second Men on other rides. Drunks won't last here. Will book any Hanky Panks for balance of season. 14 Fairs and Celebrations, with the biggest (4th) spot in Wyoming, 2-3-4 at Guernsey, Wyo. I have 60 ft. Top Banners and Insides for Ten in One. Want capable Showman to take same. Can always place capable Agents that can and will stay sober. We work every week. All first in spots, with the cream of the crop. Will book one neat Kiddie Ride, Pony Ride preferable. All wire

SCOTT LAMB

OGALLALA, NEBR., JUNE 19-24.

MIKE ROCKWELL

Northern Unit—Playing 27 Fairs and Celebrations in Colorado, Nebraska, Wyoming, South Dakota and Kansas. Brush, Colo., Fourth of July; Idaho Springs, Gold Rush Days, July 7-8-9; Alliance Rodeo, July 14-15-16; Trenton, Neb., Pow-Wow and many more. Get with the show that doesn't play still dates.

Want Ride Help of all kinds—must drive.

Want Hanky Panks of all kinds.

Will book 2 Ball Games; Dakota Bob, Otto Kube, wire; Bob Lang, come on.

Want Athletic Show with own outfit. Wire or phone.

E. J. DAVIS, MGR.

Oxford, Neb., Rodeo, June 21-25; Wray, Colo., June 27-28-29.

Flashbacks

10 Years Ago

E. Walter Evans was elected president of The Billboard. . . Roster of the Cole Bros.' Circus advertising car included V. A. Williams, manager; Marty Yates, press agent; Hiram DeLotel, boss billposter; James Gephart, boss lithographer; George O'Connor, steward; Charles Burns, Fred Pyne, Luzell Dietz, Henry Barth, Rocco Longo, Richard Talley, Jack Smith, Carlisle Donahue, Sam Clauson and Lou Ritt. . . Ben H. Voorheis was added to the staff of Summit Beach Park, Akron, as publicist and promotion director. . . Greenwood County Fair Association, Eureka, Kan., elected Hugh S. Dennis a director to succeed his father, the late W. R. Dennis, and A. W. Harisook was named superintendent of speed

Floyd (Whitey) Newell signed as press agent of Hennies Bros.' Shows. . . When Cole Bros.' Circus played Fort Wayne, Ind., Thomas Hayden, clown cop, and J. Alfred Gallets, of the Cowan Bros.' Stock Company, visited with Lou Walton and Horace Laird.

Great Calvert was in Edgewater Park, Detroit, doing comedy and a ventriloquist routine in an aerial number. . . Pike County Fair Association, Bowling Green, Mo., elected J. H. Middleton, president; Bonham Freeman, vice-president; T. F. Evans, secretary, and E. E. Mendosa, treasurer. . . William and Fanny Pratt, candy floss operators, joined Zacchini Bros.' Shows in New Kensington, Pa. . . Flying LeClaires were signed for the winter tour of Polack Bros.' Circus. . . Joe Tracy Emerling's Man Killers, reptilian exhibit, was reported doing okay business at Carlin's Park, Baltimore. . . Cooke County Fair Association, Gainesville, Tex., elected William T. Bonner, president to succeed Oscar Aldridge; Dr. P. P. Starr, vice-president; Claude Jones, secretary, and William Lewis, treasurer.

Colleen and Irish McCormack were operating their Underworld Show on the World of Pleasure Shows. . . William C. Murray was added to the staff of Miller Bros.' Shows as a special agent. . . Roy Barrett, clown, was set for a two-week engagement at Idlewild Park, Ligonier, Pa. . . Luna Park, Coney Island, N. Y., opened after expenditure of \$100,000 on repairs and improvements with Milton Sheen as general manager and Jerome Friedman president. . . Management of Boone County Grange Fair, Belvidere, Ill., booked thru the Tommy Sacco office, Chicago, the Aerial Chappelles, Sensational Wishards, Sheree Aces and Mirrills. . . Flying Melzoras left the Kaus Exposition Shows at Hopelawn, N. J., to play celebrations and Charles Joy Gramlich added a Children of Darkness Show. . . Rudy Rudynoff and family signed for 11 performances with the Horse Pulling Association of Ohio.

Deaths: Paul Birch, circus man; Margaret Dill, circus performer; Mrs. Pearl C. Dionne, circus woman; Harry C. Fitz Gerald, carnival man; Francis F. Healy, carnival press man; August Kuhn aerialist; Philip E. Levy, carnival man; Arthur J. Miller, circus man.

25 Years Ago

On the Hagenbeck-Wallace brigade were Lawrence J. Lewis, manager; Jack M. Polacheck, steward; William J. Garr, George C. Daningan, Ed S. Rupp, Thomas R. Brey and Hank L. Deane. . . John M. Buckley was named secretary of Amboy (Ill.) Fair, succeeding Judge William L. Leech, resigned. . . Dreamland Park, Newark, N. J., under the management of Victor J. Brown, was enjoying good business. . . Harry Gordon was doing advance work for the Bernardi Exposition Shows. . . Three Silverlakes joined Ketrow Bros.' Wild Animal Shows, replacing the Merrill family, which left to fill

outdoor bookings. . . Wallie Sae was in the Chicago office of The Duffield Fireworks Company's publicity in connection with firm's various contracts. . . Park opened under management of C. H. Schwartz.

A. H. Barkley was general representative of the Greater Shee Shows and his assistant was C. Cracraft. . . Presenting horse with the Ringling Bros. and Bar & Bailey Combined Shows was Jorgen M. Christiansen, Harry zog, Mabel Stark, Rudolph M. and Vladimir Schraube. . . L. D. erson was elected president of Prospect (O.) Fair board and Reterer, secretary. . . C. W. E gave up his position as manager River Gardens, Fort Wayne, Ind. become manager of attractions, licity and picnics at Wisconsin S Fair Park, West Allis, Wis. . . Owens, late of the Narder B Shows, joined the Rice & Pe Water Circus in Chicago. . . Ad tising car crew of the Frank J. lor Circus included Harry John manager; Emmett Milliholm, P Moore, Ed Williams, Ted Mulv James Brown, Harry Rogers, liam Crippen, Harry Woolsey, C ence Keaton, Clay Yeager and H Lauskee.

J. M. Marlin, general manager Chester Park, Cincinnati, died following an operation for appendicitis. . . Executive staff of the All-American Shows included Nipp E. owner-manager; Mrs. Butts, secretary-treasurer; Johnny Cannon, eral agent; R. L. Mays, electric George Rhea, trainmaster. . . Jake Posey, wife of the boss ho of the Sparks Circus, underwent serious operation in Good Samaritan Hospital, Cincinnati. . . The Rich Morgan Players were booked for season at Whalom Park, Fitchburg, Mass. . . Visitors on the midway the Dodson's World's Fair Show St. Louis included D. D. Murphy, owner, and Les Brophy, manager of the D. D. Murphy Shows; Jim S. derlin, a general agent; Louis T. band, Johnny Lazia and W. L. D. aldson. . . Maj. Stanley Jobert wife, Princess Nellie, midgets, located at Savin Rock Park, Haven, Conn., for the summer. The Millers, acrobats, and Tom M. juggler, visited the Della O Shows at Ozark, Mo.

WANTED

FOR A LONG STRING OF CELEBRATIONS AND FAIRS, STARTING NOW

Jenny and Tilt Foremen, Bingo Help. Use a few Hanky Panks. Robinson Agents for stock stores. Will sell X Custard. Can use any clean show. Agent office owned Percentage. Washington thru the 21st; Kingston Md 22nd thru 24th; Pakin, 26th thru July 1st. Schuyler County Fair follows; all Illinois

NESSLERS' SHOWS

SIDE SHOW WANTED

Acts, Ticket Sellers who can Grind, Tattoo Artist who can stay sober, proposition. Working Acts, join at once

EARL MEYER

c/o Lawrence Greater Shows
Ambridge, Penn.

WANTED

Carnival to participate in three (3) Labor Day Celebration. 60,000 to draw for contact

GEORGE GIRTH

505 State Street Alton, Ill.
Phone No. Alton 22455

JACK RENFRO WANTS

Skills and Razzle Agents.

Care C. A. STEPHENS SHOWS

Hazard, Ky., this week

PENNY PITCH GAMES

Size 46x46"
Price \$42.50
Size 48x48"
With 1 Jack Pot, \$50.00.
With 5 Jack Pots, \$55.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price\$27.50

BING GAMES
75-Player Bingo, Complete\$4.00
100-Player Bingo, Complete 8.00

1/3 Deposit on All Orders.
SLACK MFG. CO.
116-122 W. Illinois St. CHICAGO, ILL.

FOR SALE OR TRADE

ave 1 Wurlitzer Organ for sale or trade.

RANK ORGAN SERVICE
H. FRANK, MGR.
48 Waveland Ave. Chicago 41, Ill.
Phone PENSACOLA 6-2613

FOR SALE

or combination Hi-Striker, perfect condition, one year old, cost \$300.00; complete with as and fence, \$225.00. Can be seen in operation on Lee Becht Shows as per route. 1/4 Center Outfit, A-1 condition, mildew free, gabled end top, new last season, \$100.00. Age and Weight Outfit, very flashy, \$100.00. Concessions can be booked on this. Picture of above on request.

W. R. STOPHEL
LEE BECHT SHOWS
Hamilton, Ohio, June 19-24.

FOR SALE

Improved Echoes Snow Machine and applies, with Ice Box, price \$175.00; 6 volt 110 volt P.A. System, like new, \$125.00; 10 Tent and Frame, used only 4 weeks, \$50.00; two Popcorn Houses, 5x7 ft., withoppers, \$125.00 each, with Corn & Supplies.

RAY BROWN
R. R. 2, Charlestown, Ind.

GIRLS—WANTED—GIRLS

FOR GIRL SHOW

perienced or beginners. Good conditions, good pay, bonus. Wire or write
BOX 553, THE BILLBOARD
Broadway New York City

COOKHOUSE AT LIBERTY

WIRE:
Gordon (Foots) Middleton
Western Union Fargo, N. Dak.

RIDE MEN

Foreman and Second on Wheel, Tilt, o-Plane; must drive semi and not drink. with own equipment. All Celebrations Fairs.

J. R. LEERIGHT
DWAY EXPOSITION SHOWS
Russell, Kansas, now; Abilene follows.

WANT TO BUY

OCTOPUS

Contact
ST. BROWN, c/o MOTOR STATE SHOWS
le and Grande River, Detroit, Mich., June 17-18; Fenton, Mich., June 28-July 1. Fred J. Jack Shannon, contact J. C. Snell here.

MOTOR STATE SHOWS

ant Hanky Panks, Fish Pond, Hi Striker, Age, Scales, Add-Up-Darts, etc. Sorry, no flats
Fenton, Mich., June 26-July 1; Warren, Mich., near Detroit, July 2-4; Homecoming
Big 4th Celebration, Maple Rapids on streets, July 6-8. All Celebrations and Fairs follow.
use Ride Help who drive semi; no lishers or chasers tolerated.

MOTOR STATE SHOWS
REDFORD TOWNSHIP, JUNE 19TH-24TH

TED E. LEWIS SHOWS

ent for 4th July Week. Somerset County Fair, Belle Mead, N. J., Route 31; other
emen's Celebrations to follow.

CONCESSIONS of all kind, Novelty Food, Hanky Panks that work for stock. RIDES that
t conflict with mine. SHOWS with own outfit. What have you? HELP: Foreman for
Rides; must drive semi. Come on.

le Ferry, N. J., June 19 to 24, or 12-37 Rosewood St., Fair Lawn, N. J. Phone FA 6-2794W.

WANTED WANTED WANTED

LS FOR POSING SHOW ON ROYAL AMERICAN SHOWS. ALSO STRIP TEASE, ALL MUST
YOUNG, GOOD LOOKERS, GOOD FIGURES. NO WIRES. WRITE AND SEND PHOTOS AT
CE. WINNIPEG, CANADA, JUNE 22 THROUGH JULY 1; then Brandon, July 3 through 7.
ry Ryan, Chuck Bedell, contact me.

NAT D. RODGERS

CLUB ACTIVITIES

Show Folks of America, Inc.
145 Turk Street, San Francisco
SAN FRANCISCO, June 17.—Pres-
ident Mike Krekos presided at the
regular June 5 meeting. Nellie Baker
filled in for Treasurer Dwight W.
Kane. A letter thanking the club for
its help in the primary campaign was
read from Congressman Frank H.
Havener.

Elected to the membership were
Dr. Dale D. Ames, Florence V. Logue,
J. A. Dersey and Clyde Barnum. Fred
Weidmann reported that about 75
members took in the Polack Shrine
Circus as guests of the management.
President Krekos sent the circus a
letter of thanks.

Council Raiford announced the
board of directors voted to hold regu-
lar meetings on the second and fourth
Mondays thru June, July and August.
Regular weekly meetings resume in
September. Custodian Sam Landes-
man was granted a leave of absence
until next fall.

Mrs. Boehm visited Fred Ferguson
at Marine Hospital. Billie Hodges
reports that Steve Murphy is in
Letterman General Hospital, where
he is undergoing surgery. Art Craner
visited Eddie Brown and Pat Shanley
during a recent trip to Los Angeles.
S. Wyatt Sheppard has returned to
his Superior Shows after recovering
from an operation. Morris Ginsberg
won the \$17 pot of gold. The balance
was turned over to the refreshment
fund.

Showmen's League of America
400 S. State St., Chicago
CHICAGO, June 17.—The secre-
tary has been busy with Turner Bros.'
Shows at 147th Street and Western
Avenue, Great Sutton Shows at 139th
Street and Western, Hennies Bros.'
Shows at Lyons, Ill., and Cavalcade
of Amusements at Racine, Wis.
Charles H. Hall remains in serious
condition at Alexian Hospital. Mem-
bership applications have been re-
ceived from W. E. Page, Arthur G.
Peets, Virgil Sells and H. A. Henne-
man.

A son was born Sunday (11) to Mr.
and Mrs. Bing Bernstein.

Visitors at the clubrooms included
Ray Walter, Arthur Hockwald and
J. C. Weers. Vice-President Lou Kel-
ler drops in to keep things in order.
Membership cards for 1951 are ready.
Among the first to receive them were
W. Hetlich, J. D. Edward, Harold M.
Gordon, Russell Dean, Sam Glick-
man and Bill Kaplan. Silent O'Brien
is working Chicago lots.

Other visitors were Elmer Byrnes,
Harry Simonds, Andre Dumont, Wal-
ter F. Driver, Max Brantman, Petey
Pivor, Sam Gluskin, Eli Rudick, R. T.
Riley, Ep Glosser, Paul Delaney, Al
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Pivor, Sam Gluskin, Eli Rudick, R. T.
Riley, Ep Glosser, Paul Delaney, Al
Holzman and Oliver Barnes.

BIG SIX DICE WHEEL

This new Big Six Dice Wheel is made of 1 1/2" marine plywood. The size of the wheel is 60" in diameter, and it is mounted on a steel stand which can be dismantled in two parts.

All hardware used is brass and chromium.

The wheel is decorated with plastic sheets, chromium moldings and beautiful pictures.

A sure money maker!!

PRICE \$250.00
Ea.
FOB Brooklyn.
Crating is included in the price.

ELECTRIC PENNY PITCH With Lights and Buzzer

Two jackpots with red light. All other winners white light. For every winner it lights up and the buzzer rings. **GOOD MONEY MAKER.** Board size 38" by 48".

A stationary wheel on top for the lights.

Price \$100.00
Ea.
Immediate delivery

Write for Catalog. Send 25% deposit with order.

CARDINAL MFG. CORP., 430 Keap St., Brooklyn, N. Y. EVERGREEN 7-5027

PACIFIC COAST SHOWMEN'S ASS'N

ANNOUNCE their special MEMBERSHIP DRIVE

JOIN NOW . . .

Take Advantage of This Offer. Initiation and Dues to Sept. 1, 1951
\$17.00

Membership includes use of the new, spacious and beautiful club rooms and all their privileges. Offer open for only a limited time.

JOIN NOW

Write Today for Application Blanks.

PACIFIC COAST SHOWMEN'S ASSOCIATION
1235 SO. HOPE ST. LOS ANGELES 15, CALIF.
Joseph R. Krug President
Sam Dolman Membership Chairman
Al Flint, Executive Secretary

LARRY NOLAN SHOWS

WANT QUICK!

For Longmont, Colo. (City Park), July 3 and 4. Strong route to follow, ending in Arizona, December 1. Agent for office Pan Game. One sober Count Store Agent. Agent for High Striker. One strong Freak for office Side Show, no half and half. Will book a few more Hanky Panks. Can use Custard, Age and Weight, Fish Pond, Bumper, Darts. We carry only one of a kind.

Wire, don't phone: **LARRY NOLAN, Mgr.**
Monte Vista, June 19-24; Fairplay (Donkey Days), June 26-July 1; Longmont, July 3-4. Then three weeks on Denver lots. All in Colorful Colorado.

N.B.: We don't need any Ride Help, Rides or Shows. Come on, get with a winner.

WANT AGENTS WANT

For Six Cats, Buckets, Shiv Rack, Pin Store, Nall Store All Fairs and Celebrations, including three State Fairs. **JACK ERWIN, RED STRIGEL, RAY LARSON, WAYNE COLVEZ, WHITEY HARPER,** can place you.

WIRE: DWIGHT J. BAZINET
c/o WOLF'S GREATER SHOWS
Columbia Heights, Minn. (Minneapolis suburb), this week. (Phone: Granville 7629)

July 17-22—34th Annual—Bigger this year

RED LION GALA WEEK FAIR

WANTS—Besides Carnival we have booked we can use the following: Kiddie Pony or Boat Ride, Spitfire, Rocket, Fly-o-Plane or Little Dipper. Want outstanding Freak Show, Motordrome, Glass or Fun House, Mechanical City and Wild Life, Penny Arcade. Also any legitimate 10¢ Concession. This is a real Night Fair—we get the people. Two matinees (Thurs. and Sat.). What have you to offer? Write

R. M. SPANGLER, Secy. & Gen. Mgr.
BOX 22
HUMMELS WHARF, PENNA.

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CONCESSIONS WANTED—Country Store, Fish Pond, Basket Ball, Jewelry, Age or Weight, Bumper or String Game, Custard or Ice Cream. Have new Novelty Outfit for sale with stock. SHOWS—Motor Drome, Snake or Monkeys or any type of Grind Shows. RIDES—Can use any kind of Kiddie Ride except Kiddie Autos. We have the largest Celebration in Kansas for the 4th of July at Great Bend, Kansas. Fairs start at Anthony, Kansas, the week of July 17th.

M. A. SRADER SHOWS
McPHERSON, KANSAS, THIS WEEK

FIREMEN'S ANNUAL 4TH OF JULY CARNIVAL WEEK

Salisbury, Pa. Fireworks, Parades and Free Acts.

WANT small Cook House, Custard, Candy Apples, Candy Floss, Snow Ice, Pitch-Till-You-Win, Glass Store, Hoop-La, Balloon Darts, High Striker, Nall Game, Swinger, Cork Gallery, Long and Short Range. (Polock Salisbury wants Slum Skillo and Bucket Agents.) Playing all Firemen's Celebrations in Pennsylvania, Maryland and Virginia. Write or wire

I. K. WALLACE
c/o LURAY HOTEL, JOHNSTOWN, PA.

Morris Hannum Shows

One of the Great Eastern Shows

PHOENIXVILLE, PA., FAIR, JUNE 26-JULY 4

**TWO FREE ACTS—FIREWORKS—CAR GIVEN AWAY—
FREE GATE**

THEN SPRING MILL, PA., JULY 5-15

These are both terrific dates for Wild Life, Motordrome, Arcade, Mechanical City, Fun or Glass House, Monkey Show. Space still available for legitimate Concessions. All replies to

MORRIS HANNUM

1107 East Upsal St., Philadelphia, Pa. Tel.: Livingston 8-7793

Want Legitimate Concessions

FOR MT. VERNON, OHIO, FAIR, JULY 24-29

WANT AGENTS

For all kinds of Hanky Panks—25 per cent of gross.

Booked solid until first of March.

Defiance, Ohio, June 19 to 24.

My per. address, 7400 Brookpark Rd., Cleveland, Ohio.

NEAL CARLIN

FOR SALE

FOR CASH

8 CAR OCTOPUS

Complete with Tractor, Trailer, Winch. 1940 International 1½ Ton Tractor and 24 ft. Semi Trailer (Spencer), \$4,000 (four thousand dollars). Ride, Tractor and Trailer in good shape. Can be seen this week at 6015 Independence Ave., Kansas City, Mo.; week June 27, Maitland, Mo. This is a wonderful buy for someone who needs a major Ride and has the cash. Reason for selling, need the money.

TONY MARTONE

MILNER HOTEL, 219 W. 9th St., Kansas City, Mo. (Phone: Victor 3575)

GEORGE CLYDE SMITH SHOWS

WANTED

Ball Games, Pitch-Tilt-U-Win, Glass Pitch, String Game, Six Cats, Photos, Swinger, Spot the Spot, Huckley Buck, Hoop-la, Slum Spindle, Long or Short Gallery, Penny Arcade, Guess-Your-Age, Scales. Wanted Snake Show, Wild Life, Monkey Show, Girl Show, Side Show Acts. Will book Pony Ride, Tilt, Spitfire. Beeman Yancy wants Count and Slum Skillo Agents. All replies

GEORGE CLYDE SMITH SHOWS

Houtzdale, Pa., this week; South Fork, Pa., next week.

GULF COAST SHOWS

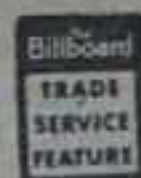
Will furnish new tents and fronts for Girl Show, 10 in 1, Snake Show with plenty snakes. Harrison, Ark., 4th July, several fairs. Can use one more big Ride. Mountain Grove, Mo., June 19 to 24.

CENTRAL AMERICAN SHOWS

HAVE RED HOT FOURTH JULY CELEBRATION SPOT IN KANSAS

NO RACKET—NO GYPSIES—NO GATE.

Want Manager for Athletic Show, Want Mouse Show, Snake Show, Mechanical Show, Unborn Show, and Stock Concessions of all kinds. Want Griddle Man and Kitchen Help and Merry-Go-Round Foreman. Ride-O Foreman and Wheel Foreman—top wages. Can use Second Men for all Rides. Attention: Need for No. 2 Unit for second red hot 4th July spot, Wheel, Merry-Go-Round, Kid Rides, Stock Concessions of all kinds. Contact
MANAGER, FALLS CITY, NEBRASKA



Coming Events

CALIFORNIA
Los Angeles—Calif. Gift Show, July 23-28. W. C. Klinberg, 1181 S. Broadway.

COLORADO
Gunnison—Cattlemen's Days, July 14-16. M. J. Verzah.

CONNECTICUT
Stratford—Conn. State Expo, June 30-July 9. Waterbury—Grotto Circus, June 26-July 1. John L. Lineburgh Sr., 3164 E. Main St.

GEORGIA
Atlanta—Gift Show, July 24-27. Foster B. Steward, 1492 Peachtree St., N. W.

IDAHO
Emmett—Cherry Festival, June 29. Glenn Howard, 406 N. Boise St.

ILLINOIS
Decatur—Celebration, July 22-23. Dick Ernest. Gardner—Firemen's Festival, July 20-23. Kenneth D. Clark. Melrose Park—Italian Festival of Chicago-land, July 21-Aug. 6. Morrisville—Picnic & Home-Coming, July 26-27. Vernon W. Lauer. Palmyra—Soldiers-Sailors Reunion, July 27-29. Harvey Solomon. St. Anne—St. Anne Centennial, July 27-29. David Lynch. Stockton—Lions' Club Celebration, July 13-15. Frank C. Niemeyer. Tuscola—Home-Coming, July 19-22. Loren E. Matthews.

INDIANA
Charleston—Lions' Celebration, June 19-24. Decatur—Free Fair & Agri Show, July 24-29. R. W. Fruden. English—Reunion & Home-Coming, July 24-29. Glen Hanger. Hymers—Old Soldiers' Reunion, July 5-8. William Sargent. Marshall—Home-Coming & Fish Fry, July 6-8. E. R. Pefley. Montpelier—Montpelier Races, July 12-15. C. Earl St. John. Orleans—Am. Legion Celebration, July 10-15. James H. Tegarden.

KANSAS
Council Grove—Celebration, July 3-8. A. J. Schmidt, Chamber of Commerce. Downs—Downs Celebration, July 26-29. Charles H. McConnell.

KENTUCKY
Morganfield—Free Fair & Home-Coming, July 19-22. Harry Whitefield.

MICHIGAN
Gaylord—Celebration, July 21-23. George Doumas. Manistee—Sports Festival, July 28-29. Mrs. Kay Novak. Reed City—Diamond Jubilee, July 28-29. L. V. Nelson. Traverse City—National Cherry Festival, July 6-7. Merle C. Lutz.

MINNESOTA
Henderson—Sauerkraut Days, July 28-30. Elmer E. Brahs. Hutchinson—Water Carnival, June 23-25. Otto F. Zila. Minneapolis—Aquatenial, July 21-30. Tres Goetting, 529 Palace Bldg.

MISSOURI
Cabool—Jr. Chamber of Commerce Carnival, Approx. July 15. Ed Powell. Craig—Craig Reunion, July 27-30. John L. Pflaumer. El Dorado Springs—Picnic & Celebration, July 19-21. George W. Nafus. Hillsboro—Horse Show & Festival, July 28-30. H. A. Lippert. Kansas City—Gift Show, July 23-27. Fred Sands, 1610 Dierks Bldg. Kansas City—Centennial, June 3-July 4. S. M. Woodard, 1330 Baltimore St. Louisburg—Old Settlers' Reunion, July 24-25. Harry W. Atchley. Maitland—Am. Legion Bluegrass Festival, June 28-July 1. Dale A. Marion. Weaubleau—Reunion, July 6-8. Johnnie Allen.

NEBRASKA
Blue Hill—Home-Coming & 4-H Fair, July 27-29. Melvin J. West.

NEW HAMPSHIRE
Conway—Am. Legion Carnival, June 30-July 4. Arthur J. Wiggin.

NEW JERSEY
Windsor—Potato Festival, June 26-July 1. Harvey J. Ewart, Robbinsville, N. J.

NEW YORK
Allegany—Vol. Fire Dept. Old Home Week, July 3-8. James J. Bosser. Dansville—Firemen's Carnival, July 3-9. Arthur J. White. Fredonia—Firemen's Celebration, June 28-July 1. W. R. Burr. Newburgh—VFW Bazaar, July 21-29. E. H. Linenbroker. New York—World Premier Trade & Travel Fair of Italy, June 19-July 2. Fred Pitters. Syracuse—Catholic Celebration, July 27-30. Frank Dagostine, 162 John St. York—Firemen's Carnival, June 21-26. Ray MacIntyre.

OHIO
Fort Recovery—Harvest Jubilee Street Fair, July 11-15. B. B. Burke. Gibsonburg—Vol. Fire Dept. Home-Coming, July 26-29. Clarence Mathus. Louisville—Junior Order Celebration, June 30-24. George Marlow, Canton, O. North Industry—Vol. Fire Dept. Home-Coming, July 25-29. George Marlow, Canton, O. Silverton—Firemen's Festival, June 30-24. Howard Newnan.

Wellsville—Vol. Firemen Home-Coming, 3-8. M. L. Glendenning. West Unity—Am. Legion Home-Coming, 22-24. Lewis D. Prouty.

PENNSYLVANIA

English Center—Sportsman's Week, July 23. William Suders. Factoryville—Annual Fiesta, July 4-9. G. Tranus. Jeddo—50th Anniversary Celebration, We July 2. Joseph M. Sarosky. Leechburg—Centennial Celebration, June 24. H. Dale Hawk. Malvern—Firemen's Celebration, June 26. S. Daniel H. Morris Jr. Martinsburg—Vol. Fire Dept. Ox Roast, 14-15. E. C. Carper. New Galilee—Firemen's Fair & Home-Coming, July 24-29. J. A. Fusetti. Orbisonia—Firemen's Old Home Week, 5-8. Dale Wasson. Pittsburgh—Police Circus, July 26-29. C. ter B. Morley. Punxsutawney—Old Home Week & Fire Celebration, July 3-8. Salisbury—Vol. Fire Dept. Celebration, 3-8. George E. Bowersox Jr. Saxtonburg—Vol. Fire Co. Carnival, July 22. Ben Lassinger. Shippenburg—Firemen's Jubilee Week, 5-8. Virgil Long. Tremont—Home-Coming, July 3-9. E. S. Savage.

SOUTH DAKOTA

Custer—Gold Discovery Days, July 26-30. J. Webber. Dell Rapids—Costie Days, July 20-21. Madison—Yankee Doodle Days, July 28-30. Pierre—Days of '81 Celebration, June 28. Darrell R. Booth, 105 W. Dakota St. Rapid City—Range Days, July. John Laughlin.

TEXAS

Burkburnett—Boom Town Celebration, 18-21. Charles A. Morgan. Stockdale—Water Melon Jubilee, June 28. Ira Burdick. Valley Mills—Annual Reunion, July 12-14. C. Howard.

UTAH

Salt Lake City—Days of '47, July 19-24. P. Childs, 452 S. 8th St., E. Spanish Fork—Spanish Fiesta Days, July 25. Willis Hill.

VIRGINIA

Galax—Firemen's Carnival & Celebration, July 3-8. Elbert L. Lundy. Louisa—Firemen's Fair, July 4-8. L. S. Charlottesville, Va. Waynesboro—Moose Lawn Party, Week of July 24. William G. Martin.

WEST VIRGINIA

Parkersburg—Wood County CIO-PAC Celebration, July 24-29.

WISCONSIN

Cedarburg—Festival of Music, June 28. Palmer Schneider.

FOR SALE—TILT-A-WHIRL

First class condition. Bargain. Can be seen at Fair Park.

T. A. FUZZELL
Fair Park, 5300 Edgewood Rd.
Little Rock, Ark.
(Phone: 3-7280)

SIX CAT—AGENTS—BUCKET

Agents who can work 25 and 50 can make every week as this show starts Fairs and celebrations June 21. No more Still Spots. Come or come in to Belleville, Ill. Lloyd Gr...

JERRY DONDINEAU

c/o Mound City Shows Belleville

RIDES AVAILABLE

PICNICS—CELEBRATIONS
CENTRAL & NORTHERN, ILL.

YEDNOCK & JONES

Grand Ridge, Ill. Phone

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\$40.00 Wax Head Ubangl, shows lip & bust. \$15.00 Salesman Fibre Trunks. Good cond. \$30.00 Piano Accordion. 36 basses. Good \$1.25 ea. Cats for Ball Game. Well made for \$25.00 Machine printing Social Security cards.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia

WANT LADY FORTUNE TELLER UNDER 40

Who wants to help make a good home have Trailer and Car and put up in local year around. Am alone.

PROF. STAR

General Delivery Chanute,

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of trailer Parts and Accessories available at all times. Mail orders our special shipments made within 24 hours to all parts in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 south. Atlanta, Georgia. Fairfax 2626.

WANT

Man to take charge of Sit Down Grab on basis. Also capable Caller for Bingo; salary percentage.

FRANK WAGNER

Gen. Del., Hammonden, N. J., till June 25

GIRLS—WANTED—GIRLS

For Girl Show. Ginger Lee, wire me or on.

Charles Barney Farre

c/o TRAILWAY SHOWS Chase City,

July 4th Celebrations

ARIZONA
 Douglas—Flagstaff—Pow-Wow. July 2-4. Ralph Bilby, Mesa.

ARKANSAS
 Corning—Roman Celic, Young Men's Civic Club.
 Harrison—July 3-8. Don Richesin, Jr. Chamber of Commerce.
 Lake Village—Water Carnival, Anne Smith.

CALIFORNIA
 Fort Bragg—July 1-5. Frank Sturges, Am. Legion.
 Imperial Beach—J. W. McCausland.
 Pasadena—Robert D. Pyle, Fire Dept.
 San Leandro—Chamber of Commerce.
 Watsonville—John W. Sheffield, Chamber of Commerce.

COLORADO
 Greeley—July 1-4. Clint Mayer, Chamber of Commerce.
 Salida—July 2-4. Shavano Days of '49. Mike Veltrie.

IDAHO
 Grangeville—Border Days. July 2-4. Joyce W. Park.

ILLINOIS
 Camp Point—Lions' Club.
 Casey—July 2-4. Gene Colbert, Am. Legion.
 Edwardsville—VFW Festival. July 1-4. A. W. Ermshausen.
 Hardin—July 2-5. Otis Ingle, Am. Legion.
 Hoopston—Mundelein—July 1-4. Harold Tennyson.
 Pana—July 1-4. Morris Manti, Am. Legion.
 Potomac—AMVETS Post 135.
 White Hall—Week of July 4. Lions' Club.

INDIANA
 Batesville—Roy Behr, Eagles' Club.
 Goswell—July 1-4. Edgar Burnett.
 Brazil—George Rumbaugh, Rotary Club.
 Bremen—Bob Widman, Fire Dept.
 Crown Point—July 1-4. Irvin Venzke, Hammond, Ind.
 Freetown—July 1-4. C. C. Forgey, Business Men's Assn.
 Dumport—Street Fair. July 3-4. Otis Dunning, Lions' Club.
 Roachdale—July 1-4. W. E. Echeson, Lions' Club.

IOWA
 Cedar Falls—Robert Mershon, Jr. Chamber of Commerce.
 Hedrick—Horse Show, July 3. E. L. Bowlin, Am. Legion.
 Independence—W. J. Campbell, Fair Assn.

BUCK WEAVER WANTS
 Wants Agents for Heart Pitch and Huckley Buck. Need Truck Driver with chauffeur's license. Must stay sober or you won't last here. Good route of Fairs and Celebrations and long season. South Gary, Ind., until June 25.

BUCK WEAVER
 C/O JOHN FRANCIS SHOWS
 Armory Lot, Gary, Ind.

WANTED AT ONCE
 Carnival with four or five Rides to play circuit of homecomings, including Delphos. Do not misrepresent. Whoever heard of a Carnival without a Merry-Go-Round.

FORREST BROWN
 DELPHOS, OHIO

MOTORDROME FOR SALE
 Complete outfit in A-1 condition, ready to ride. Including 27-ft. semi trailer for transport and ally platform. Drome has canvas top like new, used only one season. Also including 6-101 cout Motorcycles ready to ride. Drome panels in good condition. Will set up for inspection. Just sell everything at loss for \$1800.00 cash. Reason for selling. I owe money which must be paid.

GEORGE THIBEAULT
 44 Forest St. Brockton, Mass.

WANTED
 Our Bucket Agents, East Grand Forks, Minn., June 21-26. Hallock, Minn., July 3-4-5. Contact

ERVIN SKIE
 c/o RANEY SHOWS

FOR SALE
 Morris Wheel No. 5, Smith & Smith Chairplane. Seat Kiddle Ride and 75 k.w. Transformer. A-1 condition; price, \$7,000.00 cash. Can be seen in operation at Greensboro, N. C., Park. Address all mail to

J. J. STEBLAR
 COLONIAL RD. STAMFORD, CONN.

AGENTS WANTED
 Illinois, Pin Store and Razzie, Leain, I wired you. All replies

F. B. DENNIS
 Appell Bros., Siloam Springs, Ark., Celebration, June 22, 23 and 24; Henryetta Okla., for the 4th; Celebration to follow the 4th and we work.

FORREST C. SWISHER
 Wants Agents for Eats, Drinks, P.C., Ball Games, Hanky Panks. Come on; all Celebrations to follow. With Parada Shows, Buffalo, Mo., this week; then Baxter Springs, Kansas; then July 4 at Pittsburg, Kan.

Maquoketa—July 3-4. Darwin Reichling, Am. Legion.

KANSAS
 Atchison—Leo A. Ruhlman Jr., Jr. Chamber of Commerce.
 Shawnee—July 1-4. Jimmie Stepina, Chamber of Commerce.
 Wamego—July 2-4. Henry Glover, Am. Legion.

KENTUCKY
 Carlisle—July 1-4. John D. Power, Vets. Foreign Wars.
 Eminence—Carl Wade.
 Marlon—L. W. Henry, Am. Legion.

MICHIGAN
 Adrian—Week of July 4. Bert Robertson, Veterans' Council.
 Lake Odessa—July 3-4. A. J. Wiselogel, Fair Assn.
 Mt. Clemens—July 1-4. Ray Stecker, Am. Veterans.
 Rogers City—July 2-4. Harold Pollock.
 White Cloud—A. Wunsch, Chamber of Commerce.
 Ypsilanti—June 28-July 4. G. Yale Averill, Am. Legion.

MINNESOTA
 Detroit Lakes—G. W. Peoples, Fair Assn.
 Duluth—July 1-4. R. E. Blackwood, Am. Legion.
 Fraasee—July 4th week. Vernon Korzendorfer, VFW.
 Montevideo—July 2-4. Fiesta Days, Carl Engstrom.
 Pipestone—H. C. Petschow, Am. Legion.
 St. Cloud—Frank Murphy, Am. Legion.

MISSOURI
 Aurora—Week of July 4. W. A. Oglesby, Am. Legion.
 Boonville—June 30-July 4. B. M. Williams.
 Eminence—July 1-4. Charles C. Swiney.
 Green City—July 2-5. Vincent Casper, Am. Legion.
 Kennett—July 3-4. W. G. Wicker.
 Pineville—July 2-4. C. A. Poindexter.

NEW HAMPSHIRE
 Conway—July 1-4. Arthur J. Wiggin, Am. Legion.

NEW YORK
 Akron—July 1-4. C. M. Hutchinson, Fire Co.
 Livingston Manor—Old Home Week. July 3-8. Leonard Sherwood.
 Lyons Falls—J. E. Farney, Firemen.
 Moravia—Barney O'Connell, Am. Legion.
 Narrowsburg—Jim Purcell, Fire Dept.
 Youngstown—July 4th week. Harry H. Betts, Lions' Club.

NORTH CAROLINA
 Kernersville—T. P. Warren.

OHIO
 Ashville—July 3-4. Edwin W. Irwin, Community Club.
 Eaton—July 1-4. O. V. Oliver, Booster Club.
 Fairport Harbor—June 30-July 4. W. Nyle Schuster, Mardi Gras Assn.
 Fletcher—July 1-4. (Centennial). Mayor Hall Runkle.
 Franklin—Roy Fitzgerald, Chamber of Commerce.
 Grafton—July 1-4. Joe Tanha, Firemen.
 Marysville—Joe E. Morse, Am. Legion.
 Peninsula—July 1-4. J. A. Holland, Booster Club.
 Swanton—W. J. Pinkstone, Am. Legion.
 Woodville—June 30-July 4. Peter J. Schnoor, Am. Legion.

OKLAHOMA
 Crescent—Dr. E. R. Green, Lions' Club.
 Stillwater—Ralph G. Archer, Chamber of Commerce.

OREGON
 Albany—July 2-4. Timber Carnival. Ray Wells, Jr. Chamber of Commerce.
 Baker—July 3-4. W. A. Gilderleeve.
 Sutherlin—July 1-4. Pop Wulf, Winchester, Ore.

PENNSYLVANIA
 Indiana—Week of July 3. Don Brody, Lions' Club.
 Martinsburg—June 30-July 4. Melvin Hartman, Booster Assn.
 Punksutawney—July 3-8. F. E. Smith, Fire Dept.

SOUTH CAROLINA
 Pelzer—J. Paul Edwards, Community Club.

SOUTH DAKOTA
 Aberdeen—Ken Sauck, Am. Legion.
 Buffalo Gap—Firemen.
 Centerville—Gregory—July 3-4.
 Wilmot—July 2-4. P. W. Whipple.

TENNESSEE
 Harriman—W. B. Stout, Fire Dept.
 Kingsport—J. P. Tate.
 Martin—July 3-5. Jno. M. Morgan, Young Men's Business Club.

TEXAS
 Brady—July 1-4. Brady Jubilee. Joe T. Ogden.

UTAH
 Provo—Clayton Jenkins, Chamber of Commerce.

VIRGINIA
 Galax—

WASHINGTON
 Bremerton—R. E. Maulsby.
 St. John—July 3-4. Homer Tuten, Commercial Club.
 Sedro Woolley—July 1-4. A. K. Lisherness.

WEST VIRGINIA
 Middlebourne—June 30-July 4. Robert Doak.
 Sutton—July 2-4. Jim Duffield, Boosters' Club.

WISCONSIN
 Appleton—July 1-4. David Lindsey, Jr. Chamber of Commerce.
 East Troy—July 4th week. Am. Legion & Lions' Club.
 Lake Geneva—July 1-4. Am. Legion.
 Menasha—July 1-4. H. J. Berro, Germania Benevolent Soc.
 St. Croix Falls—E. J. Cain, Am. Legion.
 Watertown—July 2-4. Walter A. Simon.
 Waukesha—July 1-4. M. T. Gorden, VFW & Am. Legion.
 Wausau—July 2-4. Raymond H. Bohl, Jr. Chamber of Commerce.
 Wisconsin Rapids—Week of July 4. V. Perry Slewert, Veterans of Foreign Wars.

MARKS SHOWS
 MILE LONG PLEASURE TRAIL

OPENING FOR FIVE WEEKS—THE BEST AND PROVEN SPOTS ON LONG ISLAND
 JUNE 26-JULY 1, GLEN COVE, LONG ISLAND—We are not too early or too late.

Want Hanky Panks and any concessions that work for stock, also Grind Stores of all kinds. Those joining now will get preference at all our fairs. We have the best.

Can place Little Dipper, Rolloplane or any ride not conflicting with what we have. Can place Wild Life Show. Great territory for this type of show. Also want Illusion Show, Midget Show, Mechanical Show and Hillbilly Show.

RIDE HELP—Can always place good help who drive semis.

Wire, write or phone.
JOHN H. MARKS
 Plainfield, N. J., this week; Glen Cove, L. I., New York, June 26-July 1.

LONE STAR Shows

J. R. McSPADDEN, Owner • W. E. BARRY, Secretary • M. McSPADDEN, Treasurer

WANT WANT WANT WANT
 FOR THE BIG FOURTH OF JULY WEEK, TIPP CITY, OHIO
 Three Bands, Mammoth Fireworks Display, Free Acts. Free Car given away.
 Sponsored by American Legion.

Will book for this spot and rest of season, Hanky Panks of all kinds. Those joining now will be given preference for our long list of fairs. Want Duck Pond, Fish Pond, Hoop-La, Mug Joint, Jewelry, Long Range Shooting Gallery, High Striker, Pitch-Till-You-Win, Huckly-Buck, Swinger, Watch-La, Ball Games, Cigarette Shooting Gallery. Will book French Fries, Custard, Waffles, Glass Pitch, and Scales. SHOWS: Motordrome, Animal Show, Glass House, Jig Show, Girl Show with own equipment. Must have 2 or more girls. Have good deal for one that can join at once. Good territory for Penny Arcade. RIDES: Will book any Ride not conflicting with the 10 we have. Helen Watts wants Girls for Girl Show. Top salary, pay every night. Tickets if we know you. Will give fair route to interested parties.

Address: Hartford City, Ind., June 19-24; then as per route.

J. R. McSPADDEN, Owner
 P.S.: Dickie McSpadden wants Agent for Pin Store. Dutch Wilson wants Agents for Blower. Blackie Wilson wants Cookhouse Help.

UNITED STATES SHOWS
 VAN, W. VA., JUNE 19-24

Can place Concessions of all kinds—High Striker, Custard, Snow Balls, Candy Floss, French Fries, Short Range, Guess-Your-Age and other legitimate concessions.

This show will play Beckley, W. Va., week July 4, at Sprague Lot, at Swimming Pool. NOTE! This is a gigantic Fourth of July celebration. No Flat Top celebration this year. Beckley Fourth of July replaces it. We play Bradshaw, W. Va., June 26-July 1; Beckley, July 3-8; then Pocahontas, Matewan, Coalwood, Delbarton, West Hamlin, Webster Springs, Glenville, Gassaway, Clay, Gary, all West Va.; West Jefferson, N. C., Bean Festival; Marion, N. C.; Lenoir, N. C.; Morganton, N. C.; Gaffney, S. C.; all fairs.

Bob Coleman, contact Brady.

GRAND UNION SHOWS

THIS SHOW PLAYS TWO SPOTS A WEEK BETWEEN CELEBRATIONS WHICH STARTS AFTER THIS WEEK IN WESTERN KANSAS, COLORADO, WYOMING, MONTANA, NORTH AND SOUTH DAKOTA.

Will give "ex" on Snow Cones, Popcorn, Cotton Candy. Can also use Photos, Fish Pond, Clothes Pins, Balloon Darts, etc. \$11.00 weekly. Will book Grind Shows of all kinds. Have top and banner for capable Minstrel Show talent. Will book one Mitt Camp. Grind Store Agents, come on.

Address **TOMMY HENDERSON, Mgr.**
 Tribune, Kansas, this week; then per route.

DON FRANKLIN SHOWS
 UNIT NO. 2
 FREE GATE—NO RACKET
 WANT

Lake Cisco, Tex., next week and Fourth of July, followed by Plano, Tex., Picnic; Cross Plains, Tex., Picnic; then Boerne, Junction, Brenham, Coleman, LaGrange, Belleville, Goliath, all Texas fairs.

Want Photos Long Range, String, Age and Scales, Novelties, Bumper, Heart Pitch, Basket Ball or any Concessions not conflicting. Need A-1 Bingo Caller and Counter Men, must be sober. Ernest Luther needs man and wife for Sew Trailer Grab Joint. Must be neat and sober. Will book any worthwhile Show at low percentage.

RIDE OWNERS, PLEASE NOTICE! Need Rides not conflicting with Tilt, Autos, Wheel. Wonderful opening for Merry-Go-Round. All replies to

GUS TUCKER, Mgr., Marble Falls, Tex., this week

North Sacramento, California

Large Lot available, center of town, for carnival, circus or thrill shows, good parking.

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Cato, New York

CARNIVAL ROUTES

(Continued from page 84)

Dobson's United: North Branch, Tenn., 23-25; Wilson, Wis., 27-29.
Douglas Greater: Camas, Wash.
Down River Am. Co.: Sumter, Mich. (Mail address, Belleville, Mich.)
Drago Am.: Summitville, Ind.
Drew, James H.: Silverton, Cincinnati, O.
Dyer's Greater: Flanagan, Ill., 22-24.
Dumont: Warren, Pa.
Eastern Am.: Livermore Falls, Me.
Eddie's Expo.: Tyrone, Pa.; Brownsville 26-July 1.
Elliott, Frank: Glace Bay, N. S., Can.; Westville 26-July 1.
Endy Bros.: Huntington, L. I., N. Y.
Evans United: Plattsburg, Mo.; Garnett, Kan., 26-July 1.
Fair Am. Co.: Danville, Va., thru June 30.
Ferris, Carl D.: St. Marys, Pa.
Ferris Greater: North Park, San Diego, Calif.
Fidler's United: Calumet City, Ill., 20-27; Freeport 29-July 4.
Fleming, Mad Cody: Cedartown, Ga.
Francis, John: Gary, Ind., 19-25.
Franklin, Don, No. 1: Pampa, Tex.
Franklin, Don, No. 2: Marble Falls, Tex.; Cisco 26-July 4.
Frear's United: Falls City, Neb.
Garden State: Bethlehem, Pa.; Easton 26-July 1.
Gayland Am. Co.: Dwight, Ill.

G. & B. Rides: Caldwell, O.; Mason City, W. Va., 26-July 1.
Gentsch, J. A.: Attica, Ind.; Rantoul, Ill., 26-July 1.
Gold Bond: Wisconsin Rapids, Wis.
Gooding American Expo.: Barberton, O.
Gooding Am. Co., No. 1: (West Side) Columbus, O.
Gooding Am. Co., No. 2: (St. Patrick's Church Festival) Cleveland, O.
Gooding Am. Co., No. 3: Sewickley, Pa.
Gooding Am. Co., No. 4: Kittanning, Pa.
Gooding Am. Co., No. 5: (St. James Church Festival) Columbus, O.
Gooding Greater: Steubenville, O.
Gooding Park Attrs.: Defiance, O.
Graceland Greater: Abingdon, Ill.; Havana 25-July 1.
Grand Union: Tribune, Kan.
Grand American: Ft. Dodge, Ia.
Granite State: Dover-Foxcroft, Me.
Grant's Am.: Slippery Rock, Pa.
Great Northern: Mexico, N. Y.; Gouverneur 26-July 1.
Great Sutton: Gary, Ind.
Greater Rainbow: Hubbell, Neb., 20-22; Wahoo, July 1-4.
Griggs Greater: Sherman, Tex.; Nowata, Okla., 26-July 1.
Groves Greater: Baton Rouge, La.; Kentwood 26-July 1.
Gulf Coast: Mountain Grove, Mo.
Hagensick's Rides: Southwest City, Mo., 19-21; Locust Grove, Okla., 22-24; Stella, Mo., 28-July 1.
Hale's: Shenandoah, Ia.
Hannum, Morris: (19th & Cheltenham Ave.) Philadelphia, Pa.
Happy Attrs.: Mentor, O.; Dennison 26-July 1.
Happyland: Kalamazoo, Mich.
Harry's Greater: Cedar Grove, W. Va.
Hartsock Bros.: Edina, Mo.
Hawkeye State: Burlington Junction, Mo.
Heller's Acme: Bergenfield, N. J.; Westwood 26-July 1.
Hennies Bros.: Waukegan, Ill.
Heth, L. J.: Bedford, Ind.; New Castle 26-July 1.
Hiawatha: Toledo, O.
Hill's Greater: Scottsbluff, Neb.
Home State: Fairmont, N. D., 19-21; Grafton 22-24.
Hottle, Buff: Sildell, La., 19-27.
Howard Bros.: Bentleyville, Pa.; Fairport Harbor, O., 28-July 4.
Illiana Expo.: Clermont, Ind.
Imperial No. 1: Pensfeld, Ill.; Morris 26-July 1.
Imperial, No. 2: Urbana, Ill., 23-25.
Imperial Expo.: Menominee, Mich.; Negaunee 26-July 1.
Imperial Expo.: Oregon City, Ore.
Inland: Belle, Mo.; Licking July 1-4.
Jan Am.: Trevor, Wis., 23-25.
Jayhawk: (6015 Independence Avenue) Kansas City, Mo.; Maitland 26-July 1.
J. & B.: Hillside, Md.
Jones, Johnny J., Expo.: East Liverpool, O.; (31st & Ogden Ave.) Cicero, Chicago, Ill., 27-July 5.
Karras, Gust, Greater: Oregon, Mo.
Keystone Attrs.: Shamokin, Pa.; Freeburg 26-July 1.
Kile, Floyd O.: Scotlandville, La., 19-28; Ville Platte July 1-4.
Kinland Am. Co.: Gainesville, Ga.
LaCross: Rutland, Vt.
Lagasse Am. Co., No. 1: Winthrop, Mass.
Lagasse Am. Co., No. 2: Northampton, Mass.
Lagasse Am. Co., No. 3: Arlington, Mass.
Lagasse Am. Co., No. 4: Lawrence, Mass.
Lamb, L. B.: Fairfield, Ia.; Ft. Madison 26-July 1.
Lane, Sammy: Warsaw, Mo.; Crocker 26-July 1.
Lawrence Greater: Ambridge, Pa.
Lee Am. Co.: Florida, Ala.; Tallassee 26-July 1.
Lee United: Grand Ledge, Mich., 20-21; Coleman, 22-25.
Lone Star: Hartford City, Ind.
Lone Star: Tucumcari, N. M.; Clayton 26-July 1.
Magic City: Crossville, Tenn.
Magic Empire: Lima, O.; Benton Harbor, Mich., 26-July 1.
Maine Am.: Madawaska, Me.
Manning, Ross: Hathboro, Pa.
Marion Greater: Orangeburg, S. C.
Marks, John H.: Plainfield, N. J.; Glen Cove, L. I., N. Y., 26-July 1.
McKee, John: Marshall, Mo.; Sedalia 26-July 1.
Meeker's: Lewiston, Idaho; Spokane, Wash., 26-29.
Menden Am.: Two Rivers, Wis., 23-25.
Merriam's Midway: New Hampton, Ia., 22-24; Ready 26-28.
Merryland: Frankfort, Mich., 22-25; Greenville 29-July 1.
Midway Expo.: Russell, Kan.; Abilene 26-July 1.
Midway of Mirth: Gillespie, Ill.
Midwestern Expo.: Pleasant Hill, Mo.
Mighty Hoosier State: Corydon, Ind.; Marengo 26-July 1.
Mighty Hoosier State, No. 2: (10th & Belmont) Indianapolis, Ind.
Mighty Page: Woodstock, Va.
Model: Muscatine, Ia.
Model Shows of Canada: Quebec City, Que., Can.
Modernistic: Pittsville, Md.
Moore's Modern: Olathe, Kan.
Moshier's: Deckerville, Mich., 22-24.
Motor Sales: (7 Mile Road & Grand River) Detroit, Mich.; Penton 26-July 1.
Mound City, No. 1: Belleville, Ill.
Mound City, No. 2: Wentzville, Mo.
Myers: Shannon, Ga.
Nelson, George: Walters, Minn., 19-20; Storden 23-24.
Nessler's: Washington, Ill., 19-21; Kingston Mines 22-24.
New England Am. Co.: Springfield, Vt.
New York Gaiety: Phelps, N. Y.; Penn Yan 26-July 1.
Nolan, Larry: Monte Vista, Colo.; Fairplay 26-July 1.
Oklahoma Expo.: Lamar, Mo.; Webb City 26-July 1.
Palmetto Expo.: Spartanburg, S. C.
Palme Bros.: Madison, Tenn.; Waverly 26-July 1.
Parada: Buffalo, Mo., 22-24; Baxter Springs, Kan., 26-July 1.
Paul's Am.: Exeter, Mo.; Springdale, Ark., 26-July 1.
Peck Am. Co.: Thorntown, Ind.; Piper City, Ill., 26-July 1.
Peerless Celebration: Petersburg, W. Va.; Coganville, Md., 26-July 1.
Penn Premier: Williamsport, Pa.; Johnsburg 26-July 1.
Pine State: Red Springs, N. C.; Fayetteville 26-July 8.
Pioneer: Elkland, Pa.
Playland: Toledo, O.
Playtime, No. 1: Concord, N. H.; Plymouth 26-July 1.
Playtime, No. 2: Plymouth, Mass.; Hyannis 26-July 1.
Powelson Expo.: Dalton, O.
Powelson Greater: Zanesville, O.; Mt. Vernon 26-July 1.
Prell's Broadway: Forest Hills, L. I., N. Y.
Queen City: Gloucester, O.
Rafferty: Jacksonville, N. C.
Raney: East Grand Fork, Minn., 21-28; Hock 29-July 4.
Redwood Empire: Sweet Home, Ore.; Mola July 1-4.
Reid, King: Laconia, N. H.
Rockwell, Mike (Northern unit): Oxford, Mo., 21-25; Wray, Colo., 27-29.
Rocky Mountain Empire: Belle Fourche, S. D.; Rogers Bros.: Valley City, N. D.; Northwood 29-July 1.
Royal American: Winnipeg, Man., Can., July 1.
Royal Crown: Painesville, O.
Royal Blue: Oak Hill, W. Va.
Royal Midwest: Noblesville, Ind.
Royal United: Renville, Minn., 23-24; Janesville 26-27; Winnebago 28-29; Lambertville 30-July 1.
San Valley: Leonardville, Kan., 20-21; Barnard 23-24.
Shan Bros.: Clintwood, Va.
Slebrand Bros.: Twin Falls, Idaho.
Silver Slipper: Winchester, Ky.
Sims Bros.: Princeton, Tex.
Smith Greater: Draper, N. C.; Mayodan 26-July 1.
Smith, George Clyde: Houtzdale, Pa.; South Fork 26-July 1.
Southern Valley: Stuttgart, Ark.; Helena 26-July 1.
Srader, M. A.: McPherson, Kan.
Standard: (Rodeo) Miles City, Mont.
State Fair: Ogallala, Neb.
Stephen's: Centerville, Ia.
Stephens, C. A.: Hazard, Ky.
Star Am. Co.: Earle, Ark.
Stipe's: Lake Johana, Minn., 22-24.
Strates, James E.: New Britain, Conn.; Troy, N. Y., 26-July 1.
Sunset Am. Co.: Sioux Falls, S. D., 19-21; Red Oak, Ia., 28-July 4.
Sunflower State: Cherryvale, Kan.
Tassell, Barney: Takoma Park, Md.
Tatham Bros.: Lewistown, Ill.; Williamsport 27-July 1.
Taylor Bros.: Smithfield, Va.
Texas: Edinburg, Tex.
Thies United: Waterman, Ill.
Thomas Joyland: Ashland, Ky.
Tinsley, Johnny T.: Decatur, Ga.
Tip Top (Western): Tigerton, Wis., 23-25; Evansville July 1-4.
Tivoli Expo.: Watertown, Wis.; Linton, Ind., 28-July 4.
Trailway: Chase City, Va.
Turner Bros.: North Chicago, Ill., 20-July 1.
20th Century: Blumarck, N. D.; (Fair) Canton 26-July 1.
Twin City: Owensville, Mo., 19-21.
United Am.: Uxbridge, Mass.; Natick 26-July 1.
United Expo.: Peoria, Ill.; Olney 26-July 1.
United Liberty: Norway, Ia., 23-24; Clarksville 26-27; Ainsworth 30-July 1.
United States: Van, W. Va.; Bradshaw 26-July 1.
Veterans United: Morris, Minn., 22-25; Olin 27-29; Atwater 30-July 1.
Virginia Greater: Haverstraw, N. Y.
Vivona Bros.: Linden, N. J.
Vogt's Southern Am.: Eldorado, Okla.
Volunteer: Smithville, Tenn.; Tompkinsville, Ky., 26-July 1.
Wade, W. G., No. 1: Gladstone, Mich.; Ironwood 26-July 1.
Wade, W. G., No. 2: Coldwater, Mich.; New Webster, Ind., 27-July 1.
Wallace Bros.: East Alton, Ill.
Wallace Bros.: Regina, Sask., Can.; (Ft. Lethbridge, Alta., 26-28; Weyburn, Sask., 29-July 1.
Wallace & Murray: Gallipolis, O.; Wellston 26-July 1.
W. E. Attrs.: Potts Camp, Miss.
West Coast: Medford, Ore.; Klamath Falls 27-July 4.
West Coast Expo.: Brentwood, Calif., 26-28; (Fair) Callistoga 28-July 4.
Western: Burlington, Wash.
Wolf Greater: Columbus Heights, Minneapolis; Willmar 30-July 1.
Wolfe Am.: Webster Springs, W. Va.
Wheeler, Eddie L.: Church Hill, Tenn.
Williams, Ray: Willard, O.
Wilson Famous: Rochelle, Ill.; Sycamore 26-July 1.
World of Mirth: Schenectady, N. Y.
World of Pleasure: Ft. Wayne, Ind.
Young, Monte: Tremonton, Utah.

C. C. (SPECKS) GROSCURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR ANNUAL COUNTY-WIDE FIREMAN CELEBRATION

Rochester, Indiana, week June 26. Followed by the Mammoth Fourth of July Celebration in Mt. Vernon, Ill., in City Park. Fireworks, Free Acts and Parades. 18 bona fide Fairs to follow.

Legitimate Concessions and Hanky Panks of all kinds: High Striker, Balloon Dart, Country Store, Coke Bottle, Ball Games, Chocolate Dip, Slum Spindle, Short Range, Jewelry. Address:

C. C. GROSCURTH
Marion, Indiana

Want for SHRINE PARK

GREENSBORO, N. C.

Buy or Book

Merry-Go-Round, One Flat Ride and Super Rolloplane.

Want Fun House, Glass House, Arcade, Skating Rink and Wild Life, Fun House, Hanky Panks, Floss, Novelties, Snow, Darts, Photos, Long Range, Etc.

ASTOR PHILLIPS
500 Church St., Greensboro, N. C. Phone 20661 After Midnight.

J. A. SPARKS SHOWS

Will sell ex on Cookhouse, Popcorn, Peanuts, Candy Apples, Novelties, Jewelry, Hi-Striker, Long Range Gallery, Six Cats, Buckets, and Nail Joint. Want Ball Games, Fish Pond, and Hanky Panks. Can use Help in all departments. Can place few more Flat Joists. Good opportunity for Penny Arcade. Shows: Can place Wild Life, Monkey Show, Unborn or any good strong attraction. Excellent proposition for Man with Acts for Side Show. Louis Deshane wants Girls for Girl Show. Rides: Want Octopus, Spitfire, Roll-a-Whirl, Roll-o-Plane, Scooter. Jimmy Wright wants Pete Landers and Charley Riley to contact, also two and Scooter. Frenchy Fay wants Count Store Agents. This show will play the big Fourth of July Celebration and Centennial at Paintsville, Ky. All Concessions will operate at all spots.

Address: Jellico, Tenn., this week; Harlan, Ky., next week.

LAST CALL

Belle Fourche, S. D., Followed by Celebrations: Hot Springs, Custer, Pierre, Brighton, Golden, Arvada, Broken Bow, Lexington, All on the Streets, and Others.

Will book Octopus, Tilt, Caterpillar, Little Dipper or any ride that does not conflict. Will book any clean, well-framed Show. Have room for few more Concessions. No grift, diggers or gypsies. Will sell X on Novelties. Can use capable Help who do not drink. Turner, wire:

ROCKY MOUNTAIN EMPIRE SHOWS

J. A. GENTSCH SHOWS

WANT WANT WANT

For the two biggest dates in Illinois! Rantoul soldiers' payday and Hoopston, the biggest 4th of July date in the Midwest, three big days. And 15 Fairs to follow in Indiana, Kentucky and Mississippi. Want Custard, Scales and any kind of Hanky Panks. Second Men on all the Rides who can stay sober and drive semi. Good proposition for Shows with own outfit. Any work-a-while Show, Mechanical City, Animal, Snake, Illusion, Funhouse, Glasshouse, Motordrome. Linda Lopez wants Acts for Side Show, Bally Girls, Ticket Sellers and Girls for Girl Show. Snake Show People, wire me or come on; need you now. All answers to

J. A. Gentsch, Mgr., or W. H. (Bill) Lambert, Business Mgr.
Attica, Indiana, this week; Rantoul, Illinois, week June 24.

IMPERIAL SHOWS CAN PLACE

Few more legitimate Concessions, all Agents for Penny Pitch and Hanky Pank All Fairs.

Pentfield, Ill., this week; Morris, Ill., next week.

GENERAL AGENT WANTED

With car, for Ten Ride Shows, that know Indiana, Kentucky, Tennessee, Georgia and Alabama. Join on wire.

BOX 145, c/o Billboard
390 Arcade Bldg. St. Louis 11, Mo.

GOLD MEDAL Shows

CAN PLACE CAN PLACE

For downtown Columbus, Ind., followed by big 4th July Celebration, Princeton, Ind., then 14 straight fairs.

Concessions—Sell X on Custard, Jewelry, Novelty, Glass Pitch, Pitch-Till-You-Win, Buckets.

Shows—Good proposition for Penny Arcade; will book or buy Motordrome. Good opening for Wild Life. All wires to

JOHN J. DENTON, Gold Medal Shows, Hamilton, Ohio

FOR SALE — FOR SALE

COMPLETE SMALL MOTORIZED CARNIVAL

3 MAJOR RIDES—ALLAN HERSCHELL LITTLE BEAUTY MERRY-GO-ROUND WITH TRACTOR AND TRAILER; ELI #5 FERRIS WHEEL WITH TRACTOR AND TRAILER; 8-CAR EYERLY OCTOPUS, COMPLETE WITH TRACTOR AND TRAILER AND WINCH FOR BASE. 14x24 CORN GAME, COMPLETE WITH TRUCK; 50 KW. TRANSFORMER MOUNTED IN CLOSED TRUCK; PLENTY OF WIRE AND JUNCTION BOXES; LOTS OF EXTRAS. PRICE: SIXTEEN THOUSAND DOLLARS (\$16,000.00) CASH. NO TERMS, NO DEALS. This equipment should be seen. All in good shape. This week can be seen at 6015 Independence Ave., Kansas City, Mo.; week June 26, Maitland, Mo.; July 4, Leon, Iowa; week July 10, Auburn, Nebr.

TONY MARTONE, Mgr.

JAYHAWK SHOWS

MILNER HOTEL, 219 W. 9TH ST., KANSAS CITY, MO.
(Phone: Vctor 3575)

P.S.: Reason for selling, need the money.

SPLINTER ROYAL

WANTS CAPABLE BINGO CALLER

To Also Handle Same; Also Percentage Dealers for One Dice, Over and Under and Pill Pool. All answer to

SPLINTER ROYAL

ROYAL EXPOSITION SHOWS

Columbia, S. C., this week; then Pelzer, S. C., until July 8.

CHERRYVALE, KANSAS

SUNFLOWER STATE SHOWS

OPENING CHERRYVALE, KANSAS, JUNE 19 TO 24

Want for mammoth Fourth of July spot at Chanute, Kansas. 20,000 attendance last year. This one will be better. Preference to those joining immediately. Want all kinds of Hanky Panks, privilege \$15.50. Sorry, no flats or gypsies need answer. Can place a few more Agents. Also can use one or two more capable Ride Men, experienced only. Want Shows with own equipment and transportation. Right percentage given the right shows. What have you? Can use useful People on our show. All replies given consideration. Attention! Committees, we have only a few open dates left. Inquiries invited from reputable sponsors. Wire or mail to manager.

SUNFLOWER STATE SHOWS

CHERRYVALE, KANSAS

BUFF HOTTLE Shows

WANT FOR 18 FAIRS STARTING JULY 2, METROPOLIS, ILLINOIS

Shows With Own Outfits That Do Not Conflict.

Concessions That Work for Stock. All replies to

BUFF HOTTLE, Slidell, La., this week and until June 27

SMITH GREATER SHOWS

Draper, N. C., this week, with Rotary Club Celebration at Mayodan, N. C., to follow; also with Big Fourth of July Celebration

Wants for twenty weeks of excellent DATES of fairs and celebrations in Virginia, North and South Carolina, where tobacco is king. Can place Bingo, Water Games, High Striker, any other legitimate Concession. Shows with own outfits, low percentage. Girl Show wanted. Have complete outfit for same. Also can place one Mitt Camp. A. J. Grey, wire me. Need sober Ride Help on all Rides. Have good opening for Cookhouse. Committees in Va., N. C., and S. C., we have 7 Rides, 4 Shows, 20 Concessions and some open time. Investigate or look us over. Address all mail or wires to

Clyde Parris, Gen. Agt., or K. F. (Brownie) Smith, Gen. Mgr.

Draper, N. C., this week. Wonderful opening for Candy Floss.

AMERICAN MIDWAY SHOWS

WANT Cook House, also Photos and Hanky Panks. Carl Stone can use Side Show Acts, also Annex Attraction. Good proposition for Motordrome and Fun House. All wire, Dodge City, Kansas, this week; Amarillo, Texas, June 26 to July 1; Larned, Kansas, July 3-4, with 18 fairs to follow.

SERVING THE WEST OVER 20 YEARS

WEST COAST SHOWS

Mike Krekos GENERAL MANAGER

Want for the Biggest and Best Fairs and Celebrations in Oregon and California.

Merchandise Concessions of all kinds—Novelties, Ball Games open; Center Hoop-a-la, High Striker, Bomber, Basket Ball, etc.
Animal Show or Snake Show that has own transportation. Ride Help in all departments—good pay weekly.

Cherry Festival, Medford, Ore., June 20-25.	Coos Bay, Ore., River Regatta, Aug. 1-6.	Santa Clara County Fair, San Jose, Calif., Sept. 11-17.
Outstanding 4th of July Celebration, Klamath Falls, Ore., June 27 thru July 4.	St. Helens, Ore., County Fair, Aug. 17-19.	Madera County, Calif., Fair, Sept. 21-24.
Covered Wagon Days, Eugene, Ore., July 24-30.	Multnomah County Fair, Gresham, Ore., Aug. 21-27.	And other good ones to follow.
	Outstanding Labor Day Celebration.	Calif. Greatest Armistice Day Celebration, Porterville, Calif., Nov. 6-11.

Address all mail to Harry Myers, mgr. West Coast Shows, as per above route.

WEST COAST EXPOSITION SHOWS

Wants for top California Fairs and Festivals—Merchandise Concessions of all kinds, Hanky Panks, Ball Games, Hoop-a-la, String Game, Novelties. Write or wire, what have you? Animal or Snake Show with own transportation. We have equipment and Top for Girl Show. Ride Help in all departments wanted. Good pay weekly.

Brentwood Apricot Festival, June 23-25.	Firebaugh Melon Festival, July 27-30.	San Jose, Calif., combined with West Coast Shows, Sept. 11-17.
Calistoga 4th of July Celebration and Fair, June 28-July 4.	Grass Valley Fair, Aug. 24-27.	Walnut Creek Walnut Festival to follow.
Mt. View Harvest Festival, July 13-16.	Big Labor Day Celebration, Santa Clara County Fair, California.	All the above events in California.

Write or wire Eddie Harris, West Coast Exposition Shows, as per route.

W. G. Wade Shows

UNIT NUMBER TWO

IRONWOOD, MICH., June 26 to July 1

CAN PLACE—Motordrome, Monkey and Animal Shows.

Legitimate concession privileges and outright sales open.

Will book ROLLO-PLANE for season.

Write or Wire Now! **W. G. WADE SHOWS**

Gladstone, Mich., all this week.

P. S.—After Ironwood follows Calumet, Mich for the 4th of July Week 1st Show in 4 years.

AMERICAN BAZAAR

MORRIS, N. Y., JUNE 19-24; ROCKPORT, N. Y., JUNE 27-JULY 1; GOWANDA, N. Y., JULY 6-9

COMMITTEES IN WESTERN NEW YORK AND PENNSYLVANIA, CONTACT FOR CELEBRATIONS AND FAIRS FOR AUGUST, SEPTEMBER AND OCTOBER

WANTED—Agents for Hanky Panks and Stock Wheels. Will book Scales and Age, Cork Gallery, String Game. Concessions, one of a kind. General Help wanted. Interested parties, contact now.

GEORGE H. HARMS

4TH JULY CELEBRATION

CENTRE LINE, MICHIGAN, JULY 1ST TO 4TH

4—Big Days and Nights—4

First show in fifteen years. Fireworks every night. Free Acts—Bands—Parades. \$4,000.00 in prizes given away.

Want Ball Games, Balloon Darts, Lead Gallery, Fish Pond, Over 12, Jewelry, Photos, any Concession working for a dime. 8 Celebrations to follow. Can place Spitfire, Octopus or Dark Ride. Wire—write

ROSCOE T. WADE

JOYLAND MIDWAY ATTRACTIONS

16845 LINDSAY

Phone: VERmont 5-5232

DETROIT 35, MICH.

MOORE'S MODERN SHOWS

WANT Athletic Show People, opening for one non-conflicting major ride.

WANT Hanky Panks of all kinds. 20 fairs and celebrations starting Kirksville, Missouri, July 4, ending Laredo, Texas, December 10.

Address Olathe, Kansas, this week, then per route.

DONNELSVILLE, OHIO, CENTENNIAL

JUNE 28, 29, 30 AND JULY 1

ASHVILLE, OHIO, JULY 3 AND 4

WANTS CONCESSIONS AND SHOWS

BINGO, PERCENTAGE, MITT CAMP, BALL GAMES, ETC. RIDES BOOKED.

FRED NOLAN

MOXAHALA PARK, SOUTH ZANESVILLE, OHIO

PHONE 2-8252

ROSS MANNING SHOWS

Can place first class Side Show. Have new frame-up, all new canvas for some one who has specimens for Life Show. Can place Snake Show Operator. Have complete Show on truck except snakes. Can use Girls for Revue. Jack Korie no longer connected here.

CONCESSIONS—High Striker, String Game, Ball Games, Darts, Clothespin Pitch, Mug, some P.C. open with one or more Hanky Panks. Can use first class Pin Store. Have 5 New York State Fairs and 6 Fairs in North & South Carolina. Long season South and San Juan, Puerto Rico for winter. All answer to

ROSS MANNING, Lacey Park, Hathoro, Pa., week June 19

**ACCOUNT PUTTING ON
ADDITIONAL RIDES**

CAN PLACE FOREMEN FOLLOWING RIDES:
SKOOTER, C-CRUISE, DAYTON TRAIN,
Also Second Men All Rides, Especially
FERRIS WHEEL.

CAN PLACE IMMEDIATELY—REAL MOTOR
MECHANIC, Must Have References.

Can place Waiters and Griddlemen for
Cookhouse. Sleeping accommodations in
Pullmans. Place Man in Popcorn Wagon.
Also Man to operate Candy Floss.

**CAVALCADE
OF AMUSEMENTS**

GREEN BAY, WIS.

WANTED

Custard, Ice Cream, Photo
Gallery and any Hanky Panks.

IMPERIAL SHOWS

Week of June 19, Menominee,
Mich.; Week of June 26,
Negaunee, Mich. All fairs
after last week in July.

**Want Want Want
FOR BRIDGEPORT, OHIO, JULY 4TH
CELEBRATION ON THE STREETS.**

CONCESSIONS — Hanky Panks,
Photos, Age, Scales, Short Range
Gallery, Custard.

SHOWS—Fun House, Wild Life
or any show of merit.

RIDES—Any rides that do not
conflict. Write, Wire.

DEL-MAR SHOWS

BEAVER FALLS, PA., this week;
LIMA, OHIO, to follow.

HAWKEYE STATE SHOWS

WANT

Girl Show, Mechanical Show or any Show
not conflicting. Also want Mitt Camp, Hi-
Striker, Photos, Novelties, Weight, Age, Ice
Cream or any Concessions not conflicting.
Want Agents. Route: Burlington Jct., Mo.,
June 19-24. Two big Fourth of July Celebra-
tions. Gowrie, Iowa, July 1-4. Stratford,
Iowa, July 6-8, and a long line of good
Celebrations to follow. Contact

DOC WITTHAUS or DICK JOHNSON
Per Route

CARNIVAL

PLASTER & SUPPLIES

Write for Price List

G. C. J. MATTEI CO.

927 E. Madison St. Louisville 4, Ky.
Phone: JA-ckson 1271

WANTED

For four day 4th at Hardin, Ill., and sixteen
Fairs and Celebrations, Ill., Mo. & Ark.
Octopus, Spitfire or Cat; Stock Concessions,
Privile e Right. Earl wants for #2 Side
Show, Crime Blow-Ups and Inanimate Fea-
tures. Man and wife to operate same. Can
place Agents and some Ride Help that
drive. All replies to

MANAGER MOUND CITY SHOW, #2

Wentzville, Mo., this week.

FOR SALE

Account of bad health Alma Trailer, 1 1/2 ton
1947 Dodge Truck, Heart Pitch, Block Pitch,
Balloon Dart, Hit-Miss Ball Game, grab-on
trailer. Any or all at bargain.

RED BATEMAN

Cape Mound City Show No. 2, Wentzville, Mo.,
this week; Hardin, Ill., July 4.

WANT

Mechanical and Platform Shows, Fun House,
Custard, Concession Agents Flanagan, Ill.,
Street Celebration, 22-24; Illinois best still date
follows, Geneseo, in city park, annual July 3-
4-5. Contact

DYER'S GREATER SHOWS

FOR SALE

One Roll-a-Whirl for \$1000.00
Five Distortion Mirrors for 250.00
One Laughing Sal Without Amplifier ... 100.00
Florida, Alabama, June 19 thru June 24,
Tallahassee, Alabama, June 26 thru July 4.

N. L. CRESON
LEE AMUSEMENT CO.

MAGIC EMPIRE

Shows

GREGG'S CANNON ACT NIGHTLY

WANT

HOUSE OF DAVID JUBILEE

Benton Harbor, Mich., Week June 26

Then

BIGGEST 4TH JULY IN MIDWEST

Opens Sunday, July 2, Watervliet, Mich., Paw-Paw Lake Resort, 22,000
last year, followed by Lansing, Adrian and Toledo, Ohio, then fairs till
November 11th.

Midway open except for Bingo, Popcorn, Snow, Apple, Floss, Foot Long,
Glass Pitch and Diggers. Will sell exclusive on Long Range, Photos and
Novelties. Need Ball Games, Duck and Fish Ponds, String, Bumper, Dart,
High Striker, Cork Gallery, Jewelry. All Hanky Panks welcomed. Wire
early for choice locations.

Will book all shows not conflicting. WE HAVE 8 OFFICE OWNED RIDES.
Excellent proposition to Arcade, Motor Drome and Monkey Circus.

Address A. SPHEER'S

MAGIC EMPIRE SHOW

Lima, Ohio, this week; then Benton Harbor.

P.S.: Want Billposter with transportation and long handle brushes.

WANT

FOLK CELEBRATION SHOWS

Want for San Juan Fiesta in Espanola, New Mexico, June 22 to 25 inclusive,
and then the largest 4th of July celebration in the west.

Downtown Albuquerque, New Mexico. Location—3100 N. 4th St.
200,000 people to draw from.

WANT—First class Cook House that can handle the business. Can place
Penny Arcade and Diggers. Will sell X on Novelties, Guess Your Age,
Scales, Frozen Custard, Jewelry.

CONCESSIONS—Can place Long-Range, Bowling Alleys, Glass Pitch,
String Game, Short Range, Cigarette Gallery, Knife Racks, Cigarette Pitch,
Hoop-La, Hi-Striker and other legitimate concessions of all kinds.

SHOWS—Can place Ten-in-One, Minstrel Show—have complete outfit for
same; Girl Review, Monkey Show, Wild Life and any other show that
does not conflict.

RIDE HELP—Can place first-class Ride Superintendent capable
of handling ten rides. Must be sober and reliable.

Can place Spitfire Foreman, Merry-Go-Round Foreman, Wheel Foreman,
Octopus Foreman and good Second Men on all rides.

Electrician who can handle 3 Lewis-Diesel 90 KVA plants. Must be able
to repair and keep in good condition. Address all wires and letters

BOX 1005

Albuquerque, New Mexico.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

FEATURING NIGHTLY THE FAMOUS CAPT. SHIN SONGER, HIGH DIVE ACT
HERE TIS THE BIG "4"

June 26th thru July 1st, Paoli, Ind., Annual V.F.W. Celebration; July 2nd, 3rd and 4th, Casey,
Ill., 57th Annual 4th July Celebration; July 5th thru 9th, Lawrence, Ind., Big Centennial,
Parades and Governor speaking, with contests of all kinds; July 10th thru 15th, Veedersburg,
Ind., V.F.W. Street Celebration, Television set given way, Drum and Bugle Corp. contest.
ESPECIALLY WANT: Popcorn, Floss, Candy Apple, Custard, Chocolate Dip, Ice Cream Sand-
wich, Lemonade Shake, Pronto Pup, Novelties, Photo, Short Range, Coke Bottle, Six Cat,
Derby, Pan Game, Over-Under 7, Clothes Pin Pitch, Heart Pitch, Pitch-Tili-You-Win,
Block Joint.

SHOWS: Funhouse, Glass House, Penny Arcade, Snake, Monkey, Illusion, Fat. I have 10-in-1
and Girl Show, also have two more Tops and Banner Line if you have something for
inside. Good proposition.

RIDES: Octopus Foreman. Must drive and know an Octopus inside out. No drinkers or chasers.

PEERLESS CELEBRATION
Amusements

Clean—Progressive—Reliable

CORRIGANVILLE, MD., FIREMEN'S ANNUAL CELEBRATION WITH PARADES, JUNE 26 TO JULY 1
NOW BOOKING FOR BROAD TOP, PA., COAL MINERS' ANNUAL SIX-DAY PICNIC
Free Gale—Best 4th of July Week in Pennsylvania

Want Eats, Novelties, Custard, French Fries, Hanky Panks, Rat Game, Penny Pitch, Photos,
Short Range Gallery; others contact. Can use good, sober Agents for Ball Games, Stock
Stores, and Percentage; also Bingo Help; drivers preferred. Want one or two Shows—War,
Mechanical or Illusion. Want good Girl Show with at least three good girls, have top and
banners. Marian Layman, contact at once. Ride Help, Wheel Foreman, Truck Mechanic, Doc
Anderson, contact. Second Men who drive and keep sober. Use one more Ride not con-
flicting. Fair Associations from Pennsylvania to Florida, if you have contracted a blank,
contact now. Address or wire

WM. J. MESPELT, Owner-Mgr., or TOMMY SCOTT, Business Mgr.

HELLER'S ACME SHOWS

WANT

Rolloplane, Octopus, Ferris Wheel for 4 big Celebrations: Elks' Grounds, Ridgewood, N. J.,
first carnival ever to play this town, July 3-8; Hammoncton, N. J., Holy Name Society, July
10-15; biggest in State of N. J., the Firemen's Convention, Franklin, N. J., July 17-22; then
Mt. Carmel Celebration, Roseta, Pa., 8 days, July 24 to 31, including Sunday and
Monday; then Paterson, N. J., 10 days, including Sunday, July 26 to Aug. 5; then 12 Fairs:
Franklinton, N. C.; Leaksville, N. C.; Martinsville, Va.; Reidsville, N. C.; Madison, N. C.;
High Point, N. C.; Beaufort, N. C.; others pending. Want Shows and Rides not conflicting.
No grift on this Show. Open midway starting July 3 to end of season, Nov. 11. All address:

HARRY HELLER, P. O. BOX 6, CAMPGAW, NEW JERSEY

or Phone WYcoff 4-0333-M or as per route.
Bergenfield, N. J., this week; Westwood, N. J., June 26-July 1.

**L. HARVEY CANN
WANTS**

Drome Riders

Lady and Men Trick and
Straight Riders.
No drink tolerated. No colle
wires, please. Answer.

WORLD OF MIRTH SHOW

Schenectady, N. Y. this week

**WANT RIDES, SHOWS, CONCESSIONS
Wehrley's Bass Lake Park**

16th Annual 4th of July Celebration
July 3-8

On account of disappointment can
carnival good proposition. Charley Dav
Knox, Ind. Phone 5561. W. C. Wehrle
R. J. Knox, Ind.

OKLAHOMA'S BIG JULY 2-3-4

MAMMOUTH FIREWORKS

Want now for Tulsa, Okla., June 21 to
and Salina, Okla., July 2, 3, 4 and balance
of season, Concessions, Shows, Rides
combine with what we have. Help: Agen
Counter and Griddle Help. Wire what y
have Western Union, quick.

DICKSON UNITED SHOWS

1900 E. Virgin St., Tulsa, Okla.

MAGIC CITY SHOW

Can use few more Hanky Panks for bal
season \$17.50. Want small Bingo to b
on straight percentage. Will book Octop
Roll-o-Whirl or any major Ride not c
flicting. Shows with own equipment o
the big 4th. Can place few Grind Sto
(no Skillos). All replies this week.

O. O. "BUD" POINTE, Crossville, Tenn.
P.S.: Have proposition for experienced Sh
Secretary (Conrad or McDonald, contac

FOR SALE

12 good Ferris Wheel Crates, Runw
Ticket Box, Electric Wood Outside Circ
Inside Circle, Chains and Posts for entr
of Ferris Wheel. 12-foot Clothespin Coup
Pitch, flashed; also miscellaneous.

MRS. M. J. RILEY

P. O. Box 543 Philadelphia 5, Pa.

JOE TAYLOR WANTS

AGENTS FOR BOWLING ALLEY, CLOTH
PINS & RAZZLES.

c/o W. G. WADE NO. 2 SHOWS
Coldwater, Mich., June 19-24; North
Webster, Ind., to follow.

LONE STAR RIDES WAN

To join at once for the rest of the seas
Small Merry-Go-Round, and a few m
Concessions working for stock. Willie B
contact, I wired you but W. U. could n
locate you. Lets try again.

J. C. Bake, Mgr., Toronto, Ohio

JACK THOMAS

GET IN TOUCH WITH ME

OTTO MENDEL

c/o Gold Bond Shows
Wisconsin Rapids, Wisc., this week

WANTED AGENTS

For Balloon Darts and Pistol Darts

WALTER B. COX

Care James E. Strates Shows
New Britain, Conn., this week; then Tr
Albany next two weeks.

WANT BINGO

J. A. SPARKS SHOW

JELlico, TENN., THIS WEEK;

HARLAN, KY., NEXT WEEK

CARNIVAL WANTED

American Legion Fourth of July Celebr
week July 3-8

15,000 attended last year. All replies to

W. A. Oglesby, Adjutant
Aurora, Mo.

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

WANT - WANT - WANT - WANT
FOR FOLLOWING FAIRS & CELEBRATIONS

**NORTHERN
CIRCUIT
FAIRS**

WAUSAU, WIS.
MANITOWOC, WIS.
MONROE, WIS.
JEFFERSON, WIS.
BEAVER DAM, WIS.
ELKHORN, WIS.
ESCANABA, MICH.
BELOIT, WIS.
NORTH CHICAGO, ILL.

**BIGGEST ANNUAL
4TH OF JULY
CELEBRATION IN
MIDDLE WEST**

CENTRALIA, ILL.

CITY PARK
9—BIG DAYS—9
JUNE 26-JULY 4

WANT GRAB
ALL EATS OPEN EXCEPT
POPCORN
No P.C. or Grind Shows

**SOUTHERN
CIRCUIT
FAIRS**

JACKSON, TENN.
PARIS, TENN.
ABERDEEN, MISS.
GREENVILLE, MISS.
CLARKSDALE, MISS.
GREENWOOD, MISS.
STARKVILLE, MISS.
JACKSON, MISS.
CANTON, MISS.

14—RIDES—14 9—SHOWS—9 2—FREE ACTS—2

WANT ORGANIZED 10-IN-1. MUST BE
UP-TO-DATE. (MILO ANTHONY, WIRE.)

SHOWS—Illusion, Snake, Unborn, Wild Life, Motordrome, Monkey, Mirrors.
RIDES—Kiddie Whip, Ponies, Boats.
HELP—Foremen for Tilt, Second and Third Men on Spitfire, Chairplane Foreman, Second Man for Little Dipper.
AGENTS—6 Cats, Buckets, Hanky Panks, Pool.
CONCESSIONS—Ball Game, High Striker, Photos, Darts, Bumper, Coke, Novelties, Jewelry, Age, Scales, Hats, Shooting Gallery, Milk Can, Derby, Short Range, Glass Pitch, Bowling Alley, Fish Pond, Stock Blower, Clothes Pin Pitch, Strings, all Stock Concessions.
ALL REPLIES: E. E. FARROW, MGR.
EAST ALTON, ILLINOIS (Phone: 4-7162)

CONTINENTAL SHOWS

GIGANTIC CELEBRATION, JULY 4th

July 3, Night Before. First Time in Vermont, Large Bonfire, Plenty Publicity, Also Large Display Fireworks.

July 4th Parades to Grounds, Horse Racing, Vaudeville, Fireworks.
A REAL BANG-UP JULY 4TH CELEBRATION.

Want Diggers, Rotaries, Concessions that are strictly legitimate. Shows and one Flat Ride, preferably Tilt. McNally, contact me.

Wrestlers for Athletic Show, contact V. Balam.

June 19 to 24, Massena, N. Y.; June 26 to July 1, Rouses Point, N. Y.; then Newport.

ROLAND CHAMPAGNE, Mgr.
At Hotels After 12.

WILL BOOK FERRIS WHEEL FOR BALANCE OF SEASON

Have 3 Major Rides, 2 Kid Rides. Booked solid. All 2-day spots on streets. 8 Fairs. Close to Corn Palace, Mitchell, So. Dak. A real season's work promised if you have good equipment and help. My Wheel destroyed by fire. Cannot get seats. Fiesta, Montevideo, Minn., July 3-4, Northwest's biggest. Anyone with extra Wheel, do not overlook this offer. Inquire to possibilities. Can use couple to take over small Cookhouse. Also 2 Bucket Agents.
Phone, wire at once: TRI-STATE SHOWS, Madison, So. Dak. Home Address.

JOHN MURPHY, Owner

EDDIE'S EXPO SHOWS

West Brownsville Centennial, 100 Years, June 26-July 1; Butler, Pa., Sesqui Centennial, 150 years, July 3-8.

WANT

SHOWS—Monkey, Unborn or any good Grind Show.

CONCESSIONS

Ball Game, Jewelry, Cigarette Gallery, Glass Pitch, Basket Ball, Photo. Speedy Babs wants another Rider for Motor Drome.

EDDIE DIETZ

TYRONE, PA., THIS WEEK.

BRASCH RIDES

MADISON, WISCONSIN, BRITINGHAM PARK, JUNE 28 THRU JULY 4

Looking Stock Concession, also Cook House or Grab. Will buy or book Ferris Wheel or Merry-Go-Round.

Jack Vincent, what have you?

BRASCH RIDES (Watertown, Wis., 'til June 25)

WANT FOR OUR FAIRS STARTING JULY 21ST

★ CHAMPAIGN CO. FAIR ★ EASTERN ILLINOIS FAIR
Urbana, Ill., July 21-28 Danville, Ill., July 30-August 4

★ GREATER ADAMS CO. FAIR
Mendon, Ill. (Quincy), August 8-11

★ NORTH CENTRAL MISSOURI FAIR & HORSE SHOW
Trenton, Mo., August 13-18

(Unit #1) (Unit #2)
★ PIKE CO. FAIR ★ L'HARPE LEGION FAIR
Pleasant Hill, Mo., August 21-25 L'Harpe, Ill., August 21-25

★ NORTHEAST MISSOURI FAIR
Kirkville, Mo., August 29-September 2

(Unit #1) (Unit #2)
★ LABOR DAY CELEBRATION ★ LABOR DAY CELEBRATION
De Pue, Ill. Quincy, Ill.

And the following Southern Fairs

★ ETOWAH CO. FAIR ★ COLUMBUS FAIR LIVESTOCK SHOW
Attalla, Ala., September 11-16 Columbus, Miss., September 18-23

★ LIMESTONE COUNTY FAIR ★ MISSISSIPPI FAIR & DAIRY SHOW
Athens, Ala., September 25-30 Meridian, Miss., October 2-7

★ TUSCALOOSA FALL FESTIVAL AND 3 MORE TO FOLLOW
October 9-14

SHOWS

We now have the following Side Shows: Monkey, Snake, Glass House, Mickey Mouse, Illusion and Minstrel. Will book good Motordrome (Art Spencer, contact us), and any other Show. (No Contribution Shows.)

CONCESSIONS

Will book good Cookhouse that can and will cater to show people. Want Custard, Jewelry, Short Range Gallery. Also can place Agents for office owned Hanky Panks. Will book Derby (will book on P.C.)

GEM CITY SHOWS INC.
FEATURING GOOD, CLEAN OUTDOOR AMUSEMENTS

WE CARRY 16 RIDES—PRESENT ON OUR MIDWAY "HIGH SKY DUO"
"A TOP FREE ACT THAT PULLS AND HOLDS THEM"

Fair Secretaries—We Invite You To See the New Champion of Motorized Shows

Reply to THOS. D. HICKEY, General Manager
Joliet, Illinois

AMERICAN LEGION CELEBRATION

PLYMOUTH, MICH., IN THE HEART OF TOWN, JUNE 19-24

KEEGO HARBOR—ON THE STREET IN THE HEART OF TOWN, JUNE 26-29

PONTIAC, MICH., BUSINESS MEN'S ASSN., IN OAKLAND PARK, JULY 1-4

WANT HANKY PANKS. EXPERIENCED RIDE HELP who drive semis—good treatment. PLATFORM SHOWS for Street Celebrations. ROLL-O-PLANE or OCTOPUS for balance of season. Good proposition.

COTE AMUSEMENT CO., as per above route

John FRANCIS Shows

WANT WANT WANT

RIDE HELP THAT CAN DRIVE SEMI TRAILERS. MUST BE SOBER. CAN PLACE GOOD, CLEAN CONCESSIONS OF ALL KINDS. No Gypsies—No Flats—No Gambling.

Address JOHN FRANCIS, Mgr.

Gary, Indiana, this week; Oconomowoc, Wis., 4th of July week.

HARRY CRAIG'S HEART OF TEXAS SHOWS

Featuring the Great Wilno, Original Human Cannon Ball

Will book, to add to our office-owned shows, a fast-stepping Girl Show, Fun House, Motor-drome, Illusion, Monkey or any Grind Show not conflicting. Want Acts for Side Show, Manager for Athletic Show or will book yours. Want Band for Jig Show. Will book Little Dipper, Caterpillar, Octopus, Looper, Train and Boat Ride, or what have you? Want Spit-fire Foreman. Can also use good Ride Help that drives. Will book Photo Gallery, Glass Pitch, Novelties, Derby. Have special proposition for Man with Bingo. Will book Diggers, Popcorn, Candy Apples, Buckets, String Game, Ball Game, Fish Pond, French Fries, High Striker; also Scales and Age. Want Agents for Grind Stores, contact Barney Allen. Want Agents for Bowling Alleys, contact Red Brooks. All address: HARRY CRAIG, Canadian, Tex., now, then Woodward, Okla., Race Meet and Fourth of July Celebration, biggest in Western Okla., then Clinton, Okla., follows.

BEE'S OLD RELIABLE SHOWS

WANT AGENTS FOR HEAD OF STORES FOR SKILLO, COUNT STORE, PIN STORE, AND MAN FOR LINE-UP STORE. CAN ALSO PLACE DIGGERS, FOR 14 BONA FIDE FAIRS.

Address JOE GOODWIN, Business Manager
SPRINGFIELD, KENTUCKY. (Fair)

TIRED OF BLANKS?

THEN READ THIS . . .

—SHOWS—

SIDE SHOW WE CAN PLACE A GOOD SIDE SHOW WITH ENTERTAINING FEATURES ON STRONG ROUTE OF SOLID, PROVEN FAIRS.

GIRL SHOW HAVE OPENING FOR GOOD, CLEAN REVUE SHOW WITH OUTSTANDING ATTRACTION AND OWN OUTFIT.

ARCADE WONDERFUL TERRITORY OF SOLID STATE AND COUNTY FAIRS FOR NICE ARCADE.

ALSO—CAN ALWAYS USE OTHER SHOWS OF MERIT. GRIND SHOWS, BALLY SHOWS, MECHANICAL, ETC.

—CONCESSIONS—

- ★ ANDERSON, IND., JULY 3-8
- ★ BROWNSTOWN, IND., JULY 17-22
- ★ LOGANSPORT, IND., JULY 23-29
- ★ SHELBYVILLE, KY., JULY 30-AUG. 6
- ★ MONROE, MICH., AUGUST 7-12
- ★ LA PORTE, IND., AUGUST 14-19
- ★ FRANKFORT, IND., AUGUST 20-26

Eats, Drinks and Games available at all Fairs except Brownstown and Anderson, where only games are available. Legitimate Concessions only. Bingo sold at all.

MICHIGAN'S LARGEST ANNUAL
4TH OF JULY CELEBRATION
HILLSDALE, MICH.

Can place legitimate Concessions of all kinds except Bingo and Novelties.

BIG KAPPA KAPPA GAMMA CARNIVAL
NORTH HIGH ST., COLUMBUS, OHIO,
JUNE 26-JULY 1

All legitimate Concessions open on this event except Bingo. Maiden location. Should be great date.

GOODING

AMUSEMENT CO., INC.

1300 Norton Ave.

Columbus 12, Ohio

WORLD'S BEST TRUCK SHOW
TATHAM BROS.' SHOWS

WANT FOR THE BEST FAIRS AND CELEBRATIONS IN ILLINOIS

No one can match our route. This is the big one for over 70 years. The biggest 4th July, Sullivan, Ill.
Want Spitfire, Roll-o-Plane or any Thrill Ride. Can place Stock Concessions of all kinds. Want Shows with own equipment. Pay committee money only. Want Fun or Glass House. No gate—grift—gypsies.

BILL TATHAM

Lewistown, Ill., Street Fair, June 21-24

MARION GREATER SHOWS

HAMPTON COUNTY NINTH ANNUAL WATER MELON FESTIVAL
WEEK OF JUNE 26 THROUGH JULY 1, HAMPTON, S. C.

This Is the Biggest Event of the State, With a Big Fourth of July Date Following for Our Show.

Will book Cook House, Custard, Diggers, Novelties, High Striker, Hanky Panks, Scales and Age, two Mitt Camps and Concessions of all kinds. Can also place girls for Girl Show. All replies:

MARION GREATER SHOWS
ORANGEBURG, S. C.

SAMMY LANE SHOWS

SWEETHEART OF THE OZARKS

Want for Crocker, Mo., Annual Legion Celebration; then Southern Missouri's biggest, July 3 and 4, Eldon, Mo.; Iberia, July 6-7-8, Annual Homecoming, and balance of season. We have 8 Fairs in the Ozarks.
American Mitt, High Striker, Sno Cone, Jingle Board, Hoop-La, Airplane, Jewelry Sales, Pan Game, or what have you? No racket. Can use a couple Grind Shows.
WARSAW, MO., THIS WEEK.

PIKE AMUSEMENT SHOWS

OPENING IN SALEM, MO., JULY 3 AND 4

Concessions that were with me and Shows, come on. Other Concessions, Ride Help, Ferris Wheel, Merry-Go-Round, Octopus, Mix-Up. Will book any Kid Ride. Other Fairs and Celebrations to follow.

Address **BILL PIKE**, Salem, Mo.**Mighty Hoosier State Shows**

UNIT NO. 2

Want for July 1-4, Seymour, Ind., Big Legion Celebration; bands and fireworks. July 6-9, Ladoga, Ind., Celebration; good route follows.
All Hanky Panks, Ball Games, Basket Ball, Short Range. No racket. Committees, have one week open in August. Contact

PAUL T. ROBERTSON

Phone: CApitol 5729

INDIANAPOLIS, IND.

329 N. OXFORD ST.

JOHNNY T. TINSLEY SHOWS*"America's Most Modern Midway"*

We hold contracts for the best still dates, celebrations and fairs in the South, and will offer the finest show of our entire career for our patrons. Concessionaires and Showmen, if you have anything new and novel in keeping with our policy and want a nice season's work, contact us now.

CAN PLACE

SHOWS—High class entertaining shows, catering to ladies, gentlemen and children. Side Show, Midget Show, Animal Circus, Wild West, etc.
DROME RIDERS—Can place Manager with Riders for one of the nicest dromes on the road.

CONCESSIONS—We can always place legitimate Merchandise Concessions. Especially want to join at once, Long Range Gallery, Frozen Custard, Photos, Novelties, Scales and Age, Jewelry and Hanky Panks of all kinds. (Positively no racket.)

COOK HOUSE—Have opening for first class Cook House catering to showfolk. (Must be clean and up-to-date.)

FREE ACTS—We have 11 weeks of Fairs beginning Sept. 4th and ending Nov. 11th. Can use high class Aerial Act for this route. Must be sensational and in keeping with our high standard.

RIDES—Will book any new ride not conflicting with what we have; Auto Skooter, Looper, Tilt-A-Whirl, Moon Rocket or what have you?

Address

JOHNNY T. TINSLEY SHOWS

Decatur, Ga., this week; Humphries Street Lot, Atlanta, Ga., next week.
Big 4th of July Celebration, Grove Park, Week of July 3d.

PENN PREMIER SHOWS*worlds * cleanest * midway*

PLAYING THE LARGEST FOURTH OF JULY AND OLD HOME WEEK IN THE EAST
ALLEGANY, N. Y., JULY 3 TO 8

CONCESSIONS—Can place Novelties, Fish Pond, Jewelry, Hoop-la, Ball Games, Derby Racer or any legitimate Concessions.

SHOWS—Can place Wild Life, Arcade or Animal Show.

HELP AND TALKERS—Can place Wheel Foreman, also 2d Men on all Rides that drive semis. Want Man to take charge of Life Show who can grind them in.

AGENTS—Can place two good reliable Agents on Razzle. Need one more Agent on Bowling Alley.

FOR SALE—Have brand new Candy Floss, double head with extra ribbons, new 8x8 top, cheap.

Address all mail and wires to

Lloyd D. Serfass, Gen. Mgr., Penn Premier Shows

Williamsport, Pa., this week; Johnsonburg, Pa., Celebration next week.

WALLACE & MURRAY SHOWS

WANT FOR AMERICAN LEGION FOURTH OF JULY CELEBRATION, MARIETTA, OHIO
PARADES, FIREWORKS DISPLAYS, BAND CONCERTS EVERY DAY AND NIGHT AND A STRONG ROUTE OF FAIRS AND CELEBRATIONS TO FOLLOW THROUGH VIRGINIA, TENNESSEE AND GEORGIA.

Want Age and Scales, Cigaret Shooting Gallery, Pitch-Till-You-Win, Ball Games, French Fries, Glass Pitch, High Striker or any other legitimate Concessions. Also Diggers.

Want Girl Show Operator with or without own equipment. Clarence Themes, contact. Want Operator for Side Show. We have the equipment, you furnish the Acts, or any other Grind Shows that do not conflict. Will book Side Show with or without own equipment. Can always use good Ride Help. All answer

AL WALLACE, Mgr., or BEN BRAUNSTEIN, Bus. Mgr.

This week Gallipolis, Ohio; next week Wellston, Ohio; then the Big One, Marietta, Ohio, all week.

Want—HIAWATHA SHOWS—Want

Annual Amvets' Festival, Mt. Clemens, Mich., July 1-4, inclusive. One of the biggest Fourth of July spots in Michigan this year, with fireworks, bands, parades, floats, etc. Popularity contest, with all-expense trip to Mexico City to the winner. Something doing every minute. Want legitimate Concessions of all kinds, Photos, Fish Pond, Basket Ball, Glass Pitch, Ball Games, Hi-Striker, Novelties, etc. Some P.C. open to those with Hanky Panks. Want Grind or Bally Shows of merit. Will book Octopus, Roll-a-Whirl, Roll-o-Plane, Train or Ponies or any Ride not conflicting. Sylvania #2 Fire Dept. Annual Carnival, corner Holland-Sylvania and Central Ave., Toledo, Ohio, this week, June 21-25, inclusive, with plenty of good Celebrations in Michigan to follow Mt. Clemens. No time to lose. Wire or come on at once.

GLENN D. WYBLE, HIAWATHA SHOWS

LAWRENCE CARR SHOWS*New England's Finest*

PLAYING BOSTON WEEK OF JUNE 26. FIRST CARNIVAL IN THAT TERRITORY.
Can book Grind Stores of all kinds and Hanky Panks. Can place Custard account of disappointment. Will play around Boston for the next five or six weeks. Concessions contact business manager.

HARRY J. TROCK
HOTEL ESSEX, BOSTON, MASS.**UNITED EXPOSITION SHOWS**

WANT FOR BIGGEST 4TH OF JULY IN ILLINOIS
OLNEY, STARTING JULY 1 TO 7, 4 DAY PROGRAMS

CAN PLACE HANKY PANKS OF ALL KINDS. WANT SKILLO, COUNT STORE AND P.C.
AGENTS. BOB NEELY CAN USE SIDE SHOW ACTS. WHAT CAN YOU DO? WANT RIDE HELP THAT DRIVE. MUST BE SOBER AND STAY SOBER. WIRE OR COME ON.

C. A. VERNON, Mgr.
Peoria, Ill., this week; then Olney.

MIGHTY HOOSIER STATE Shows

FAIRS CELEBRATIONS FAIRS

Solid from now through October 1. Want legitimate Concessions and Shows with own Outfits. Now booking for the following: Meringo, Indiana, American Legion Celebration, June 26 through July 1; Camden, Ohio, Mammoth Fourth of July Celebration, July 4 through 8; Marion, Indiana, Street Fair, July 10 through 15; followed by Bremen, Indiana, Free Fair, July 17 through 22; with Decatur County Fair, Knox County Fair, Blackford County Fair, Elkhart County Fair.

Why play still? Get with the show that has the Fairs and Celebrations. All replies

BILL GEREN
c/o Western Union, this week Corydon, Indiana.



L.P. HEATH Shows

cleanest show on earth

WANT NOW AND FOR BIG 4TH OF JULY CELEBRATION IN CITY PARK, CONERSVILLE, INDIANA WITH 18 FAIRS TO FOLLOW UNTIL CLOSING.

SHOWS: Wild Life, Monkey, Snake or any Grind Show not conflicting. CONCESSIONS: Arcade, Jewelry, Novelties, Frozen Custard, Candy Apples, Basket Ball, High Striker, other Hanky Panks. RIDE HELP: First and Second Man for new Little Dipper. Also Man for new Sky Fighter. All must be truck drivers. (Factory man will set up Rides first time and give instructions.) Other Ride Men that drive.

ADDRESS: Bedford, Ind., this week; New Castle, Ind., next week.

MAD CODY FLEMING

SOME BIGGER • NONE BETTER

WANT

Man capable of running and managing Cookhouse. Has butane, 2 ice boxes, deep freeze, living room in front of semi. Must bring good reference or cash deposit. Must be capable of feeding right and making office money. First 20 to office, then fifty-fifty. No drinking allowed. CEDARTOWN, GA., THIS WEEK

AMERICAN BEAUTY SHOWS

Want Stock Concessions for Creston, Iowa, July 4. Shows for committee money. Russell Andres, come on. C. Winters wants Agents; Johnnie Sheldon, P. N. Janes, answer. Bill and Mary want Kitchen Help, Griddleman; Jack Brady, contact. For sale, Merry-Go-Round Organ.

F. H. SHARP
KEOKUK, IOWA

Groves Greater Shows, Inc.

AMERICA'S CLEANEST MIDWAY

Baton Rouge, La., June 19-24; Kentwood, La., June 26-July 1

Want Ride Help, Second Men, Chairplane Foreman, good fast Griddle Man for 4th of July, Counter Help for Bingo, Man for Popcorn. Bill Kirschmann, your letter came back. Can place Legitimate Concessions for No. 2 Unit, 4th of July Celebration on the street. First Show in seven years. Sponsored by City Fire Dept. Want Scales, Age, Hi-Striker, Novelties, Diggers, Glass Pitch, Blower, Hoop-la, Jewelry, Mug Joint. Want Shows, except Girl Shows. Want Man for office owned Snake Show. Have large den of snakes on hand. Arthur Jones, please answer my telegram. Your man left. We hold seven Louisiana and Mississippi fair contracts. Three others pending. All replies, Ed Groves, Mgr., as per route.

ATTENTION, RIDE OWNERS
THIS IS IT—FOUR BIG DAYS—JULY 1, 2, 3, 4

MAMMOTH SESQUI CENTENNIAL CELEBRATION

Pageants Daily, Queen Contest, Movie Stars, National Radio Programs, Parades, Dances. Will book or lease for this date and rest of season in park: Merry-Go-Round, Ell Wheel, and Kid Rides. Will sell X on clean Grab or small Cook House.
Wire—O. J. RUSSELL, P. O. Box 472, Vincennes, Ind.—Wire
P.S.: Can use above Rides south this winter.

OKLAHOMA EXPOSITION SHOWS

WANT WANT WANT WANT

Lamar, Mo., June 19 to 24; Webb City, 26 to 30, benefit Police Department; Centennial starting Saturday, July 1, including the 4th, at Pineville, Mo.

Merry-Go-Round, Tilt, Octopus, and Roll-a-Whirl. Shows with own transportation. All kinds of Hanky Panks, small Cook House. Want Swinger Agents, Outside Help for Skillo and Grind Stores. P.C. Dealers. Will place any Concession. We operate 6 days a week.

All Address: ED R. RYAN

CUMBERLAND VALLEY SHOWS

WANT FOR NOW AND REST OF THE SEASON

Motordrome, Mechanical City, Fun House, Glass House, Penny Arcade, Animal, Snake, Fat, and Midget Shows, or any capable Show except Girl Show. Percentage very reasonable. Need a few more Stock Stores. Address all mail and wires to

ELLIS WINTON, Franklin, Tenn., this week

Percell's PIONEER SHOWS

high class midway attractions

JOHNSON CITY, N. Y., JUNE 26 TO JULY 1
HANCOCK, N. Y., BEST FOURTH JULY CELEBRATION
IN THE EAST, JULY 2 TO 8
ROSCOE, N. Y., ANNUAL FAIR, DAYS AND NIGHTS,
NONE BETTER, JULY 10 TO 15

Parades, Fireworks, Band Concerts, Drum Corps, Cars given away. Lots of money in these mountain resort towns, join now. Want legitimate Concessions all kind. This show carries 12 Rides and Dual Wheels. Showmen, join now and get well. We have New York and Pa. finest route Fairs and Celebrations. Want Free Act. Can always place useful Show People. For Sale: High Striker, 20x20 Marquee, 5 20x30 Show Tops, Kiddie Airplane Ride, Double Loop-o-Plane. Want Motordrome, Funhouse, Penny Arcade. Shows of merit. Answer this week, Elkland, Pa.

MICKEY PERCELL, MGR.

CROWN POINT, INDIANA

JULY 1 THRU 4
ANNUAL JULY 4TH CELEBRATION

FREE ACTS, HORSE RACING, FIREWORKS, CONTESTS, ETC.

Want Snake, Animal, Unborn, Mechanical City, etc. Good territory for Side Show. Can place Dark Ride, Roll-o-Plane and Spitfire. Want Penny Arcade, Novelties, Snow Balls, Ball Games and Merchandise Concessions.



WORLD OF PLEASURE SHOWS
MICHIGAN'S FINEST MIDWAY
FORT WAYNE, IND. (Now)

B&C'S EXPO SHOWS

PLAYLAND ON PARADE

WANT FOR THE FOLLOWING CELEBRATIONS AND FAIRS

RIDES	SHOWS	CONCESSIONS
LIVINGSTON MANOR, N. Y., BIG 4TH OF JULY CELEBRATION.		
ALLEGANY COUNTY FIREMEN'S CONVENTION, BELMONT, N. Y., JULY 10-15.		
ONEIDA FIREMEN'S & OLD HOME WEEK, ONEIDA, N. Y., JULY 17-22.		
SOCIETA LINGUOCLOSSEA CELEBRATION, SYRACUSE, N. Y., JULY 24-29.		
STUBEN COUNTY FIREMEN'S CELEBRATION, BATH, N. Y.		
BATAVIA FAIR, BATAVIA, N. Y., AUG. 7-12. A NEW FAIR GROUNDS.		
MONROE COUNTY FAIR, ROCHESTER, N. Y., AUG. 16-20.		
ONEIDA COUNTY FAIR, VERNON, N. Y., AUG. 22-27.		
LITTLE WORLD'S FAIR, HEMLOCK, N. Y., AUG. 30-SEPT. 2.		
MADISON COUNTY, BROOKFIELD, N. Y., SEPT. 4-7.		
TRUMANSBURG FAIR, TRUMANSBURG, N. Y., SEPT. 13-16.		
ALL ANSWER AS PER ROUTE. WHITESBORO, N. Y., THIS WEEK.		

WM. T. COLLINS SHOWS

Want Side Show with their own equipment and transportation.
Want Foreman for Wheels and Rollo Plane.
Want Hanky Panks, Watch-La, String, Basketball, Fish Pond, Darts, Jewelry. Duluth, Minn., this week; Gilbert, Minn., next; followed by the best route of fairs in the Northwest.

NOBLE C. FAIRLY, MGR.

PINE STATE SHOWS

CARUSO AND WHITESIDE

Can place Concessions: Fish Pond, Pitch-Till-You-Win, Ball Games, Balloon Darts, Cigarette Gallery, Long Range, etc. All Slum Concessions open. Need two Agents for Count Stores, one Agent for Clothespins, one Agent for Skillo. All office-owned Concessions. Shows: Can place any clean, worth-while attraction. Want Girls for new Girl Revue, Talker for same. Good opportunity for Motordrome or Silo Drome. Rides: Will book any Flat Ride not conflicting. Can always use sober, reliable Ride Help. Will book or buy Octopus or Spitfire. Need extra Rides for our Southern tour. Would like to hear from General Agent and Promoter familiar with the South. Fair Secretaries, contact us, we have a few open dates.

All replies JOHN CARUSO or A. R. WHITESIDE
RED SPRINGS, N. C., THIS WEEK; FAYETTEVILLE, N. C., NEXT WEEK.
P.S.: Can place Cookhouse that caters to show people.

BIG FOUR AMUSEMENT

WANTS

Second Men on all Rides. Must drive semi. S. A. Baker or Dale Evans, get in touch with us at once.

BIG FOUR AMUSEMENTS, 135 21 Ave., Melrose Park, Ill.

CONCESSIONS WANTED 4th of July Celebration

July 1, 2, 3 and 4

City Park, Potomac, Ill.

Will book legitimate Concessions, Eats and Drinks. REPLY to

CASH WILTSE

Woodruff Hotel, Joliet, Illinois, until June 26; after that, Potomac, Illinois.

GIRLS WANTED

Young, attractive for posing and girl show. Experience unnecessary. Top salary. Tickets if I know you. Join immediately.

BILL HOLT

c/o Imperial Exposition,
Menominee, Mich.

MODERNISTIC SHOWS

Want to buy Ferris Wheel No. 5, or lease or book Wheel up to Labor Day on No. 2 Unit. Can use man on Griddle and up stand; also man and wife on Popcorn and Apples. No drunks. That is the cause of this ad.

JOHN KEELER

Pittsville, Md.

NOTICE!

OHIO AND MICHIGAN COMMITTEES

Owing to cancellation, have 7 ride show available for bonafide Fourth of July Celebration. This week playing Toledo, Ohio, location, Dixie Highway at Alexis.

**JACK GALLAGHER
PLAYLAND SHOWS**

WANTED

Octopus Foreman. Unless you know ride and drive semi, don't answer. Edina, Mo., next week.

LOUIS CUTLER

IROQUOIS, ILL., 100TH CENTENNIAL 4TH CELEBRATION

3 Big Days—July 2-4—3 Big Nights. Gigantic Fireworks, Free Acts, Dancing, Bands, Drawings. Want Custard, Ice Cream, Bingo, Photo, Darts, Coke, Cork, String, Age and Weight, Jewelry, Novelties, Long and Short Range, Basketball, Ball Game, Mitt. Manager for Athletic Show. Wire **ROXIE HARRIS**, Royal Midwest Shows, Noblesville, Ind.

CURLY SMITH WANTS

Griddle Men and Cooks for the following North Dakota Fairs: Crosby, Bottineau, Rugby, Minnewaukan, Rolla, Blackston and 30 Wisconsin Fairs and Celebrations to follow. Wire or come on. Answer: **BODART SHOWS**, Crosby, N. Dak., this week.

WANT TO BUY

Used Stock Wheels, Big Six, Race Horse, Six Arrow. Cash.

HOUSE OF STAPLETON

3509 14th Street Detroit, Michigan
Temple 10397

WANTED

Small Carnival, Circus, Tent Show or Rodeo on percentage. Contact

SLIM SKELLETT

South of the Border, Port Jervis, N. Y.
Phone 9-9451

FROM THE LOTS

Capell Bros.

McALESTER, Okla., June 17.—Shows made a jump in here from Okmulgee. Org enjoyed good business at Blackwell, Okla., and Arkansas City, Ark., but were dogged all week by rain in Fredonia.

Clint Gladden has joined with three hankypanks, making a total of 31 concessions.

Bob Capell, general manager, just returned from a road trip, reports

that he has signed two more fairs, Stillwater, Okla., and the Okmulgee fair in September.

A birthday party was given for four members of the show whose birthdays hit the same day, namely Jack DelMar, Wendell Pierce, John Adams and Jesse Hagerman.

Teressa Tracy has equipped his Myrtle in the Bushes show with a moving picture machine, and it is going over big.

Happy Ray joined as special agent and sound car man. Earl Pounds and his Hollywood Horses also joined here.

Recent visitors included Jelly Vanderford, Bruce Duffy, Constable Evans, Jake Moore, Jack Nazworth and Claude Pounds.

Show carries 10 rides, 8 shows, 31 concessions and Leo Lamkins, high-pole act.

Crystal Expo

BLAIRSVILLE, Ga., June 17. — Shows moved in here from Gainesville, Ga., for a 10-day stand, under the local baseball club's auspices. Located on the courthouse square, the shows worked to fair business the initial Saturday and it picked up considerably during the week.

Howard Sheaffer's high pole free act was well received. Bicycle awards on Saturday proved a good children lure at the matinee. Intermittent rains hampered business the final Saturday night. Fred Kumalac has rebuilt the Funhouse. — LUCILLE BUNTS.

United Liberty Shows and Circus Unit

WANT WANT For two Celebrations a week. On the street, and long route of Fairs. CONCESSIONS: Custard, Snow, Mug, Diggers (Doc, get in touch), Long Range (Bob Johnson, wire), Six Cats, Buckets and Stock Stores of all kinds, Arcade. No gypsies or Mitt Camps. SHOWS: Mechanical Show or other Shows that can work on the street and make two a week. (Uncle Ezra Thomas, wire). Want Girls for Girl Show. Top salary and percentage. HELP: Octopus Foreman and Second Man, Wheel Foreman and Second Man. Must be licensed semi drivers. Drunks and chasers cause of this ad. Want Electrician with several Concessions who can do a job and work for cut ins. RIDES: Can use Kiddie Rides not conflicting with Autos. Can also place one more Major.

**KEN MURRAY, Owner
DON DeVAULT, Manager**
Norway, Iowa, June 23-24; Clarksville, Iowa, June 26-27; Ainsworth, Iowa, June 30-July 1.

PAUL'S AMUSEMENT COMPANY WANTS

Legit Concessions of all kinds for 4th of July week and after. Have Springdale, Ark., the Big One for 10 days, starting June 29 and ending July 8, with one of the best routes in Southern Missouri and Arkansas to follow. Can also use Shows with own outfits 25%. Need Girls for Ball Games, office outfits. Exeter, Mo., June 19-24; then to Springdale. We open Thursday nite, June 29th and go on through to July 8th. Gyps, drunks and chasers, save your time and mine. All replies to

P. A. SCRIMAGER

BILL HAMES SHOWS

AGAIN PLAYING THE BEST FAIRS IN TEXAS

Including Amarillo, Abilene, Lubbock and the Cream of the Fairs in West, East and South Texas

BRADY JUBILEE, JULY 1, 2, 3 AND 4, BRADY, TEXAS

ALL TOP FAIRS AND CELEBRATIONS FROM NOW UNTIL SEASON CLOSES

KENNETH CUMMINGS, WIRE OR COME ON.

CAN PLACE RIDE FOREMEN on Dipper, Octopus, Planes, Kiddie Cars, Boats, Buggy Ride. Also Second Men on 15 Rides. Can place Shows with own outfits that do not conflict. Especially want organized Minstrel Show and Monkey Show. Want Man to take charge of Bug House on salary and percentage. Want Billposter. Also Glass House Man.

All replies **BILL HAMES**

P.O. Box 1377

(Phone: N-05512)

Fort Worth, Texas

Until June 27; then Brady, Texas

30TH ANNUAL TOUR

30TH ANNUAL TOUR

H.C. SWISHER'S PARADA SHOWS AMERICA'S FINEST MIDWAY

WANT CONCESSIONS FOR THE FOLLOWING CELEBRATIONS: BUFFALO, MO., REUNION, JUNE 22-23-24; BAXTER SPRINGS, KAN., LIONS' CLUB CELEBRATION ON STREETS, JUNE 29-30, JULY 1; THEN THE BIG ONE, PITTSBURG, KAN., JULY 4TH, THE LARGEST 4TH OF JULY IN THE COUNTRY. HAVE TWO SPOTS A WEEK, SCHELL CITY, MO., JULY 6-7-8.

Ride Help for Eli Twin Wheels, Merry-Go-Round, Octopus. Best treatment and salary. Pay day on Tuesday, and ask the boys. We have not missed one this year, and won't. If you want to work, leave your drinks there and come on. Agents for Stock Joints. Shows—Can place any Show except Girl. Mitt Camp. Can place good, flashy Mitt Camp that wants to make money. We require deposit on same. We mean business, do you?

All reply **H. C. SWAISHER**

BUFFALO, MO.; THEN BAXTER SPRINGS, KANSAS

GRACELAND GREATER SHOWS

WANT FOR FIREMEN'S CONVENTION AT HAVANA, ILL., JUNE 25-JULY 1; WHITE HALL, ILL., LIONS' CLUB, JULY 4TH CELEBRATION AND FAIR COMBINED, JULY 3-8.

Concessions: Hi-Striker, Ball Games, String Games or any legitimate Concession. Want Agents for P.C. Shows: Side Show, Monkey, Snake, Wild Life, and Girl Show. Rodeo Red Ryan, contact Mack Bazzello. Ride Help: Want Foremen for Merry-Go-Round, Wheel, and Chairplane; Second Men on all Rides. All replies to:
GRACELAND GREATER SHOWS, Abington, Ill., this week.

ATTENTION!!

PARK-CARNIVAL CONCESSIONS—PLASTER USERS
OF ALL KINDS

Price List for New Line of Plaster Novelties Ready. Write for Yours Today!

LARGE PLASTER 25¢ EA.

SMALL PLASTER 12¢ EA.

Dependability Insured—31 years at same location

AMERICAN DOLL TOY CO.

"THE BEST SINCE 1916"

1438 N. Clybourn Ave. Michigan 2-8953 Chicago 14, Ill.

WE HAVE

FOR IMMEDIATE DELIVERY

Largest selection of Concession Game Equipment which includes

HANKY PANKS, 9 different kinds of BALL GAMES, 2 different types of DART GAMES, 6 types of HOOP GAMES, 4 NEW SKILL GAMES, 8 NEW PERCENTAGE GAMES, 4 NEW JAR DEALS, 6 NEW DICE GAMES, 24 different types of WHEELS, FISH PONDS using "Bobbing Babies," PAN GAMES. 6 CATS. Each \$10.00

Ready for delivery

BEAUTIFUL PUNKS. Doz. \$27.00
Prettiest you ever saw. Pure white wool, just the right size, 14 assorted colors that will not run.

SPECIAL! 24 Ft., 2 Section HI-STRIKER, 10 comic signs with each Striker \$275.00

Complete with 2 mauls. Now ready for delivery. Send \$100 deposit.

Please send deposits if we do not know you. SEND FOR OUR NEW 1950 CATALOG. We have the cream of the crop.

RAY OAKES & SONS

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Night Phone: BROOKFIELD 8860
Phone: LYONS 3-4632

36-Seal Ocean Wave	\$950.00
	A-1 condition gas driven portable
12-Seal Kiddie Chairplane	\$650.00
	A-1 condition electric driven

C. H. TOTHILL

Lakewood Park Youngstown, N. Y.

WANTED

For Wabash on Street. Big Fourth to follow.

High Striker, Fish Pond, Duck Pond, Pitch-Till-U-Win, Hoop-La, Glass Pitch, Add 'Em Up Dart, Coke Bottles, any other concession that works for stock. Will book any Show on small P.C. No drunks or drifters and no gypsies. All replies to

DRAGO AMUSEMENTS

Summitville, Ind.

WANTED

Wheel Man Number 5, \$50.00 per week. Also Parker Merry-Go-Round Man. Must be able to drive semi trailer.

LONE STAR AMUSEMENT

S. B. RHODES

Tucumcari, N. Mex., June 19-24; Clayton, N. Mex., June 26-July 1.

Wanted at Stockton, Illinois CONCESSIONS

For Three-Day Annual Street Celebration, 20 Miles West of Freeport on Route 20. Sponsored by Lions Club.

FRANK C. NEIMEYER, Secy.

STOCKTON, ILL.

VOLUNTEER SHOWS

Tompkinsville, Ky. this week, down town. Followed by biggest 4th in State of Tennessee, Red Boiling Springs, July 3-8. Can use Concessions.

WANTED AGENTS

For Count Stores and Skillos. Bill McIntyre, Brown Cole, wire Western Union as per route.

HENRY H. HETH

c/o L. J. Heth Shows, Bedford, Ind., this week.

Chet and Wanda Klinetop

Contact me immediately. Have good proposition for you. Important.

NANCY TIERNAN

FAIR AMUSEMENT AND BAZAAR CO. Danville, Va.
Stonewall Hotel

WANT SPONSOR FOR CRIME SHOW

Wife of one-time No. 1 lead man. Have played stage and carnival. Loads of newspaper clippings and magazine stories.

BOX D-385

BILLBOARD, CINCINNATI 22, OHIO

Ludwig Predicts Good Summer Biz

CARROLL, Ia., June 17.—With crop conditions good in this area, Charles C. Ludwig anticipates an excellent summer season for his Parkview Roller Skating Pala here. Ludwig, who operates the year round, depends on rural districts for an important segment of his trade. Farmers, he says, have money this year and are spending it for entertainment. Ludwig says that his net business in summer, despite some drop-off in patronage, measures up to winter trade owing to reduced operating expenses.

Following showings in Manning and Jefferson, Ia., the Carroll Skating Club will close its exhibition tour in rinks in surrounding towns. These shows, with elaborate scenery and lighting effects, have become regular features in recent years, says Ludwig. They are offered as a stimulant to the skating business in Carroll and near-by towns.

Kids of 13 States, Two Provinces Vie At Tulsa Contests

TULSA, Okla., June 17.—Roller skating cut a wide swath in the amusement picture here June 2 and 3 when the Midwest regional competitions of Roller Skating Operators' Association were held in the L. O. Mitchell-John Mullins-operated Arena. Skaters from 13 States and two Canadian provinces made their bid here for entry in the national meet, to be held July 10-15 in Denver.

Excitement reached a high pitch during performances of four past national champs from Colorado, newly added to the Midwest region. They were J. W. Norcross Jr., former senior men's free style titleholder, and Patricia Carroll, senior ladies' free style champion, both of Greeley, and Cecil Davis and Phyllis Bulleigh, Denver, national senior pairs champions. The latter did not skate in competition but will defend their crown in the Nationals.

Results:
Speed skating: Senior ladies, Juanita Bivins, Arena, Tulsa; senior men, Billy Ward, Arena, Tulsa; intermediate ladies, Mary Mothart Mammoth Garden, Denver; intermediate men, Robert Mann, Skateland, Denver; junior girls, Sue Massey, Doling Park Rink, Springfield, Mo.; junior boys, Charles Webb, Mammoth Garden, Denver; juvenile A girls, Beverly Votaw, Doling Park Ring, Springfield; juvenile A boys, Thomas Cowan, Warnoco Rink, Greeley, Colo.; juvenile B girls, Toni Johnson, Skateland, Denver; junior B boys, Terry Thompson, Roller Dome, Coffeyville, Kan.; juvenile C girls, Maria Harris, Doling Park Rink, Springfield; juvenile C boys, Ralph Cowan, Warnoco, Greeley.

Dancing, senior, Billy and Nina Venard, El Torreon, Kansas City, Mo.; intermediate, Melville and Robble Cox, El Torreon, Kansas City; novice, August Palmesano and Constance Workman, Crossstown, Omaha; junior, William West and Joyce Venard, El Torreon, Kansas City; juvenile, George Faulstich and Patricia Hoehne, Arena, St. Louis.

Free skating, senior ladies Patricia Carroll, Warnoco, Greeley; senior men, J. W. Norcross Jr., Warnoco, Greeley; intermediate ladies, Sue Massey, Doling Park, Springfield; intermediate men, Lawrence Williams, Arena, St. Louis; novice ladies, Edith Barnes, Arena, Tulsa; novice men, Lewis Wantland Jr., Arena, Tulsa; junior girls, Joan Brown, Arena, St. Louis; junior boys, Arthur Brown, Arena, St. Louis; juvenile girls, Maria Harris, Doling Park, Springfield; juvenile boys, Gail Gibson, Warnoco, Greeley.

Pairs, senior, J. W. Norcross Jr. and Patricia Carroll, Warnoco, Greeley; intermediate, Grant Alley and Edith Barnes, Arena, Tulsa; novice, Roger Goodwin and Phyllis Ohlund, Crossstown, Omaha; junior, Susan and Thomas Cowan, Warnoco, Greeley; juvenile, Gail Gibson and Janice Johnson, Warnoco, Greeley.

Senior fours, J. W. Norcross Jr., Patricia Carroll, Barbara Laney and Kenneth Johnson, Warnoco, Greeley.

Figures, senior ladies, Patricia Carroll, Warnoco, Greeley; senior men, J. W. Norcross Jr., Warnoco, Greeley; intermediate ladies, Jo Ann Ross, Skateland, Denver; intermediate men, Gene Lonon, Arena, Tulsa; novice ladies, Edith Barnes, Arena, Tulsa; novice men, Roy Blakey, Arena, Tulsa; junior girls, Joan Brown, Arena, Tulsa; junior boys, Arthur Brown, Arena, Tulsa.

ARSA Empire State Contests to Mineola

MINEOLA, N. Y., June 17.—New York State championships of the United States Amateur Roller Skating Association will be held June 17 and 18 at Mineola Roller Rink here. Competitions will be continuous on those days, as the rink is normally closed during the summer on Saturdays and Sundays.

Mineola begins its summer operating schedule Wednesday (14). During the warm weather the Earl Van Horn rink will offer public sessions on Wednesday, Thursday and Friday nights weekly, with dance and figure skating classes Tuesday nights. These classes will be held from 7 to 9 and 9 to 11 under the direction of pro George Werner, assisted by Gladys Werner and Louise Campbell. Each session goes for \$1. The rink's fall opening is scheduled for September 20.

IMLAY CITY, Mich., June 17.—Harry J. Collins, owner of Collins Roller Rink here, was host recently to Beverly Hetherington and Ted Monroe, of Flint (Mich.) Park Rollercade. The guests presented their Indian skating specialty for a Saturday night crowd.

Paramus Festival Draws 1,000 Fans

PARAMUS, N. J., June 17.—Paramus Skating Rink's second annual May Festival May 31 attracted almost 1,000 skaters and spectators to Julius DeGeeter's big rollery here. Sponsored by the Paramus Roller Dance and Figure Club, event included a 14-step contest and a series of five exhibitions featuring world champion Donald Mounce, now a pro at Mineola (N. Y.) Rink.

Among celebrities on hand were USARSA President George Apdale and Mineola club Secretary Mrs. Apdale.

Shore Rollerdrome Observes Birthday; Gets 'Dimes' Award

ASBURY PARK, N. J., June 17.—Shore Rollerdrome, operated by Bill Junda and Thomas Livingston in Neptune, a stone's throw from this beach resort, celebrated its first anniversary May 27 with a pageant-style skating revue, a mammoth birthday cake and an award ceremony.

Called *Flashbacks of 1949-'50*, the show included top acts from Shore's recent club production plus speed and artistic exhibitions by skaters who had starred in other events and contests during the year.

Main award, presented by *Journal American Skating Editor Bill Love*, was the March of Dimes plaque which each year goes to the metropolitan area RSROA rink turning in the most money to the anti-polio cause during a period set by contest chairman Vic Brown (New Dreamland Arena). A \$913 turn-in, all-time record, earned the prize for Shore.

DETROIT, June 17.—Eddy Martin, brother of Fred A. Martin, head of Arena Gardens here is moving M&M Rink Supply, which he heads, to new quarters in Convention Hall. The company is putting out a line of records for skating on the Vinatone label.

SKATE CASES AT A NEW LOW

- * STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.
- * ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$4.50. NOW \$33.00 Doz Sample \$2.75.

L. & L. PRODUCTS
7019 Glenwood St. Chicago 26, Ill.
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.

Write for Price List

BEST BUILT RINKS

We will build any size sectional floor or complete portable rink, new, complete 40x100 ft. portable rink of Northern hard maple, heavy duty flameproof with trim and with the new type steel center pole adjustment, music, skates, etc., for immediate delivery for \$5495.00. The largest manufacturer of portable rinks. We build the best for less. Write, wire or come and see.

Gold's Portable Rink Co.
409 N. 5TH ST. LONGVIEW, TEXAS
Phone 2443W

SKATING RINK

Complete, NEW, portable, in operation one month to excellent business. Can stay indefinitely. 40x144 Northern maple, 180 pr. Skates, Music, Tent, Chains, etc. Everything new. No letters, please. Located at Rockmart, Ga. Wire

CALL 576-J
SMYRNA, GA.

NEW 1951 RINK SKATES

With Counter Sunk Axle Nuts
Longer Wearing Fibre
will help preserve floors.

This Is the Skate Rink Men Want
Order Yours Now
CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago 24, Ill.

"Fit-Factor" REMOVED!

EQUIP NOW WITH **KINGSTON**... and Eliminate Odd Size Rental Stock

ADJUSTABLE (Pos-Tiv-Lok) CLAMP TYPE RINK ROLLER SKATES

KINGSTON PRODUCTS CORP., Hdw. Div., BB-9, Kokomo, Ind

NOW!
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INSIDE FRONT COVER
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POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

FOR SALE

50x132 Portable Building, 50x120 Portable Skating Surface, Chicago Skates, RCA Sound, complete, now operating Seymour, Ind. \$7500.00. 50x110 Tent, portable, a real buy at \$6000.00 at Marion, Ky. 30x60 Tent, portable, at Creal Springs, Ill., \$2300.00. 30x60 Tent, portable; Skate Room Trailer, complete, at Ferdinand, Ind., \$3000.00. 30x60, with Skate Room Trailer, all complete, at Rising Sun, Ind., \$3000.00. All Rinks operating.

ROLLAROMA CORP.
615 Locust St. Evansville, Ind.
Phone 4-3723

FOR SALE

Large Frame and Brick Building, 140x80 with a big and spacious Parking Lot, located in Central Illinois in fast growing suburban community with two hundred and twenty five thousand people to draw from. Suitable for Walkathon, Sports Arena, high class Night Club, Ballroom for name bands, Theater or Food Mart. On main traveled hard road. Price \$38,500.00, \$20,000.00 down, balance monthly payments. Write

BOX D-376
Write c/o Billboard Cincinnati 22, O.

CURVECREST RINK "COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

RINK LIGHTING

Crystal Showers, Spotlights, Motor Driven Color Wheels.

NEWTON
53 W. 14th St. New York City

Man Desires Job as Roller Rink Manager

Has had twelve years' previous experience. Can furnish references. Will gladly assist anyone with building plans for a new rink. Write

WILLIAM BLANCHARD
7102 River Drive, Newport News, Va.

FOR SALE

Portable Skating Rink, 40x100 ft. Floor, 150 pr. Lamp Skates, Home Shoe Skates and Sound System All in good condition. Now operating Viroqua, Wis. Reasonable.

N & B ROLLER RINK
Write LELAND NELSON
15 1/2 E. 5 St. Viroqua, Wis.

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

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★ Summer's Most Sensational BARGAINS in Watches!

Ladies' and Men's

New Low Price! SWISS WATCHES



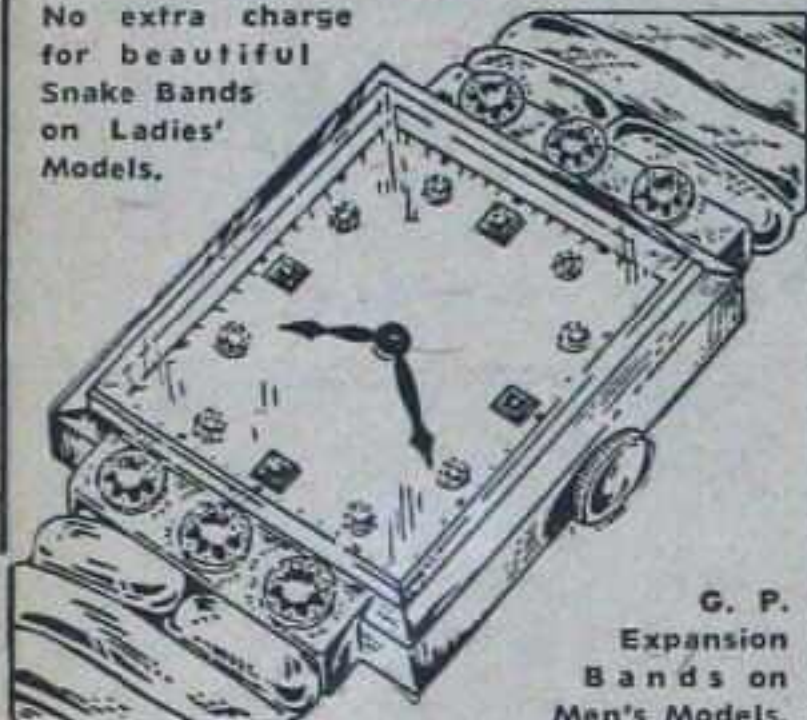
Sparkling New Cases; genuine Swiss movements precision rebuilt and guaranteed like new! They're Beauties!

\$7.95 7-Jewel

15-Jewel, \$8.95; 17-Jewel, \$9.95

(In lots of 3 or more. 25% deposit on C.O.D. orders.) Beautiful Rhinestone Dial, 95¢ additional.

No extra charge for beautiful Snake Bands on Ladies' Models.

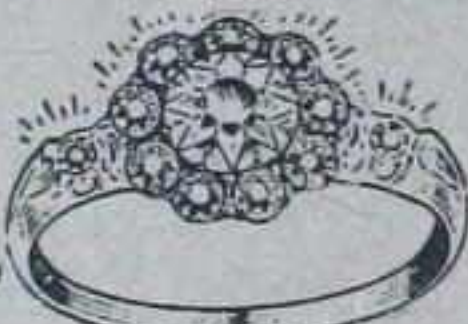


G. P. Expansion Bands on Men's Models.

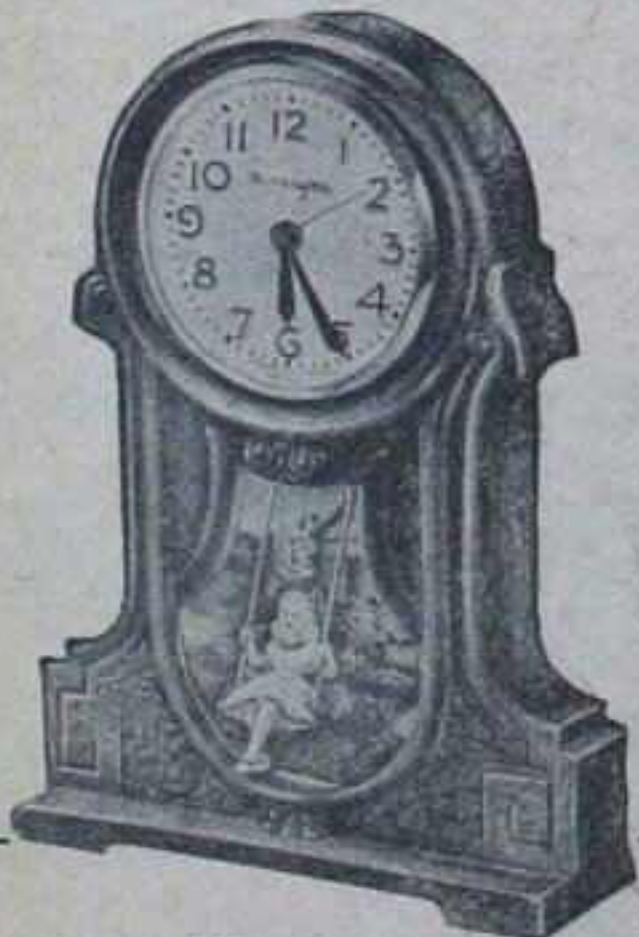
Beautiful, Gleaming CLUSTER RINGS

\$27 GROSS

1 Doz. to Tray



LUSTROUS highly polished brass rings with brilliant cluster and large center stone in assorted colors. Order No. R37.



This popular "Swinging Girl" Clock

It's an eye-catcher — packed with buy-appeal and priced RIGHT for volume sales. No wonder it's a fast-seller!

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act; 1950 catalog free. Kleiman, 5146 Strohm Ave., North Hollywood, Calif. jy1

'EMCEE' MAGAZINE — CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gapped back issues. Emcee, 1508-B South Roman, Chicago 23.

LAUGH LINES—FOUR READY; MAIL DOLLAR to Jimmie Muir's 6185 Buena Vista, Oakland 18 Calif. Bits, gags, patter; #1, #2, #3 available; \$1 each. jy15

'LITTLE PRINCESS OF RADIO LAND'; Western Trails to Mines of Gold; Happy Hit "Sampler" free! "Sterlingsongs," 989 Michigan, San Jose, Calif. je24

PROF. COPIES AVAILABLE TO ARTISTS Songs by Johnny Smolen, Modern Music Publications, 1837 Cuyler Ave., Chicago 13, Ill.

AGENTS & DISTRIBUTORS

AAA SPECIAL—REPEATING ROLL CAPS; 5-gross case, \$12.00 per case; 1/3 with order, balance C.O.D.; 1950 price list free. Gent Novelty Sales, Box 4058G, Bridgeport 7, Conn. je24

AA-1 GENUINE DIAMONDS FOR AGENTS, salesmen and pitchmen at the world's lowest prices! Rush \$1 for copy of our famous Diamond Dealer's Catalog, booklet on "How To Sell Diamonds" included free! Your \$1 will be credited to your first order; everything you need to know to sell diamonds is in this amazing outfit. L. Press and Sons, Inc., Wholesale Diamond Dealers Since 1888, 1015 Chestnut St., Philadelphia 7, Pa.

A-1 COSTUME JEWELRY—CAN RETAIL UP TO \$4.98; low prices. Jewelry-of-Season, Box 674, Providence, R. I.

ABALONE PEARL SEA SHELL JEWELRY, Italian inlaid mosaic jewelry, Chinese and Mexican Jewelry, real Butterfly Wing Jewelry, real Feather Bird Pictures; Tropical Souvenirs and Novelties. Joseph Fleischman, 906 Tampa St., Tampa, Fla. je24

ABCO SPECIALS—PISTOL LIGHTERS, \$7.50 dozen; Girl Photographs, dozen sets, \$4.95; Fun Tooth, 80¢ dozen; Horrible Finger, \$1.80 dozen. Cash Co., Harrington Hotel, Washington, D. C.

A CLOSE OUT—51 GAUGE DUPONT NYLONS, seconds; regular \$4.25 dozen; while they last \$3 dozen in gross lots; cello wrapped, boxed; all wearable. MarJo Wholesalers, Fullerton, Neb.

AGENTS, MEDICINE MEN — MAKE \$2,500 summer months selling mineral food supplement; new product, everybody a prospect; tremendous commission, bonus; sample; details \$3; make annually \$7,500. J&S Distributing Co., 8225 Clayton Road, St. Louis 17, Mo. je24

AGENTS, DEALERS—EARN BIG PROFITS. New Novelty Fun Cards; 2 sample pkgs, 25¢. Ace Press, Clearwater, Fla. jy15

AGENTS AND STREETMEN NEED THIS BOOK, "Herb Magic Throughout the Ages." Special section devoted to old-time household herb formulae, herb teas, strange and curious herb roots; illustrated. Formerly sold for \$2.50. Special price \$1 postpaid. Wm. G. Shults, 211 E. 26th St., N. Y. 10, N. Y.

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AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes Christmas Cards; and this can be done in a single day; free samples; other leading boxes on approval; many surprise items; no experience needed; free samples, personalized Christmas Cards, Stationery Napkins. Write today; it costs nothing to try. Cheerful Card Co., 1368 White Plains, N. Y. je24

AMAZING—FOUR COLOR PENS AND PENCILS sell on sight, \$6.80 dozen; yellow colored Light Pens; for outdoor, \$10 hundred. General Lamp 1704 W. National Ave., Milwaukee 4, Wis.

APRONS, "IDEAL" CHANGE! FOR CONCESSIONAIRES, carnivals, circus workers; 3 roomy pockets; denim; white, colors, \$1.50 each; no C.O.D.'s. M. E. Johns, 704 Fetter Ave., Louisville, Ky.

A RED-HOT NOVELTY FOR MEN — EVERY one buys; sell tap-rooms, bars, night clubs; it's different; send 50¢ for prepaid sample. Shafer Co. P. O. Box 723, Kansas City 10, Mo. je24

ARTHRITIS, RHEUMATISM — LEON SOLID Liniment; odorless; doesn't blister, \$2 jar; refunded with first order; or give our address to sufferers; guarantee pay you 75¢ each; no samples. Iowna Tonic, \$5 per bottle, 1 ounce. Write Leon, 311 5th Ave., New York 16.

BALL POINT PENS—FIRST QUALITY, GOLD-tone caps, beautiful color assortment, best quality cartridges; excellent writers, fully guaranteed; dozen or more, 15¢ each; 100 or more, 12½¢ each postpaid; samples, 6 for \$1; refills and display cards available. Crescent Sales Co., 150 Broadway, N.Y.C.

BIG PROFIT EASY TO MAKE—YOUR OWN Auto Polish sells year around; \$1 buys 2 formulas. Wm. G. Shults, 211 E. 26th St., New York 10, N. Y.

BULOVA WATCHES FOR PUNCHBOARDS, Bingo, Bazaars, Premiums and Sport Contests; catalogs mailed. Irving, 1130 Broadway, N. Y. jy1

BUY NYLONS DIRECT FROM MILL—WRITE for jobbers' prices. Joy Hosiery Mills, Delaware 8, N. J. je24

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers and distributors; write for "Buy Direct and Save." Service Publishing, 1420-F Investment Bldg., Pittsburgh 22, Pa. je24

CASH IN ON JACKIE ROBINSON'S MULTI-million dollar promotion! We are exclusive licensed manufacturers of Ashtrays, Bookends, Coin Banks, Rabbit's Foot Key Chains, Pen Sets, "Oscars," etc., all with lifelike sculptured reproductions and signatures of Jackie Robinson; now sweeping the country. Write quickly for free catalog and special profit deal. Arlen Trophy Co., Inc., Dept. B, 42 W. 28th St., New York 1, N. Y. jy8

COMIC CARTOON CARDS, 100 FOR \$1—LIST free to dealers. Cheshires Fun House, 739 Poydras St., New Orleans 12, La. jy15

COMPLETE LINE OF PLASTICS—SCALLOPED Table Cloths, Aprons, Drapes, Curtains and other novelties; lowest prices; free samples. Samuel Rosenzweig Acces. Co., 8 Herl St., Brooklyn 12, N. Y.

CONCESSION OPERATORS, SPECIALTY JOBBERS, mail order. Clean up with "Baby-Gay" in Plastic Show Box; big flash; sample \$1 postpaid. Baby-Gay, Beaver Dam 5, Wis. at26

DEPENDABLE FULL FASHIONED NYLONS—Our fast selling 51 gauge #2 grade, packed ¼ dozen in individual, beautiful cellophane envelopes; latest shades and standard sizes; \$3 dozen in 6 dozen lots or more; prompt shipments. Darlene Hosiery Co., Box 1484, Chattanooga, Tenn. jy1

EARN FAST PROFITS SHOWING LATEST sales booster signs to merchants. Hot Item! AdPro, Box 592-B, Springfield, Ill.

(Continued on page 122)



#195 CRYSTAL HURRICANE LAMP \$1.30 Ea. \$15.00 Per Doz.

Stunning is the word for this most distinctive of all lamps. Beautiful on the mantle, piano, or suitable as prizes. Has ¾ frosted glass shade with clear crystal crimped top. Height 15¼". Also available with Ruby Shade and Ruby Prisms. Specify color desired.

Packed 2 to Carton (no less sold)

NOVELTIES

	Doz.	Gross
Special Dart Balloons		\$ 45
4" Fur Monkeys	40	4.50
6" Fur Monkeys	70	7.00
Best Imported Flying Birds	80	8.40
5" Feather Dolls	75	8.40
7" Feather Dolls	150	17.40
17" Paper Parasols	75	8.40
22" Paper Parasols	190	21.00
10" Domestic Rubber Beach Balls	400	45.00
Red, White, Blue Baton with Bell	120	13.00
The Best Lash Whip	120	12.00
Flat Crown Western Hats	365	42.00
American Made Leis		2.75

All orders are F. O. B. Chicago. Please include 40¢ for each pair of Lamps to cover parcel post. TERMS: 25% deposit required on all orders—balance C. O. D.

Our new 44-page 1950 Catalog just off the press. Send for your copy today—it is free.

SERVING THE CARNIVAL TRADE OVER 34 YEARS

M. K. BRODY

1116 S. HALSTED ST. CHICAGO 7, ILL. All Phones: MONroe 6-9520

SLUM

This deal is good for Diggers, Duck Ponds, Fish Ponds, Novelty Stores, Grab Bags, Pitch - Tilt - You - Win, Packages, Ball Game, etc.

Giveaways — All Usable Items — Toys, Gifts, Novelties, etc., etc., for children, adults. Some items retail up to 25¢ ea.

3000 PCS., \$25.00 Lot

LUCKY PRIZE BOXES

ASSORTED NOVELTIES OF ALL KINDS
5¢ Items \$4.50 Gr | 25¢ Items \$12.50 Gr
10¢ Items 7.00 Gr | 50¢ Items 24.00 Gr
\$1.00 Items \$40.00 Gr

Satisfaction guaranteed or money refunded 25% Deposit, Balance C. O. D.

MDSE. DISTRIBUTING CO. 19 E. 16th St. NEW YORK 3, N. Y.



PISTOL LIGHTER

A beautiful chrome finished reproduction of a real automatic. Lights when trigger is pulled. Price: \$11.40 doz., sample \$1.50 Free Pushcard with each two units. Profit, \$12.00. Terms: 25% with order, balance C.O.D.

MANMOTH SALES

1311 Widener Bldg. Philadelphia 7, Pa.

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IMMEDIATE DELIVERY!

- Electric Flash Boards
- Electric Bingo Blowers

Wire or write for Catalog

John A. Roberts & CO. INC. 817-823 Broadway, Newark 4, N. J.

Musical REVOLVING DOLLS

THEY TURN TO MUSIC! BRIDE, BRIDESMAID AND MANY OTHER STYLES

Extra strong motors. Finest Swiss Musical Movements, guaranteed. Daintily dressed in native costumes • Human hair • Moving eyes • Each doll has different tune • Attractively gift boxed with acetate window • 10" overall size • Revolves on pedestal.

AN EXCELLENT SALESBOARD ITEM

\$3.50 ea. \$40.00 doz.

Prices do not include postage. Include postage. 25% deposit with C. O. D. orders.

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Write for Free Copy — State Your Business.

**EVERY ITEM
GUARANTEED
A GOOD "TIP"**



No. 4504. Large Size

ALL NATION DOLLS

\$42.00 doz.

Beautifully dressed character dolls with unbreakable heads, arms and legs. 32 inches high overall. Choose from Miss Ireland, Miss Italy, Miss Poland, Miss France, Miss Holland and Miss Scotland. Individually packed. Specify nation desired. Packed 16 to shipping case.



FAMOUS WALKING BEARS

IMMEDIATE DELIVERY

\$7.20 Case lots of **\$6.60**
DOZ. 40 dozen— DOZ.

We've got them. get your order in fast for quick delivery. These are the better quality bears with real life-like action. Don't be misled by inferior qualities.

DELUXE PISTOL LITERS

No. 5644 ... \$ 8.95 doz.

No. 5454 ... \$18.00 doz.

No. 5647 ... \$12.00 doz.

No. 5696 ... \$21.60 doz.



Completely automatic with all chrome finish and plastic trimmed handle.

No. 4658—29-in. Bear



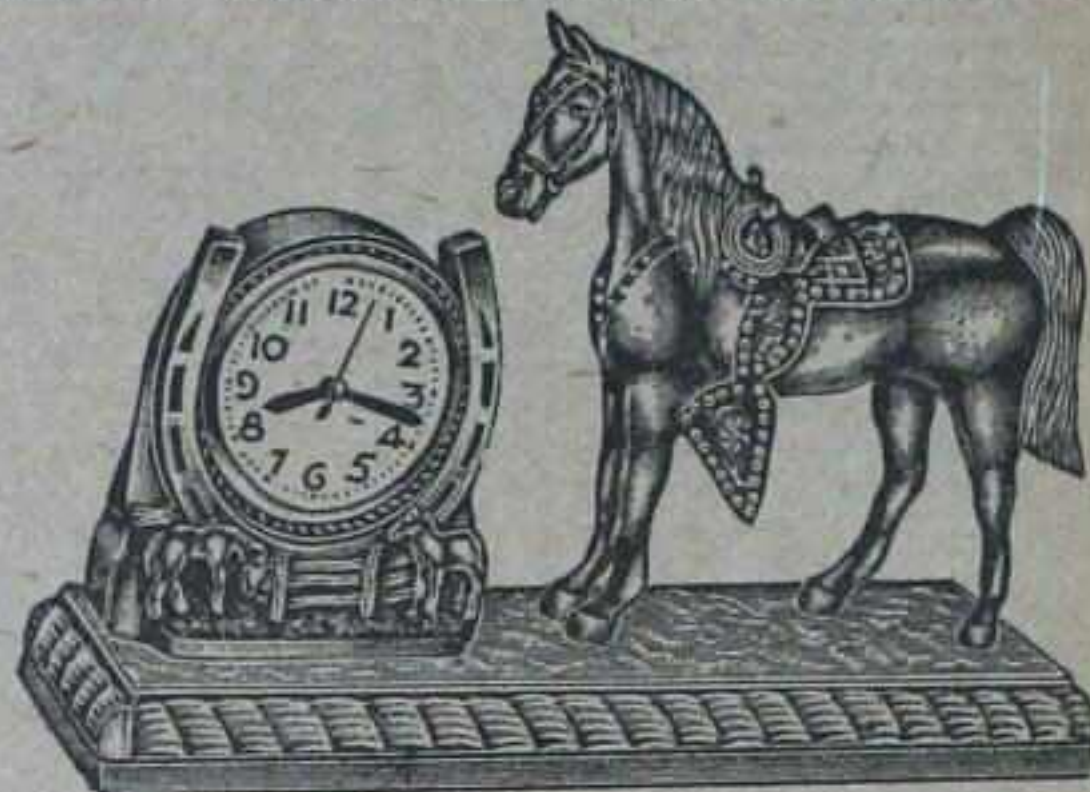
Beautiful rayon silk plush two-tone color combination.

\$34.60
DOZ.

From east—direct. Packed 6 to carton.

\$30.00
DOZ.

NED'S BLUE RIBBON SPECIALS



No. 2257. SADDLE HORSE ELECTRIC CLOCK

10 inch horse with genuine "Sessions" electric clock, beautiful bronze finish. Mounted on hand cast metal base. Fully guaranteed, packed 1 to carton. 17"x5 1/2" base. **\$5.00** Each

No. 2241. WESTERN HORSE & CLOCK.

Tooled saddle and trappings, clock case accented with cowboy equipment, mounted on polished base. Horse and clock case are 22K. gold plated. Clock has Westinghouse Electric designed motor. Base length, 17 inches, 5 inches wide. Over-all height, 11 1/4 inches. Direct from East, \$6.50 each. **\$6.90** Each

LARGEST ASSORTMENT OF SLUM.

Choose from a complete line in our catalog. Don't buy blind, make your own selections. **GROSS 50¢ to \$9.00**

GLASSWARE—LOWEST PRICES.

For pitch and fish pond. Choice of Crystal, Ruby, Gold and Green. We have the largest selection. See our catalog for styles and lowest prices.

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Don't order assortments . . . pick your choice items from our catalog. We supply the biggest operators at the lowest prices. Dependable shipment, guaranteed quality.

BINGO OPERATORS.

Choose from our complete stock of nationally advertised items. Including Electrical appliances and aluminumware. All are illustrated in our catalog.

NOVELTY WORKERS.

We have everything you could want for money making stands. See the Walking Bear in this ad plus hundreds of other items from whips to mechanical toys.

No. 4511. LARGE GIBSON DOLLS.

The outstanding number in the Gibson Girl Doll line . . . now at **\$40.00** materials. **DOZ.**



PLASTER COWBOY

Packed 12 to a carton

\$3.60

per doz.

ALSO 25 other numbers in Animals and Characters. Figures at 30c ea. All packed 12 of a kind to carton. 12c plaster packed 48 to carton.



Western Bronze and Gold Saddle Horses. Our line of Western Saddle Horses has been specially modeled and designed to give big value and big eye-appeal for the money. All of our horses are beautifully bronze or gold plated, polished and highlighted to a superior finish. Numbers listed with an asterisk (*) have removable saddles.

Nos.	Size in.	Color	Each	Per Dozen
5527	2 1/2	Bronze	\$0.25	\$ 2.00
5521	2 1/2	Gold	.25	2.00
5563	2 1/2	Chrome	.25	2.15
5528	3 1/2	Bronze	.35	2.65
5517	3 1/2	Gold	.35	2.65
5529	4 1/2	Bronze	.50	4.00
5506	4 1/2	Gold	.50	4.00
5552	4 1/2	Chrome	.50	4.80
5522	5 1/2	Bronze	.75	6.65
5525	5 1/2	Gold	.75	6.65
5529	5 1/2	Chrome	.75	7.35
5523	6 1/2	Bronze	1.00	9.35
5516	6 1/2	Gold	1.00	9.35

Nos.	Size in.	Color	Each	Per Dozen
5531	7 1/2	Bronze	\$1.35	\$13.60
5589	7 1/2	Gold	1.35	13.60
5524	8 1/2	Bronze	1.50	16.00
5485	8 1/2	Gold	1.50	16.00
5486	8 1/2	Chrome	1.90	19.20
5525	10	Bronze	1.85	19.80
5594	10	Gold	1.85	19.80
5555	10	Chrome	2.00	21.60
5537	8	Chrome	2.00	21.60
*5526	8 1/2	Bronze	2.00	21.60
*5504	8 1/2	Gold	2.25	24.00
*5503	8 1/2	Chrome	2.25	24.00
*5502	10	Bronze	2.25	24.00
*5580	10	Gold	2.25	24.00
*5557	10	Chrome	2.60	28.00
*5532	15	Bronze	6.75	81.00

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BEACON
LEOPARD DESIGN
BLANKETS**

54x72 in size — Packed 30 to case.

\$2.90 EACH

Less than case lots, \$3 ea. include 25¢ postage for sample orders. If you are not winning big play with this item, don't hesitate, put it in your stock as soon as possible. Order today.



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25% with Order—Balance C.O.D. State your Business.

WISCONSIN DELUXE CO.

1902 N. THIRD ST.
MILWAUKEE, WIS.

**CANVASSERS—WAGON JOBBERS
PREMIUM BUYERS**

- 15 PC. WATERLESS COOKWARE SET of heavy gauge virgin aluminum. Each piece guaranteed by Good Housekeeping Magazine and commended by Consumers Service Bureau. With Cook Book and factory guarantee. Descriptive picture circular with \$49.95 price **\$7.95 sel**
- 26 PC. SILVER SET SERVICE FOR 6. Pure silver on 18% nickel silver base. Choice of 3 modern patterns. Leatherette chest with duvetyne lining **\$3.50 sel**
- Wood chest covered with leatherette and lined with duvetyne **\$1.00**
- 52 PC. SILVER SET SERVICE FOR 8. Same as above **\$6.00 sel**
- ORIGINAL WM. ROGERS 26 PC. SILVER SET. Service for 6—highest quality sectional fullplate silver, reinforcement at all points of greatest wear. New, easy-to-grip hollow handled knives **\$6.75 sel**
- ORIGINAL WM. ROGERS 50 PC. SILVER SET. Service for 8, same as above **\$11.50 sel**
- 7 PC. STAINLESS STEEL KITCHEN CLEAVER AND CARVING SET. In attractive display box with \$9.95 price tag **\$1.75 sel**
- 5 pc. set with \$4.95 price tag **\$1.25 ea.**
- 16 PC. COMPLETE CUTLERY AND CLEAVER SET. Consisting of 3 pc. carving set, 3 pc. butcher set, 4 pc. utility knife set, and 6 pc. steak knife set, all mirror polished stainless steel and hollow ground. Steak knife handles are of catalin and all other handles of genuine rosewood, attractively boxed and priced at \$14.95 **\$5.50 sel**
- 3 PC. CARVING SET OF mirror polished stainless steel with horn or ivory handles **\$9.00 dz.**
- 3 PC. CARVING SET OF mirror polished stainless steel, hollow ground knife with stag handles. **\$10.80 dz.**
- 6 PC. STEAK KNIFE SET OF hand finished stainless steel, hollow bench ground with imported rosewood handles, attractively packaged in eye-catching plaid-wrapped gift box, handy for safe storage **\$2.25 sel**
- 15 PC. PURE PRINCESS ALUMINUM SET. Fuel saving, time saving and long lasting. Ideal for country and bungalow and home. **\$5.00 sel**
- 11 PC. GLASSBAKE OVENWARE SET. Heat resisting and guaranteed by Good Housekeeping, factory guarantee against heat breakage for 2 years **\$2.25 sel**
- DE LUXE AUTOMATIC POP-UP TOASTER. One stroke operation, air cooled, triple plated for lifetime beauty and wear. Factory guaranteed with price tag of \$19.95 **\$6.75 ea.**
- HURRICANE LAMPS in genuine glass standards and decorated base with graceful curved frosted glass shade. Clear top and chandelier-type prisms. 13 inches high. **\$3.00 pr.**
- BOWLER LAMP. Heavily chrome plated with authentic Trophy Figure mounted on heavy frosted dome **\$2.25 ea.**
- GRACEFUL COLONIAL LAMP. Made of solid brass, highly polished and lacquered, 21 in. high. The ribbed glass shade comes in 3 colors, complete with polished glass chimney **\$3.35 ea.**
- MARTHA WASHINGTON COLONIAL LAMP. Made of solid brass, highly polished and lacquered with hand painted floral decorations on the milk white glass globe and on the rich Ruby Font **\$2.50 ea.**
- ELECTRIC BROILER. Heavy chrome finish, highly polished, with drip pan, broiling rack and 3-way cord. Individually boxed **\$4.50 ea.**

Strictly Dealers Only
Terms: C.O.D., f.o.b. New York.

LOUIS BENGAL
27 EAST 20TH ST. NEW YORK CITY

AGENTS & DISTRIBUTORS

(Continued from page 120)
FIREWORKS WHOLESALE—OUR SPECIAL OFFER for this month: \$13 retail value; family package for only \$5. F.O.B. Naugatuck, Beacon Falls Fireworks Distr. Co., Beacon Falls, Conn.

FIRST QUALITY CELANESE PANTIES—\$3 PER DOZEN, regular sizes; X and XX, \$3.25; blue, white, pink; band legs or Hollywood Briefs; prompt shipment; packed to your specification. Dixie-Belle Wear, Box 1514, Chattanooga, Tenn.

FALSE TEETH—REPAIR, TIGHTEN, RECONDITION your own. Unusual Home Business. Write Laboratory, 908 Market, Room 300, San Francisco.

FLASHY SIGNS—7x11; FOR STORES, TAVERNS, etc.; rayon embossed, in colors on black, \$4 per 100; blue, \$6; retail, 35¢; 16 assorted, \$1 postpaid. Fay's Signs, Valdosta, Ga. **ly15**

FLOATING DOLL PENCILS, \$8 DZ.; O-BABY Key Chains, \$1 dz.; Balloons, Toys, Novelties; wholesale only; circulars free. Powers, 116 18th, Dunbar, W. Va.

FOR MEN! BURLESQUE JOKES, RED HOT drink Stories, French Jokes, etc., \$1. Steele, Box 4763, San Francisco 6.

GENUINE SILVERPLATER—\$1 SELLER; \$25 gross bottles; full size sample and full details, 50¢. Goldberg Products, 2175 Walton Ave., Bronx 53, N. Y.

GIANT NEON DISPLAY CLOCK—17" DIAL, steel body. Guaranteed for outside use. Price \$30; send 25¢ with order, balance C.O.D. Neon Displays, Inc., 972 Broad St., Newark, N. J. Unusual value.

GIRL PICTURES—BEAUTIFUL POSES; 5 SAM- ples, 25¢; 25 assorted, \$1. Fred Hine, 1314 Douglas St., Omaha, Neb. **ly15**

GLAMOUR GIRLS! "CLOSE-UP PHOTOS"; Curvaceous Beauties, 24 sets \$9; sample set \$1 postpaid. Marshall, 3116-N., Seminary, Chicago.

INCENSE — LUCKY NUMBER, ARABIAN Nights, Flower of Shanghai, other fast-selling brands; also exquisite metal and ceramic burners; big profits. Write Eastern Trading Co., Mfrs., 3974 Vincennes Ave., Chicago 15, Ill. **np**

JAKE THE SNAKE, REALISTIC RUBBER, each on card, 75¢ doz.; Performing Monkeys with suction cup for the car, \$2 doz.; Rubber Devils for car, \$1.75 doz.; Mr. Beak, best of Plastic Nose and Goggles, \$2.50 doz.; Eskey Coins, 75¢ doz.; gross, \$5.50; sample of all for this ad and dollar bill. Lewis Novelties, 7321-B, S. Peoria St., Chicago, Ill.

JEWELRY BOXES—GOVERNMENT SURPLUS; for Pearls, Earrings, Brooch, Pins, Men's Sets; distinguished rayon plush lining; leatherette outside, 6 1/2 x 3 1/2 x 1 1/2", cost \$1.50 each; Unbelievable Sale; \$1.95 doz.; 36, \$4.50; gross, 8 1/2¢. American Standard, 1208 North 13th, Philadelphia 22.

LADIES' FULL FASHIONED NYLON HOSE, 51 and 54 gauge; packed 3 pair to box; our best grade, \$6.50 doz.; lower grade, \$3.50 doz.; rejects, \$1.50 doz.; sample order of one doz. each number, \$11; 1/3 deposit on C.O.D.'s. Nylon Hosiery Co., 2323 Broad St., Chattanooga, Tenn. **ly1**

LADIES' FULL FASHIONED NYLON HOSE— Latest shades, Style 500, \$6 per dozen; Style 300, \$3.50 per dozen; mill rejects, packed 12 pair to box, \$1 per dozen in lots of 10 dozen or more. McDonald Mfg. Co., Ooltewah, Tenn. **ly15**

LUCKY MIDGET BIBLES—SELL FAST! BIG profits; samples, 2, 25¢; 100, \$5; 200, \$9. Adele Frederes, 739 Marshall, Rochester 11, New York.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co. 222 North Jefferson St., Chicago 6. **ly1**

MAKE PERFUME FROM OUR CONCEN- trates; information free; men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3 Mo. **je24**

MAKE SENSATIONAL PROFITS!—100 FAST selling, repeat Household Items! Literature free. Royalty, Box 748-E, Passaic, N. J. **je24**

MEN'S AND BOY'S HOSIERY—\$1 PER DOZEN and up. Write: Gainer Sales Co., 2540 Monterey, Detroit, Mich.

MONEY-MONEY — DOUBLE YOURS: BIG flash deal; sell 100 fine quality Razor Blades and Dandy Pen at \$1 per deal; low prices; sample deal, \$1 (prepaid). McKittrick Distributor, Mt. Vernon, Ill.



FREE! TO DEALERS!
Large, illus. CATALOG NO 10. Describes hundreds of fast selling TRICKS, JOKES and PUZZLES. Write today. Mention your line of business.
D. ROBBINS & CO.
131-B W. 42nd St., New York 18, N. Y.

MORE MONEY IN CLOSEOUTS; AMAZING bargains; price list free; rush name. Metro, 60 South St., Boston 11, Mass.

NEED EXTRA DOLLARS? EVEN BEGINNERS make profits to 100% selling new "Christmas Pearls," Metallics, Hankie assortments; big fine Novelties, Kiddies' Books, Wrappings; bonus; free sample portfolios, name imprinted Christmas Cards, stationery 50 for \$1 up; feature boxes on approval. Write Pilgrim Greetings, 111 Summer, Dept. R-5, Boston, Mass.

NEW BARGAIN BUYERS GUIDE—64 PAGE directory, over 500 wholesale supply sources, where to buy novelties, carded goods, mail order specialties at rock bottom prices. Send postal, Business Publications, Middleburg, Va. **je24**

NEW E-Z GARMENT HANGER, A SELLING sensation everywhere. Crew managers, distributors, jobbers, get our quantity prices. Send \$1 for 2 samples or \$4.50 for trial dozen. Satisfaction guaranteed or money back. Perfect Products Co., B-1, Beloit, Wis. **ly8**

NEW BATHROOM DEODORIZER, HANGS ON wall; banishes odors bathroom, kitchen; lightweight; samples sent on trial. Kristee, 153, Akron, O.

NYLON HOSIERY FOR MEN AND WOMEN; each pair individually wrapped; 1/4 dozen to box, price \$4 to \$10; nylon rejects \$1 dozen. A trial shipment will convince. Satisfaction guaranteed or money refunded. Warren Hosiery Mills, Chattanooga, Tenn.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get newest products before reaching open market. Publishers, Gardenville 3, N. Y. **je24**

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1,500 varieties for stores, taverns, etc.; \$4 per 100; also changeable signs and religious mottoes; 20 (7x11) best sellers, \$1 postpaid; free catalogue. Koehler 335 Goetz, Lemay 23, Mo. **je24**

PIC-TEASE ARE BACK, ALSO BAROMETER Games; 20 different Hollywood Nudies to box, retail \$1 or more; dozen, \$5; sample box, \$1; two boxes 40 beauties, \$1.50; Happy Landing Folders and Cow Folders, \$3 per 100; sample, both 15¢; catalog with order. Lewis Novelties, 7321-B, S. Peoria St., Chicago 21, Ill.

PITCHMEN—NEW, PRACTICAL CATSUP DIS- penser sells fast at 50¢; gross, \$28.80 postpaid; sample, 25¢. Phelps Co., Box 7116, Multnomah, Ore.

POCKET COMBS—100 CARDS 12'S, \$15; CLIP Combs, 100 Cards 12's, \$20; assorted colors; special discounts; sample card, 25¢. Carleton House Distributors, Texas City, Tex. **ly1**

PYRAMID PLAN FREE—3 SALES A DAY PAY you \$50 week; hi-potency 27 ingredient Multi-Vitamin Mineral Tablets; \$2.50 30-day size sample \$1. Durkin, 122 N. Hoover St., Los Angeles 4, Calif.

REAL GIRL PHOTOS—TREMENDOUS PROFITS; sell on sight; 24 different and wholesale price list, \$1, refundable. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa. **ly1**

RED HOT BURLESQUE JOKE BOOKS—TRE- mending profits; sell to tap-rooms, bars, night clubs and stores; 25 different kinds; send \$1 for 4 samples; 10, \$2 postpaid. Star Cartoons, Nordic Hills Country Club, Itasca, Ill.

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. **ly1**

RURAL ROUTE MEN—SELL OUR NEW ITEM; permanent Magnetic Flashlight Holder. Sells on sight; very hot. Every car, tractor or truck owner needs one. Also want to hear from carnival and State fair stand operators, etc. This item is fully guaranteed. Write now for more details. Independent Sales Co., P. O. Box 209, Racine, Wis.

SALESMEN, DISTRIBUTORS — FAST SELLING Jewelry Items; direct factory connection. Pickering Co., B-19 Bank St., Attleboro, Mass. **ly1**

SAVE 50% ON MEN'S 24" TWO-SUITERS AND 21" Companion Cases; slight imperfections; Smooth Buff Cowhide, \$24.98 per set; Top Grain Cowhide, \$29.98 per set. Terms: Net cash or 14 deposit, balance c.o.d., f.o.b. factory. Behm Luggage, 3635-A Roosevelt, Chicago 24.

SELL TAVERN RECORDS—"MEET US AT Corner Bar," "Just a Barmaid"; ten, \$4; 16mm. Camera, Projector wanted. Spotlight Co., P. O. Box 942, Baltimore 3, Md.

SELLS ON SIGHT — LARGE PURE SILK Women's Scarfs; brilliant colors; send \$1 for sample prepaid. Goldsheid Products, 25 West Broadway, N. Y. C.

"SENSATIONAL" THRILLING, SNAPPY— Mexican-Cuban Pictures, Books, Miscellaneous; samples, lists, \$1, \$2. Jordanart, Box 1265A, Boston, Mass.

"SNAPPY SUSIE IN THE SHOWER" HOT number, \$1.80 doz.; sample and catalog 25¢. Hansen Sales, 2851 Madison, Chicago 12.

"SNIFFY SKUNK!" TRAFFIC STOPPER. YOU can't miss on our chenille dolls, squirrels, novelties. Midwest Supply Co., Box 2193, Casper, Wyo. **ly15**

(Continued on page 124)

**AT LAST! SCIENCE
DISCOVERS**

The Secret of Man-Made Gems
MORE BRILLIANT THAN

DIAMONDS

AT LESS THAN **5%** THE COST OF
DIAMONDS

**LOOK PROSPEROUS
IMPRESS YOUR FRIENDS**

**WEAR BIG, BEAUTIFUL
TITANIA BRILLIANT GEM**

More Sparkling Than DIAMONDS

64 Perfectly Cut & Polished Facets		*Federal Tax Included
1 CARAT Perfect Cut	2 CARAT Perfect Cut	3 CARAT Perfect Cut
\$19.20*	\$38.40*	\$57.60*

FEATURED IN
SAT. EVE. POST
NEW YORK TIMES &
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IDEAL FOR

**ENGAGEMENT RING
LADIES' EARRINGS
MEN'S SOLITAIRE**

REPLACEMENT FOR
YOUR DULL STONES.
Not a simulated gem
but a man-made new
gem of INCOMPAR-
ABLE BRILLIANCE and
FIRE. The TITANIA
BRILLIANT is the only
gem on earth more bril-
liant than a diamond.

ORDER a TITANIA BRILLIANT GEM in
ANY SIZE FROM PRICE LIST ABOVE or
MOUNTED IN 14-K GOLD RING as low as
\$48, tax included. Send us your old mount-
ing and we'll set a "Titania Brilliant" in it.
10-DAY RETURN PRIVILEGE

If not thrilled and delighted, you may return
within 10 days for refund if in same con-
dition as when received. ENCLOSE REMIT-
TANCE and we send prepaid or send 25%
deposit and pay balance on arrival, plus
postage. Deal with 35-year-old company.
SEND CHECK OR MONEY ORDER.

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495 Washington Ave., Brooklyn 16, N. Y.
Dept. B

**Be First To Show & Sell
The Ruler of All Pencils**

RUSH \$1 for sample postpaid
or \$7.20 for 1 dozen. Orders
will be filled as fast as possible,
as this

SHOULD BE A FAST SELLER
25% deposit, balance C. O. D.,
plus delivery charges, or send
full amount and we prepay in
U. S. A. Jobbers' price, \$78
per gross.
AL HAWKINS AND CO.
Box 1285, Sioux City 7, Iowa

**NEW LOW PREPAID PRICES
ON THE NEW
WOLF PACK PLAYING CARDS**

52 Cutie, Beauty Art
Studies, in natural
colors and plastic fin-
ish. Send \$1.50 for 1
sample deck prepaid.
\$3.75 for 3 decks, \$7
for 1/2 doz. and only
\$12 for 1 doz.

FREE BIG PROFIT. Fast action push
card with each deck.

25% deposit, balance C.O.D. plus delivery
charges or send full amount and we prepay
in U.S.A.

AL HAWKINS AND CO.
Sioux City Box 1285 Iowa

**CLEAN UP
WITH PLASTIC RAYON TOWELS**

Powerful Quick Demonstration.
Grease, Ink Stains rinse right out in cold
water. Use over and over. Package holds
6 18"x30" Towels. Sells \$1; \$54 gross. Send
\$1 for sample package 6 Towels. Big
profits every pitch. All orders 50% deposit,
balance C.O.D.

SUNBEAM PRODUCTS
634 4th St., South St. Petersburg, Fla.

**STEEL OR WOOD
CHAIRS**

Folding or Non-Folding
Prompt delivery if desired. Mini-
mum order, 4 doz. State quantity.

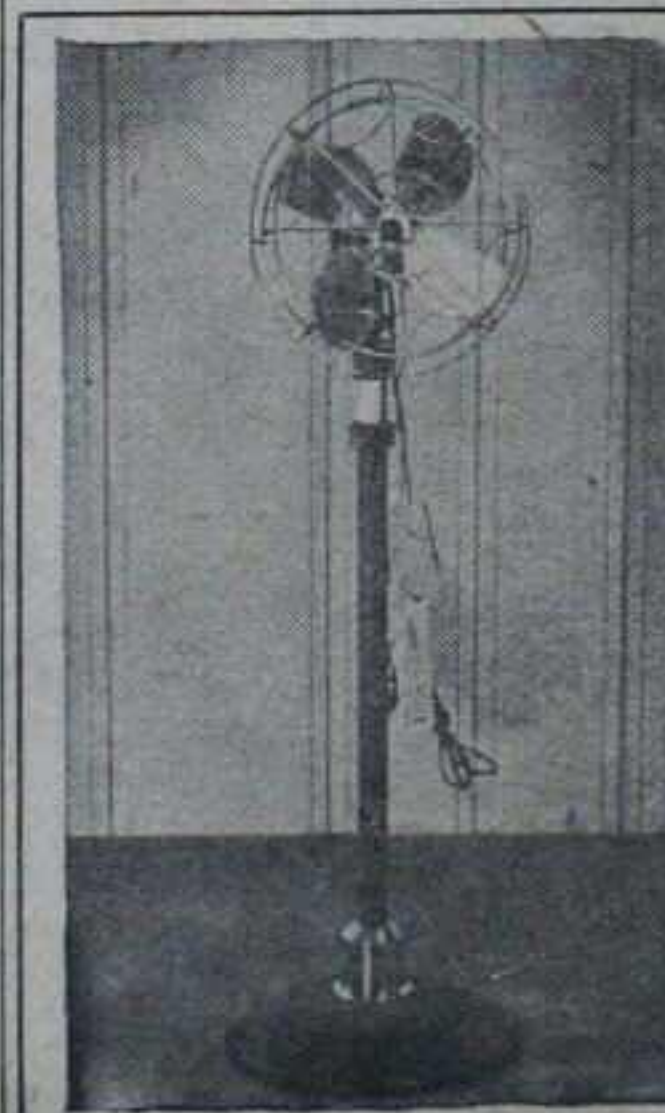
ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 6, MU 3-1328

**SENSATIONALLY
PRICED**
PRECISION MADE
**ELECTRIC
SHAVER**

Single Head	\$1.50	Double Head	\$2.25
Gross		Gross	
Lots of 60	\$1.65		\$2.35
Lots of 12	1.75		2.50
Lots of 6	1.85		2.85

SAMPLES \$1.00 EXTRA
Individually wrapped with \$22.50 price tag, including simulated Pigskin Pouch.

**NATIONAL DISTRIBUTING
CO.**
CALUMET BLDG. MIAMI, FLORIDA



**IMMEDIATE DELIVERY
ON THIS NEW HOT ITEM**
NATIONALLY ADVERTISED
OSCILLATING FAN.

ADJUSTABLE TO FIVE FEET HIGH.
HANDSOMELY DESIGNED WITH
CHROME FINISH. EACH FAN
PACKED IN INDIVIDUAL
CARTON. PRICED AT

\$11.95 LOTS OF SIX

SAMPLES \$12.95 F.O.B. JACKSONVILLE
25% DEPOSIT, BALANCE C.O.D.

T&C SALES COMPANY
811 Hardin Ave., Jacksonville, Ill.
PH. 2097



HARRIS Summer Specials

★★★

TERRIFIC VALUE!

SAMPLE SET \$3.50

PER DOZ. **\$36.00**

Largest Assortment of Styles in the Country. Every One Guaranteed.

Everybody is cleaning up—canvassers, agents, salesboard operators and hustlers. This set consists of 4 pieces of the most magnificent jewelry you ever saw. The set is 24 Karat Gold plated—choker, earrings and bracelet to match. The set is in a beautiful plush box, lined with silk and positively sells on sight. The set comes with a beautiful gold embossed tag—marked \$19.95. Assorted styles. Guaranteed satisfaction. Immediate delivery.



ATTENTION, CREW HAT OPERATORS

WE HAVE ONE OF THE FINEST AND BEST MADE HATS IN THE COUNTRY



★★★

SPECIAL Western Lace Cowboy Hats (Felt) \$37.50 Gr.; \$3.50 Doz. Baseball Caps, Flocked With Any Name... \$66.00 Gr.

PRICES

Two Tone Gabardine Pom Pom Crew Hats \$63.00 Cr.
Plain white top with colored brims... 57.00 Cr.
Two-Tone combination tops... 60.00 Cr.
Crew Hats, flocked special with any seashore, park, carnival or fair... 72.00 Cr.
Yacht Caps with any name, minimum order 2 gross lots... 33.00 Cr.

Kiddie Felt Crew Hats... \$24.00 Gr.
We have baby sizes if you want them.
Felt Crew Hats, nice bright colors... 28.00 Gr.
Laced Cowboy Hats, beautifully laced with cord in all bright colors, \$8.00 dozen... 90.00 Gr.
Baseball Caps in heavy twill and gabardine, with or without eyelets... 56.00 Gr.

Our 4-piece Pen Set is the best on the market and has an expensive high box with elastic that sets off the set beautifully. There is no comparison.

Our set is the original and the real McCoy.

SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

\$5.50 Per Dozen \$65.00 Per Gross

SAMPLE SET, \$1.00

IMMEDIATE SHIPMENT



Pistol Lighters

Large Chromium black handle Pistol Lighter, \$10.00 doz. Pearl Handle Pistol Lighter

\$12.00 doz.



WE POSITIVELY DELIVER THE SAME DAY AT THIS NEW PRICE—NO "IF'S OR AND'S"

The newest sensation of the year

The New HOLLYWOOD GLAMOUR GIRL PENCIL

Big Flash.

It propels, repeats and has a beautiful gold finish. All you have to do is press the top of the pencil and the barrel lights up and shows the most beautiful girl in the world. It is really a knock-out. Assorted beautiful girls.

SELLING LIKE WILD FIRE

\$3.00 Per Doz. \$35.00 Per Gr.

Dream Girl Hollywood Floating Pencil with beautiful girls.

DOZEN \$4.00 GROSS \$43.00

This is one of the outstanding numbers of all time.



THE SENSATION OF THE COUNTRY

It is terrific. THE WOLF PACK regulation size playing cards with 52 different Hollywood glamour girls. They are gorgeous and in full poses.

SPECIAL \$11.00 Per Doz. PRICE

SAMPLE PACK, \$1.25

IMMEDIATE DELIVERY



NEW LOW PRICES ON ALL PEN SETS

WE WILL NOT BE UNDER-SOLD

\$4.00 Per Doz. \$45.00 Per Gr. self-filler

The original 3-piece Pen set that has a fountain pen with a self-filler, a mechanical pencil that repeats and expels, and a Ball Point Pen consisting of atomic and pastel colors that come in a beautiful box and a gold embossed \$7.50 price tag, and also a guarantee slip at a new low price of \$4.50 per dozen—\$45.00 per gross. This is the same pen set that we formerly sold at \$65.00 per gross. Sample 75c. We guarantee all sets. This is a real buy and the best buy in the country.

SPECIAL 3-Piece Pen Set, all gold finish **\$5.50 Per Doz. \$63.00 Per Gross** Sample \$1.00.

These Pen Sets also carry the same beautiful guarantee and gold embossed price tag \$10.00.

SPECIAL Filigree Ball Point Pen and Key Chain with colored stones. **\$2.00 Per Doz. \$22.50 Per Gross**

FLASHLIGHT KEY CHAIN ALL GOLD **\$2.25 PER DOZ.**

SPECIAL Cigarette Lighter and Ball Point Pen combination, beautiful gold finish, that is a beauty, at the special price of \$3.50 per dozen or \$36.00 per gross. All cellophane wrapped. Sells on sight. Sample 50c.

Five-Way Pen Set Includes Mechanical Pencil, Ball Point Pen, Lighter, Flashlight & Self-Filling Fountain Pen in beautiful box. Gold finish. **Per Doz., \$8.00 — Per Gross, \$95.00**

We ship same day when we receive orders. We ship all over the world.



PARKS, CARNIVALS, CIRCUSES AND SEASHORE RESORTS

SPECIAL


Gold Plated Bucking Bronco Horses, Per Gr.	\$12.00	Twinkies that light up—latest sensation, Per Doz.	\$ 3.75
Jumping Fur Dogs, Per Doz. \$2.00, Per Gr.	22.00	Air Force Sun Glasses with Leather Case—Big Flash, Doz. \$6.50, Gross 72.00	
Itchy Dogs, Per Gr.	21.00	Zipper Wallets with Card Holder Embossed with Pictures, Per Doz. 4.00	
14 Mottled Cat Balloons—red box, Per Gr.	6.00	Paper Parasols, Per Gr. \$9.00, \$12.00, 24.00	
11 Mottled Print Balloons—red box, Per Gr.	4.50	Snake Tulips, Per Doz.	2.00
Hopalong Cassidy Toss-Ups, Per Gr.	9.00	Feather Dolls, Per Gr.	\$9.00 to 48.00
9 Stars & Stripes Balloons, Per Gr.	6.50	The new sensation Plastic Tri-Bombers, selling like wildfire, Per Gr.	20.00
Mickey Mouse Balloons, Per Gr.	4.00	Walking Bears, Doz.	6.00
Dart Balloons—best make, 5 Gross Rabbits' Feet with Key Chain, Per 100	3.00	(Latest Sensation) Jumping Dogs, Doz.	5.50
		The Cat That Turns Over, Doz.	4.00

FILIGREE SET

Two Piece Ball Point and Pencil Set Studded with jewels, \$5.00 per doz. sets.

\$58.00 per gr.

Complete with leather case.



25% Deposit Required—Money Order or Cash. We ship same day as we receive orders.

HARRIS Novelty Co.

1102 Arch Street Phone MA 7-9848 Philadelphia 7, Pa.

BIGGEST AND HOTTEST JEWELRY BUY IN THE COUNTRY



STUNNING LADIES' NECKLACE AND EARRING SET

Available in square-cut birthstones colored or star sapphire center surrounded by 12 brilliant whitestones. 24 kt. gold plated chain.

No. 502 **\$10.80** per doz. sets, neatly boxed.



POPULAR LADIES' NECKLACE AND EARRING SET

Beautifully matched imit. black or brown cameo center surrounded with 12 dazzling whitestones. 24 kt. gold plated chain.

No. 500 **\$10.80** per doz. sets, attractively boxed.

These sets also available in Fire or Black Opal, \$12.00 doz. sets, in Fire or Black Opal, \$12.00 boxed

Minimum order, 1 doz. (Sample set sent for \$1.25.) Send 25% with order, balance C.O.D. Free catalog.

STERLING JEWELERS
44 E. Long St. Columbus 15, Ohio

WESTERN BUFFALO

We introduced the Western Saddle Horses to The Billboard readers 3 years ago. Everybody knows what sellers they turned out to be. Here goes another brand-new number; real authentic Western Buffalo in Beautiful Bronze Finish. Size 7x11. Marvel of beauty for flash, color and workmanship. Watch this number sweep the country; then watch the imitators copy it. Send \$5.00 for 2 samples postpaid and wholesale prices. If not what we claim, your money back at once. Note to our patrons. Materials have jumped sky high. Prices subject to change.

C. GAMEISER
Box 1324, Church St. Station
New York 8, N. Y.

BARGAINS! UPTO 50%

Ladies' Hosiery, Lingerie, Toys, School Supplies, Sundries, Razor Blades, Food Products, Novelties, Specialties, Carded Goods, Dry Goods, Cosmetics, Stationery, Jewelry, Notions, Perfumes, Soaps, Etc.
Send 10c for latest illustrated catalog and receive all new listings as issued.
RELIABLE JOBBERS
311 N. Desplaines
Dept. H-6, Chicago 6, Ill.

AGENTS & DISTRIBUTORS

(Continued from page 122)

SOUVENIR SEA SHELL KEY CHAINS IM-printed with city or firm name; sample furnished. What Nots Co., 104 S. Maryland, Atlantic City, N. J. Je24

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers items. Eagle Specialty Co., Akron 14, O. Jy15

THREE PAIRS OF LADIES' NYLON REJECTS wrapped in cellophane envelope for 50¢. We recommend these for everyday wear. If unsatisfactory, we will refund purchase price on return of hose if not worn. Warren Hosiery Mills, Chattanooga, Tenn.

TRAVEL THIS SUMMER. EARN EXPENSES plus, distributing fast selling demand household item. Every filling station, tourist court, night spot, store, shop. Housewife buys on sight. Make \$1 sale; keep half; no investment. Send \$1 for two samples; money-back guarantee. Martin Products, Box 295, New Orleans, La.

TRICKS, SECRETS, CARDS, SALES BOARDS, etc., explained; big illustrated circular free. Mack, Box 1278-V San Francisco 1, Calif.

WHERE TO BUY IT INFORMATION—ALMOST anything; write, listing items. Donald Kelly, BG-9544 Whitcomb, Detroit 27, Mich. Jy8

SPECIALTY JOBBERS, WAGON JOBBERS—We are manufacturing balloon novelties, paper hats, horns, prize package displays, jokers' items. Eagle Specialty Co., Akron 14, O. Je24

WAGON JOBBERS, CREW MANAGERS—LOW est prices on Extracts, Toiletries, Shampoos, Household Products; private labels; Concentrates. LaPura Products, 799 Huron, Toledo, O.

WOLF PLAYING CARDS—STANDARD DECK with 52 different Nudies in colors, plastic coated, guaranteed perfect; fast \$2 seller; sample deck, \$1.50; 6 for \$7; dozen, \$12.50. Lewis Novelties, 7321-B, S. Peoria St., Chicago 21, Ill.

WOMEN—EARN EXTRA MONEY SELLING perfume; buy direct at lowest wholesale prices. Georgia Gay, 2632 E. Cambria St., Philadelphia 34, Pa. Jy1

WOODEN NICKELS—CLEAN, POWERFUL, good-will builder for pitchmen and advertising salesmen; tremendous profits; cost \$1.50 per hundred, postpaid (no samples). Berlie Novelty Co., 2405 Blanco Rd., San Antonio, Tex.

30 PHOTOS—POST CARD SIZE; ATTRACTIVE Out Door Girls; \$1. C. Fox, Box 332, Cannon Falls, Minn.

1000 AUCTIONS AND COMMUNITY SALES IN Middle West, listed with complete information \$1. W. W. Simpson, 2705 Jules, St. Joseph, Mo. Jy15

ANIMALS, BIRDS, PETS

AGOUTIS, ARMADILLOS, BLACK AND GOLD—en Spider Monkeys, Ringtail Monkeys, Pacas, Squirrels, Kingajous, Skunks, Prairie Dogs, Foxes, Giant Green Iguanas, Snake Dens. Order from a reliable concern that knows how to handle your business. Snake King, Brownsville, Tex.

ANIMALS OF SPECIAL INTEREST TO SHOW—men; giant Chacma Baboons, \$150; giant Coyou Jungle Rats, \$35; Upside Down Watsit Sloths, \$50; guaranteed perfect. Meems Bros. & Ward, Sparkill, N. Y. Jy15

BABIES DRAW CROWDS—MAMA BOA AND 10 Babies, \$15; Mama Rattler and 10 Babies, \$15; plenty others. Reptile Gardens, El Paso, Tex. Je24

BABY MONKEYS, BABOONS, CHIMPANZEES, Marmosettes, Agouties, Coati-Mundies, Pacas, Capybara, Ocelots, Puma, Lions, Bear, Tiger Leopards, Prairie Dogs, Ringtail Cats, Foxes, Raccoons, Skunks, Badgers, Jungle Rats, Peafowl, Pheasants, Doves, Boas, Pythons, Ancondas, Tegu Lizards, Iguana, Gilas, State wants. Pearl Game Yards, Hawthorne, New York.

BADGERS, PORCUPINES, DESCENDED Skunks, Raccoon, Fox, Coatis, Monkeys, Squirrels, Quail, Pheasants, Owls, Crows; other stock. Charone Animal Ranch, Burlington, Wis.

CIRCUS MICE—100 VARIETIES; SPOTTED and solid colors; Dancers, Naked, Caracul Tailless and other freaks; \$20 per hundred; cash with order; water bottle shipping crates insure live delivery; \$3 crate deposit; return promptly, charges collect for refund. S. P. Holman, Sarasota, Fla.

CLEAN STOCK, PROMPT SHIPMENT—COM—plete Snake Shows: Dens or singles; Boas, \$1 ft.; big Rattlers, \$1.50 ft.; Dragons, \$7.50; Gilas, \$10; plenty others. Reptile Gardens, El Paso, Tex. Je24

ELEPHANTS, OTHER ANIMALS. SEE OUR display ad General Outdoor section this issue. Trefflich Bird & Animal Co.

FIVE MIDGET MULES—READY TO WEAN IN August; Five Hundred Dollars for all; your choice, One Fifty. P. M. Norwood, Gainesville, Ala.

FOR SALE—FEEDER MICE, 10¢ EACH IN LOTS of 50 or more. Express Collect. L. H. Stout, Ann Arbor Trail, Plymouth, Mich.

GOLDEN HAMSTERS, \$2.50 PAIR; \$10 DZ.; pets \$1 each. Mrs. Wesley Seifert, Rt. #1, Mt. Vernon, Ind.

HEALTHY STOCK—NO JUNK, PROMPT SHIP—ments: Prairie Dogs, Coyote Pups, Alligators, six feet seven feet, eight feet; all feeders; new Piebald Hamsters. Otto Martin Locke, New Braunfels, Tex. Jy15

HEALTHY LIVE BOB CATS, \$30. DR. WILDES, Box 598, Edinburg, Tex.

JAGURUNDI KITTENS, \$35; EXCELLENT show-worthy Central American Baby Foxes, \$15; Turken, \$20; giant, tame Silver Woolly Monkey \$200; giant Toco Toucans, \$95. Miami Rarebird Farm, Box 100, Kendall, Fla. Jy1

LIVE WILD ANIMALS, BIRDS AND REPTILES from all over the world; one of the largest and most reliable importers; send for our free price lists regularly. Meems Bros & Ward, Box C, Sparkill, N. Y. Jy1

LIVE SNAKES—RATTLERS, MOCCASINS, Copperheads, hot or fixed; S. A. Boas, Mother and Baby Combo, Bulls, Kings, Chicken, Pilot, Coast, Waters, Advers, Singles or Dens, any price. Foreign Reptiles. Phone 369 or wire Ross Allen Silver Springs, Fla. Je24

LLAMAS (MALES ONLY)—ALL AGES, ONE to five years. Color: White, brown, black or white and brown. Catskill Game Farm, Inc., Catskill, N. Y. Jy29

MONKEYS, BABY RINGTAILS, CINNAMONS or White-Faced Blacks; Golden Spider Babies; Marmosets all \$30 each, 4 for \$100. Hawler Monkeys, \$50; Jaguarundi Kittens, \$35; Baby Ocelots, \$38; Baby South American Deer, \$75; Bleeding Heart Doves, \$39 pair; all kinds Birds; write. Miami Rare Bird Farm, Box 100, Kendall, Fla. Jy1

PLENTY SNAKES—ARMADILLOS, RED FOX Cubs, Boas, Gila Monsters, Iguanas, Mexican Beaded Lizards, Alligators, Terrapins, Raccoons, Parrots, Agoutis, Rabbits, Rats, Mice Guinea Pigs, Monkeys, Peafowl, Squirrels, Fantail Pigeons, Hamsters, Owls, Deodorized Skunks Jungle Rats, Dragons. We have satisfied customers all over the world. Otto Martin Locke, New Braunfels, Tex. Phone 141. Jy15

(Continued on page 126)

THE WHOLE COUNTRY'S LAFFING AT THE NEWEST AND SCREWIEST

4 Inches Tall 5 Doz. **\$12.00**



Gross **BAR COMICS** \$26.40

DAFFY LABELED MINIATURES

Positively the Craziest, Funniest, Fastest Selling and Largest Assortment in America. Each One a Scream. They're Sensational for Souvenirs, Parties, Fun.

- 100 SA—CONSISTS OF STANDARD ASSORTMENT.
- 206—SHOTGUN WEDDING. Taste of Kentucky buckshot.
- 207—P.U. Bottled in barn.
- 208—FOUR BOZOS. Boxcar special.
- 209—POT 59. Comfort of the nation.
- 210—SINGRAM'S B. O. Departed.
- 211—THREE FANNIES. Full bodied, permanent hangover.
- 212—HIC & HIC. Pinch bottle. Aged in bagpipes.
- 213—OLD THUNDERBELCH. Talks for itself.
- 214—GUT BURNER. Aged in asbestos, a loused-up drink.
- 215—LORD KILQUART. A stinker since the Civil War.
- 216—TWO-HEADED HENNESSY. Gives a headache three ways.
- 217—SCHMOE OF DISTINCTION. First under the bar.
- 218—WHITE NAG. Flatter than a horse player.
- 219—OLD SLEDGEHAMMER.
- 220—OLD QUONSET HEAD. A favorite with half-wits.

25% with order, balance C.O.D., F.O.B. Chicago

GEORGE S. BAIN CO. 1930 S. STATE ST. CHICAGO 16, ILL.

Sell comic greeting cards

The HOTTEST line made! Real profit.

Cost \$.60 doz., 34 ALL NEW nos., with envelopes

AND COMIC XMAS CARDS

HOLLY-LAFFS

Sample dozen for \$1.00 Postpaid. See What They're Like or

Send \$10.00 TODAY for complete sample assortment, from

HERBERT OF HOLLYWOOD

1109 North Poinsettia Place, Los Angeles 46, Calif., Hudson 2-3221

"Pin-Up Girl" ROTARY LAMP

Sensational Appeal • Sells on Sight



TANTALIZING, AUTOMATIC ACTION REVOLVES CONTINUALLY

A Revolving Lamp with four Curvaceous, Scintillating Bathing Beauties—Redheads, Blondes, Brunettes—all in tantalizing, life-like poses, colorfully clad in French style bathing suits.

Top quality Plastics. Heavily embossed third dimensional life-time colors. Individually boxed.

Great sales appeal—sells on sight. Tremendous repeat sales. Ideal for Promotional and Special Sales Deals.

SAMPLE **\$2.50**

Remittance in full with order shipped postage prepaid.

\$30.00 DOZ. 25% with order, balance C. O. D.

Federal Supply Co.

119 So. Wells St. Chicago, Ill.

WE WANT NEW CUSTOMERS!!! WE WANT NEW BUSINESS!!!!!! WE WANT TO UNLOAD!!!!!!!

HIGHLIGHTS OF OUTSTANDING SPECIALS

- 1 Pistol Lighters \$ 7.50 dz.
- 2 Opera Glasses 3.00 dz.
- 3 Celluloid Feather Dolls 12.00 gr.
- 4 Skeleton Wired Toys 3.00 gr.
- 5 Bead Necklaces 3.00 gr.
- 6 Imported Brooches 4.00 gr.
- 7 Metal Scissors 2.00 gr.
- 8 Nickel Bottle Openers 1.50 gr.
- 9 China Pots 1.00 gr.
- 10 Plastic Animal Keychains 2.00 gr.
- 11 Round Balloons #9 1.75 dz.
- 12 Finger Traps75 dz.
- 13 Magic Daggers 4.00 gr.
- 14 Plastic Cigarette Cases 5.40 gr.
- 15 Whisky Glasses 3.00 gr.
- 16 Felt Fireman Hats, 9" 18.00 gr.
- 17 Rubber Lizards, 9" 6.50 gr.
- 18 Dart Balloons, 5"45 gr.
- 19 Imported Needle Books 3.50 gr.
- 20 Four Piece Flashlight Set 7.50 dz.
- 21 3 Piece Pen Sets 4.35 dz.

Big sales reductions in Stuffed Animals, United Nation Dolls; Cameras; Pistol Lighters; Beacon Blankets; Field and Opera Glasses; Watches and Clocks; Lamps; Smoking Stands; Pocket Knives; Metal Horses; Oak Balloons; Aluminumware; Electrical Appliances; Kitchenware; Scales; Umbrellas; Luggage; Etc.

IF YOU ARE INTERESTED IN SAVING MONEY WRITE FOR OUR NEW CATALOG... IT'S YOUR BEST FRIEND... NO GOODS SHIPPED WITHOUT A DEPOSIT.

M. GERBER, INC.

505 Market St. Philadelphia 6, Pa.

Trick & Puzzle Dealers, Wagonmen! Be the first

Amazing Hula Girl

Cut-out doll with life-like action controlled by thumb motion of base. She is 6" high & made of 5-ply card stock. She has 7 brass eyelid bearings & colorful cotton fringe skirt. One doz. - \$3.10, 100 - \$24.50 - \$110. 1000 - \$300. These prices include tax & mailing. Suggested retail price .50¢ each. Check or Money Order.

ORDER TODAY!! She has no brassiere

Original Manufactured & sold by PHOTO ART PUBLISHING CO. 11009 SOUTH EAST 108TH ST. RENTON, WASHINGTON

New Low Prepaid Prices

- Wolf Pack Cards \$1.25 doz.
- Telescope Pencil50 3
- Cutie Doll Pencil75 3
- 5x7 FRAMED LIVING PICTURES
- Dancer or Fan Girl \$.75 38
- Sore Finger25 3
- Yank-A-Tooth25 3
- PIC-TEASE SELF DEVELOPING
- Art Photo (20") \$.50 34
- Big Nose-Frame50 3

Send full amount and we prepay in U.S.A. or 25% dep., balance plus charges C.O.D.

AL HAWKINS & CO.

BOX 1285, SIOUX CITY IOWA.

FAIR & CARNIVAL MEN

When in Texas visit San Antonio's Specialty House. Large stocks always on hand. Quick one-day service on mail orders. Wholesale only.

CARNIVAL NOVELTIES

Stations w/Bell, tinsel head	\$15.75 Gr.
Wash Whips, 27 inch	14.00 Gr.
Wash Whips, 27 inch, w/whistle	15.40 Gr.
Wash Whips, 23 inch	12.50 Gr.
Whisper Sticks	8.90 Gr.
Whisper Sticks w/Animal Heads	13.50 Gr.
Whisper Canes w/Whistle Handle	10.50 Gr.
Pennant Canes	1.90 100
Beed Balloon Sticks, 24"	.60 Gr.
Chesterfield Walking Canes	24.00 Gr.
Beechwood Walking Canes	27.00 Gr.
4 inch Feather Dolls	8.00 Gr.
4 inch Feather Dolls w/Hat, Canes	8.75 Gr.
5 inch Feather Dolls w/Hat, Canes	9.60 Gr.
7 inch Feather Dolls w/Hat, Canes	12.25 Gr.
12 inch Feather Dolls	20.00 Gr.
Comic Felt Hat Bands	1.35 100
Hawaiian leis	2.00 Gr.
Coolie Hats, 12 1/2 inch	\$2.00 Dz.
Flying Birds w/Stick, Whistle	6.00 Gr.
Jap Paper Parasols 22 in.	\$1.40 Dz.
Jap Paper Parasols 24 in.	52.00 Dz.
Wood Handle	21.80 Gr.
Jap Paper Parasols 34 in. Wood Handle	5.50 Dz.
Jap Paper Parasols 38 in. Wood Handle	7.35 Dz.
Silk Parasols, beautiful colors	6.00 Dz.
Howdy Hats	7.80 Gr.
Blowouts—Wood Mouthpiece	2.25 Gr.
Blowouts, small size	1.00 Gr.
Cone-Shaped Imported Min. Straw Hats	.75 Dz.
Large Mexican Spiders, Spring Legs	.75 Dz.
Large Jap Rubber Spiders w/Suction Cup	.80 Dz.
1 in. Jap Fur Monkeys, Plastic Hat	.75 Dz.
1 in. Jap Fur Monkeys, Paper Hat	.65 Dz.
1 in. Jap Fur Monkeys, Plastic Hat	.45 Dz.
1 in. Jap Skeleton	.65 Dz.
1 in. Mexican Skeleton	.80 Dz.
1 in. Mexican Skeleton w/Drum	\$1.10 Dz.
1 in. Fur Monkey	.60 Dz.
1 in. Feather Doll w/Indian Headdress	\$1.50 Dz.

GLASSWARE

1 1/2 in. Nappy Glass Bowl, pkd. 6 dz.	\$.45 Dz.
1 1/2 in. Nappy Glass Bowl, pkd. 2 dz.	1.40 Dz.
20 Coaster, plain, pkd. 1 gr.	4.12 Gr.
20/2 Coaster, gold trim, pkd. 1 gr.	6.15 Gr.
Whiskey Tumbler, plain, pkd. 1 gr.	4.50 Gr.
Whiskey Tumbler, gold trim, pkd. 6 dz.	.65 Dz.
104 Ash Tray, pkd. 6 dz.	.48 Dz.
Cream or Sugar Bowl, pkd. 2 dz.	.84 Dz.
1 oz. Decorated Pitchers, 2nds, pkd. 1 dz.	3.00 Dz.
1 oz. Decorated Pitchers, 2nds, pkd. 1 dz.	3.75 Dz.
6 oz. Decorated Glasses, 2nds, pkd. 6 dz.	.48 Dz.
6 oz. Decorated Glasses, 2nds, pkd. 6 dz.	.50 Dz.
1 in. Cereal Bowl, pkd. 6 dz.	.56 Dz.
Large Glass Orange Reamer, pkd. 3 dz.	1.25 Dz.
oz. Plastic Tumblers, asst. colors	4.80 Gr.

TOYS—DOLLS

99. Jumbo Doll, plastic face	\$32.00 Dz.
Lazy Baby Doll, 21"	12.00 Dz.
Glamour Girl, flared skirt	38.00 Dz.
Metal Stand for Flared Skirt Dolls	.75 Ea.
12 in. Plush Panda or Honey Bear	\$3.25 Ea.
17 in. Plush Majorette	\$3.25 Ea.
17 in. Fleece Majorette	\$2.75 Ea.
19. Gibson Girl or All Nations Doll	\$4.00 Ea.
Cowboy Doll, Felt Hat & Chaps, 7 in.	8.00 Dz.
Roy Rogers Dolls	17.60 Dz.
Bird Wind-Up Toy, sings & dances	3.60 Dz.
Slide Trombone	\$2.10 Dz.
Rabbit Doll, genuine white rabbit fur	18.00 Dz.
Dancing Couple, wind-up	3.60 Dz.
Rubber Squirt Guns	.80 Dz.
Lge. Metal Squirt Guns, rubber handle	.85 Dz.
Rubber Pistol & Holster	.80 Dz.

SUMMER SPECIALS

Plastic Clicker Guns	.80 Dz.
Plastic Kigmy Blow-Up, large size	\$9.00 Dz.
Fl-Bac Paddle and Ball	21.00 Dz.
8 Ft. Plastic Pin Wheel on Stick	9.60 Gr.
Lge. Walking Bear, wind-up toy	.80 Dz.
Small Walking Bear, wind-up toy	9.00 Gr.
12 in. Plastic Beach Balls	7.20 Dz.
24 in. Plastic Beach Ring	4.80 Dz.
Goosey Lucy, lays 5 golden eggs	7.20 Dz.
Busy Biddy, lays 5 eggs	12.60 Dz.
Kaleidoscope	2.75 Dz.
Itchy Dogs, best grade, key attached	2.25 Dz.
	8.75 Gr.
	\$2.00 Dz.
	21.95 Gr.

SLUM

Crosses, pkd. 2 gr.	\$.75 Gr.
Finger Traps	.85 Gr.
Bisque Dolls, 2 1/2 in.	2.40 Gr.
Asst. Toy Cars, Trucks, big value, 2-gr. package	2.50 Gr.
Asst. Knives, Forks, Spoons	.75 Gr.
Sml. Rosette Fans	.65 Gr.
Med. Rosette Fans	1.05 Gr.
Czech Rings w/Stones	1.00 Gr.
Elephant Charms	1.05 Gr.
Asst. Plastic Cowboys, Skaters, etc.	.75 Gr.
Nose Blowers (razzers)	1.00 Gr.
Crickets	.85 Gr.
Shell Flowers	.95 Gr.
Plastic Guns	.90 Gr.
Metal Whistles	.85 Gr.
Black Cat	1.00 Gr.

JOKERS, NOVELTIES, TRICKS

Mr. Beak, Plastic Nose & Glasses	\$2.40 Dz.
Drinker's Nose	3.00 Dz.
Half Pot Plastic Key Chain	70c Dz.
Dribbling Water Glass, indiv. boxed	2.40 Dz.
Bending Knife	4.00 Dz.
Bending Fork	2.75 Dz.
Bending Spoon	1.10 Dz.
Rubber Horned Toad	1.10 Dz.
Soft Rubber Snake w/Squirt Head	3.60 Dz.
Rubber Dagger	60c Dz.
Rubber Dagger w/Sheath	80c Dz.
Rubber Squeaking Mouse, pkd. 2 dz.	60c Dz.
Celluloid Pinwheels on Stick, 2 propeller	45c Dz.
Miniature Beer or Soda Water Bottles	80c Dz.
Small Rubber Lizards, 4 in.	45c Dz.
Med. Rubber Lizard, 6 in.	60c Dz.
Lge. Rubber Lizards, 9 in.	\$1.75 Dz.
Yakity Yak Talking Teeth	7.20 Dz.
Lge. Rubber Thumb	84c Dz.
Lge. Rubber Ears, Dz. Pairs	9.25 Gr.
Rubber Teeth	80c Dz.
Gay '90 or Pirates Mustache	50c Dz.
Bar Bugs, Plastic Ice Cubes w/Bug	1.80 Dz.
Bobbing Plastic Bird on Felt Hat	3.75 Dz.
Rubber Masks, Devil, Clown, Monkey, Pig	7.20 Dz.
Talking Cards: Hello, Sweetheart, Happy Birthday, Xmas	1.50 Dz.
Smokers Fun Shop, contains 53 asst. 10c Trick Matches, Cigarette Loads, etc. Per card, \$1.80; 1 Dz. cards (express only)	1.75 Ea.
Hot Pepper Chewing Gum, box of 20 packs	.55 Bx.
Venus in Bath Tub	3.75 Dz.
King Tut Magnetic Trick	3.75 Dz.
Auto Bombs, Whistles, Smokes, Bangs, express only	\$14.00 Gr.
Squirt Rings	1.20 Dz.
Plastic Wonder Mouse, indiv. boxed	.70 Dz.
Mr. Hoot-it, w/suction cup and bicycle attachment	3.80 Dz.
Plastic Bird, w/suction cup \$1.50 Dz.	17.40 Gr.
#623 Horrible Finger, boxed, w/sauce, best made	3.00 Dz.
#624 Horrible Finger	1.50 Dz.
Tricky Dogs, boxed	1.55 Dz.

JOKERS, NOVELTIES, TRICKS

Ash Receiver, Toilet Ashtray	\$ 1.55 Dz.
Rear View Mirror	2.00 Dz.
Venus Salt and Pepper Shakers	4.00 Dz.
O'Johnny (toilet) Pipe	3.35 Dz.
Roses are Red	2.20 Dz.
Chamber of Horrors	1.55 Dz.
Hairless Dog, boxed	2.40 Dz.
Chico Rubber Monkey w/Suction Cup	1.90 Dz.
Jocko Rubber Monkey w/Suction Cup	3.10 Dz.
Jake the Snake Rubber	.75 Dz.
4 Nickels to Dime Trick (4 piece set)	6.70 Dz.

METAL GOODS

Lge. 2-Tone Horse Lamp, copper shade, 6 or more	\$ 4.32 Ea.
Sample	4.75
Hula-Girl Lamp, 6 or more	12.15 Ea.
Sample	13.95 Ea.
Alladin Lamp Table Lighter	7.20 Dz.
Pistol Lighters	10.80 Dz.
Boat Lighters, silver finish	8.40 Dz.
Bronze Cigar Store Indian w/Evans Lighter	5.00 Ea.
Bronze Spur Ashtrays	7.20 Dz.
#251 Horse Ashtrays, 6 or more	2.50 Ea.
Sample	2.95 Ea.
2 1/2 in. Horses	2.00 Dz.
3 1/2 in. Horses, 6 dz. lots	2.70 Dz.
4 1/2 in. Horses, 6 dz. lots	4.19 Dz.
6 1/2 in. Horses, 3 dz. lots	7.09 Dz.
8 1/2 in. Horses, 3 dz. lots	17.85 Dz.
10 1/2 in. Horses, bronze	21.60 Dz.
Silver	24.00 Dz.
Sml. Brahma Bull	4.50 Dz.
Lge. Brahma Bull	21.60 Dz.

JEWELRY, PEN AND PENCIL SETS

#BX1905 Men's Gold Plated Watch Chain, Money Clip, Tie Chains and Collar Clip, handsomely boxed	\$10.00 price tag. Sample, \$1.50
24 Carat Gold Plated Necklace, Bracelet and Earrings to match beautiful satin lined plush box, \$19.95 price tag. Sample, \$4.00	44.00 Dz.
4 Pc. Pen Set with Pocket Knife to match, attractively boxed	7.33 Dz.
Pen & Pencil Sets:	
3 Pc. Ball Pt. Pen, Pencil, Eye Dropper Ft. Pen, \$7.50 price tag	4.80 Dz.
3 Pc. Ball Pt. Pen, Pencil, Lever Ft. Pen \$7.50 price tag	5.35 Dz.
3 Pc. Ball Pt. Pen, Pencil, Fountain Pen, all gold plated, \$7.50 price tag	7.20 Dz.
Gold Plated Ball Point Pen Flashlight	5.00 Dz.
3-Color Ball Pt., red, green, blue	5.75 Dz.
Gold Ball Pt. Pen & Cigarette Lighter	4.80 Dz.
Floating Girl Pencil, Everlast	7.20 Dz.
Newhaven Pocket Watch	1.85 Ea.

BALLOONS

Oak #15K Mottled Kat Face Balloons	\$ 7.75 Gr.
Workers	.30 Ea.
Oak N.M. 10 Multicolor Spiral Nobby Workers	7.75 Gr.
Asst. A Balloons, 10c size, special	.50 Ea.
Asst. B Balloons, 15c size, special	3.75 Gr.
Oak 10K Mottled Kat Face Dart Balloons, special	4.25 Gr.
#9 Round Balloons	.73 Gr.
#9 Round Balloons	2.95 Gr.
#11 Round Balloons	3.95 Gr.
#9 Oak Patriotic Asst. Flags, etc.	7.67 Gr.

M. NOWOTNY & CO.

907 ROOSEVELT, SAN ANTONIO 10, TEXAS, TELEPHONE: LINDELL 48855
Terms: 25% With Order, Balance C. O. D.

THIS TOPS THEM ALL!!
EXTRA! WHAT A BUY FOR JUNE & JULY

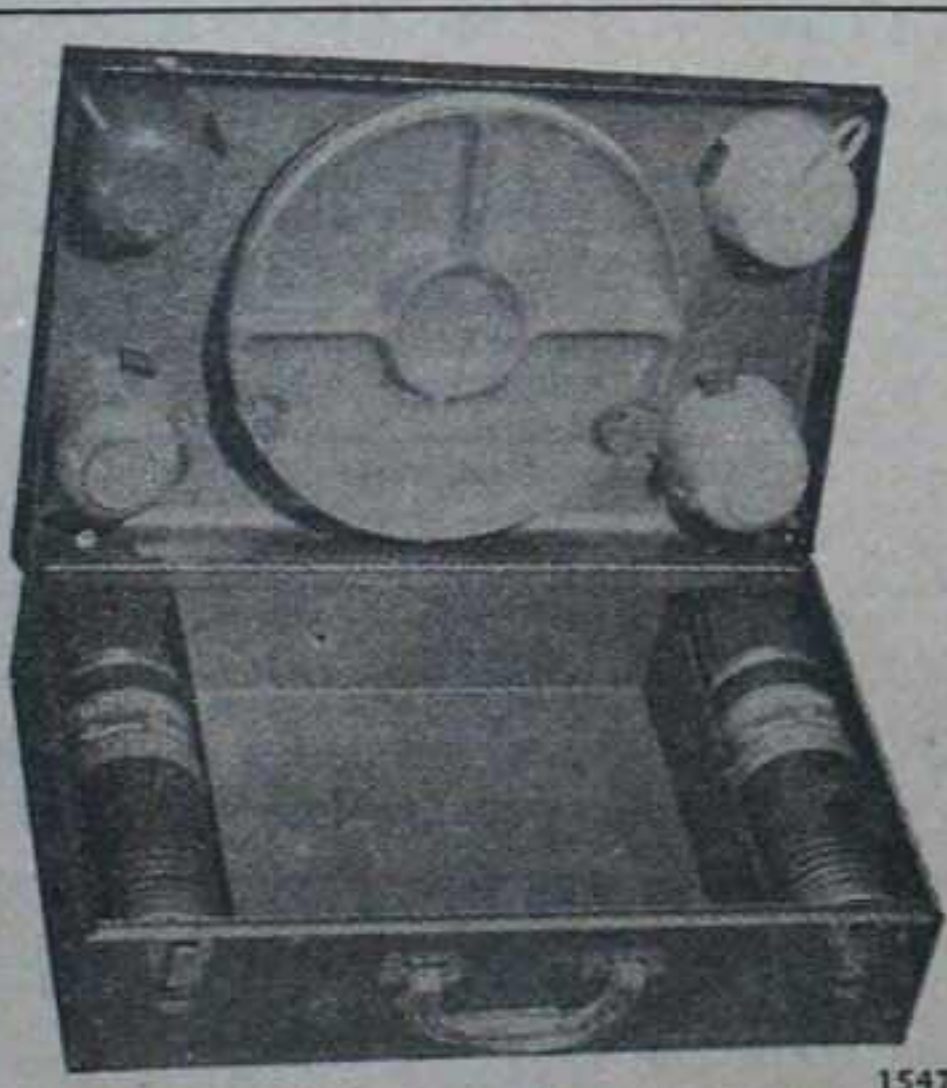


GENUINE MOTHER OF PEARL HANDLE (grips)
PISTOL LIGHTER
Nothing like it before at twice the price. Pull trigger, lights every time. To show it means a sale. Can be converted from table to pocket lighter in a jiffy. Sample \$2.50.
Other Black Handled Pistol Lighters from \$8 to \$15 doz.
Lamp Lighters, fine construction, \$13.50 doz.
Camera Lighters, with tripod, small \$8.00 doz.
Lomb. 20 Cigarette Case and Lighter, men's, \$24.00 doz.; ladies' size, \$21.00 doz.; both samples, \$5.00.
Electric Bird Cage Clock, \$55.00 doz. Sample \$6.00.

3"x2 1/2"
\$24.00 Doz.

— SPECIAL —
Sunglasses, men's aviation type, extra fine quality, with sweat bars and temples. "Army Air Force" imprinted on case. \$6.50 doz.; ladies' 20/20 vision, \$7.20 doz.
Volf-Pack, \$12.00 doz.
Pc. Pen Set: * Pen * Pencil * Ball Point Pen in 5 pastel colors—deluxe window boxes. \$4.25 doz., \$45.00 gross; cellophane packed—\$3.75 doz., \$42.00 gross.
Fystic Nude Pencil, \$3.50 doz.
Fystic Nude Pencil with flashlight (asst. models), \$4.95 doz.
10% discount on \$100 or more—Jobbers, write. Send for current price list.
5% Deposit, Balance C. O. D., Plus Postage. We Prepay With Full Remittance.

UNITED ENTERPRISES
75 Fifth Ave. New York, N. Y.
Regon 3-3419 Suite 1810



The Perfect Set For Summer!
COLORFUL PICNIC SET
IN HANDY METAL CASE
Metal carrying case 18"x11"x5 3/4", baked enamel finish. Heavy nickel-plated hardware. Plastic handle.

Consists of:
4 Plastic Sectional Plates, asstd. 4 colors.
4 Plastic Cups to Match.
2 Pt. Vacuum Bottle.
Large Food Compartment.
PRICED AT ONLY \$6.50 ea. in doz. lots
Sample, \$7.50
25% Dep., Bal. C.O.D.
COIN MACHINE SERVICE CO.
1547 N. Fairfield Ave., Chicago 22, Ill.



10 PC. KITCHEN SET (PHOTO)
EA. \$2.65
Attractively Boxed. Stainless Steel. Quality Throughout.

SPECIAL SPECIAL Each
3 Pc. Cleaver Set, Attractively Boxed. \$.90
5 Pc. Cleaver Set, Attractively Boxed. 1.25
7 Pc. Cleaver Set, Attractively Boxed. 1.75
3 Pc. Carving Set, Hollow Ground, Boxed .90
3 Pc. Kitchen Set, Boxed .50
6 Pc. Steak Set in Wood Display Box. 1.50
MANY OTHER ATTRACTIVE NUMBERS



SILVER WARE VALUES
24 Pc. Silverplate Quality Steel Base... Each \$1.90
24 Pc. All Stainless Steel Sets... 2.35
24 Pc. Silverplate 18% Nickel Silver Base 2.90
Attractive Display Chests From .90
Various sets available packaged attractively from 3 to 103 pieces for every type of operation. Write for Catalog. Prompt service. F.O.B. N. Y. 25% with orders.
THOMAS A. WOLFE, INC.
Dept. CB, 1123 Broadway, New York 10, N. Y.

TWILL CREW CAPS

THE HOTTEST ITEM OF 1950

COMBINATION COLORS with FLEXIBLE SOFT PEAK IDEAL for EMBROIDERING

\$3.50 DOZ.

25% deposit, bal. C.O.D. Send \$2.00 for samples.

D. GORDON MFG. 1842 No. Pass Ave., Burbank, Calif.

GIVE TO THE DAMON RUNYON CANCER FUND



A 3-FT. HIT!

No. 315: fully 36" tall, with cute mask face, plastic shoes and fine cotton dress with matching bonnet.

SEE YOUR JOBBER

If your jobber does not yet have this hit, write today for name of nearest jobber carrying it:

- ALLENTOWN, PA.
Lowy Novelty Co.
- JOHNSTOWN, PA.
Penn Products Co.
- CHICAGO, ILL.
Bob Hoffer Products Co.
- LONG BEACH, CALIF.
M. E. Taylor & Sons Co.
- PROVIDENCE, R. I.
Hopkins Novelty Co., Inc.
- ROCHESTER, N. Y.
American Enterprises

MAJESTIC DOLL & TOY CORP.
737 BROADWAY NEW YORK 3

DIRECT From Manufacturer Sensational Value

Beautiful 3 piece set Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold plated caps. Attractively boxed.

Free Cartridges.

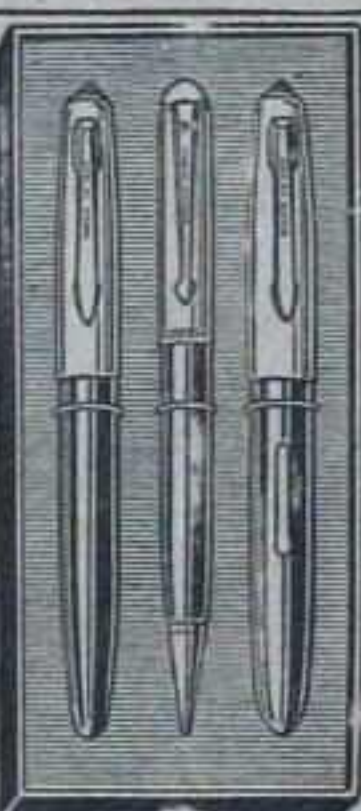
SPECIAL PRICE

\$54.00 Per Gross Sets

Sample Set, \$1.00.

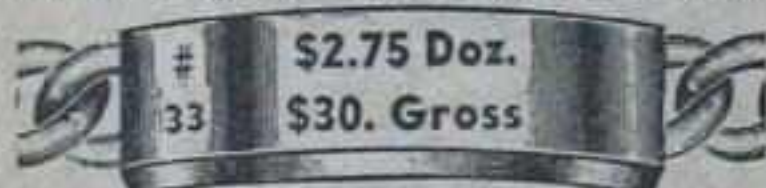
Smart gold-plated finish. 25% deposit with order. Send \$2.50 for Samples.

ORDER NOW!



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27 East 22nd St.
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MASSIVE MIRROR FINISH IDENT'S The Best by Test—Looks Like \$10 Seller



STAINLESS STEEL EXPANSION BRACELETS



\$2.75 DOZEN — \$30 GROSS
25% Deposit With Order, Balance C. O. D.
SALPRO CO. 3824 W. Arthington St. Chicago 24, Ill.

EMBOSSED BUSINESS CARDS

Beautiful raised lettering, black or blue, only \$3.50 per 1,000 ppd. Two colors, red and black, \$5.00.

ONE WEEK SERVICE—FREE SAMPLES
GILBERT B. KUEHL
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Funny Business NOVELTY FUN CARDS

Trick Stores, Newstands, Arcades, Park Stands, etc. Sell our Novelty Card Sets, Novelties, etc. Fast sellers. Big profits. Sample 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.
15 East 3rd St. Cincinnati 2, Ohio

ANIMALS, BIRDS, PETS

(Continued from page 124)

MONKEYS—WHITE FACE RINGTAILS, CINNAMON Ringtails, Spiders, \$35 each, three for \$100; Kingajous, South American Honey Bears, \$45; first class stock; immediate shipment. Terms: Cash with order or half cash, balance c.o.d. Don Compton, Box 93, Mt. Vernon, Ill.

MUST SACRIFICE THE FOLLOWING TAME and acclimated animals; Mountain Lion, \$100; Giant Rhesus, \$35; Midget Rhesus, \$30; pair Diana Monkeys, extra fine, \$150; Immense Owl, \$12; fancy Pigeons, Doves, \$3 pair. Carl J. Vickers, 2930 Sullivant, Columbus, O.

REPTILE LIST FREE: HOBBY CATALOG 10¢; Chameleons, \$12 hundred; Chains, \$2.50; Land Terrapin, 75¢. Quivira Specialties, Topeka 44, Kan.

SHEPHERD PONIES AND MIDGET MULES—circus, rodeo, pony track; photography; young stock that train; any color or combination of colors. Fred Wilmot, Richards, Mo.

SNAKES, RACCOONS, DENS OF ASSORTED Snakes, \$15 up; Florida and Western specimens. Attention, Coon Clubs, write for price list. Tarpon Zoo, Box 847, Tarpon Springs, Fla.

TAME MACAW, COCKATOO AND OTHER beautiful tropical birds for sale; reasonable; private. Box C-145 Billboard, Cincinnati, O.

TRICK DOG—COCKER, WALKS TIGHT ROPES, jumps through hoops, etc., \$75. Bibens, 8246 Woodland, Kansas City, Mo.

YEARLING BLACK BEAR, TAME, \$100; tame Panther, \$175; large Wildcat, \$22.50; demasked Skunks and Florida Civit Cats, \$10; Exhibition Raccoons and Gray Foxes, \$15 pair; 3 ft. Moccasins, \$1.75; Watersnakes, 50¢ ft.; half cash, bal. c.o.d. Ray Singleton, Rattlesnake, Fla.

BUSINESS OPPORTUNITIES

ADVERTISE IN 40 WEEKLY NEWSPAPERS—\$3.50 24 words; Texas or elsewhere. M. R. Pennebaker 141-B, San Marcos, Tex. jc24

A GOLD MINE OF INFORMATION—"OLD Showman's Book of Secrets." Postpaid, \$1. Beebe, Box 269, Pontiac 13, Mich.

AMAZING FOOD PRODUCT—EASILY, CHEAPLY prepared; serve it any way, dish, sandwich, also cone or corn shuck with stale loaf; 800% profit; send only one dollar for recipe, instructions and complete selling plans. Wonder Products, Drawer 1231, Dallas, N. C.

AN ACTIVE ART BUSINESS OF YOUR OWN that will profit you \$100 weekly or more at home, manufacturing Statuary Figurines, Wall Plaques, Ash Trays, Bookends, Novelties, etc. We furnish material, molds, models, everything to start, including instructions and portable electric spray for only \$39. Write Standard Art Plastic Products, 3151-53 Southport, Chicago, Ill.

ANALYZE HANDWRITING FOR PROFIT—\$1 puts you in business, including all supplies, charts, signs, instructions (free information). Graphologers, POB 971 Philadelphia jy8

AN ASTOUNDING OFFER TO MAKE 100 NEW customers; an assortment 50 sample pieces Statuary, Bookends, Ash Trays, Wall Plaques, Figurines, etc.; small, medium, large size, all beautifully tinted; "regular \$20 value" only \$4.95. (Rush your order.) New Era Art Products, 1321-NW, Belmont Ave., Chicago.

BIG MONEY—MAKE UPHOLSTERY CLEANER at home; no experience; gallon sells \$1.49; costs 20¢; supplies make 5 gallons; full details, \$1. Vernon Cleaners, 1402 Third St. S.W., Roanoke, Va.

BUY WHOLESALE—BIG NAME ITEMS; UP to 40% below retail. Folks eagerly buy through you to get big savings. Details free. Young's, Kent 4, O.

CASH FOR ORDINARY NEWSPAPER CLIPPINGS; complete details, 10¢; refundable. Mrs. Chiappa, 287 Coffin Ave. New Bedford 7, Mass.

CLEAN UP \$5000 THIS SEASON WITH "Dainty Fluff." Costs you 20¢, sells for \$1.50; particulars free. E. M. Simmons Co., Fremont 21, O.

COPPER CARMELCORN KETTLES—COPPER candy kettles, Coleman burners, tanks; handy gas plants at lowest prices; compare our quotations with others. Northside Co., 509 E. 4th, Indianola, Iowa.

CO-PUBLISH PROGRESSIVE MAIL TRADE Magazine; full of informative articles, money-making tips, ideas, new products. Send 25¢ for sample copy and 16-page booklet giving complete money-making details. Aloha Co., 1438-B Brownlee, Corpus Christi, Tex.

CROSSBOW RANGES MAKE MONEY—TEN unit range, 480 arrows and ten crossbows, \$350; see article July "True" for hunting story. Powell, Box 34, Vernon, Calif.

EARN EXTRA MONEY—SELL STOCK ALPHABETS, numerals and custom made Decals; up to 50% commission; free sales kit. Radiant Decal Co., 56 West Washington, Chicago 2, Ill. Dept. 469. je24

FOUR PHOTOMATICS, ONE VOICE-O-GRAPH in operation; 100% locations; experience unnecessary; \$2,500 cash. John Cavallaro, Casino Arcade Wildwood, N. J. je24

FREE PARTICULARS — 101 PROFITABLE spare time home business projects. Cottage Industries, 2904-Y Hanover, Omaha 12, Neb.

IF YOU'RE INTERESTED IN AN ESTABLISHED Horoscope Business with a future and have capital to invest, contact me. Prof. Latour, 382 Marlborough Road, B'klyn 26, N. Y. jf1

INCREASE YOUR EARNINGS—READ, "Picture Yourself Successful," only \$1; literature free. R. Cook, 730 West Gift, Peoria 5, Ill.

MOUNTED BUCKING HORSES, STEER, BUFFALO, Donkeys, Charging Lions, Bears, Giant Jack Rabbits for photographers. Gilbert H. Jones, Taxidermy Studio, Albuquerque, N. M.

MUSICIANS—ALL INSTRUMENTS; FREE EMPLOYMENT service for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Iola, 218 So. Main, Fairmont, Minn.

NEW ELECTRIC MACHINES BAKES GREASELESS doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs sixty pounds; small investment; free recipes. N. Ray Co., 3695 S. Fifteenth, Minneapolis 7, Minn. np

NEW PORTABLE RINK, 40x100, WITH 125 pair new Chicago Skates; sectional floor, also trailer house used as skate house and concession stand; new tent, price \$5600; set up at New Richmond, Wis. Write John Halla, De-ronda, Wis., or phone Amery, Wis., 55522.

OPERATE PROFITABLE MAIL ORDER BUSINESS; repeat orders; successful "Beginner's" Plan; everything supplied. Lynn, 5710-B Bankfield, Culver City, Calif.

PERFUME—WHOLESALE BIG PROFIT TRIAL ounce. Florida Boquet, \$1; we have a large selection of modern French odors. Fischborn 350 Lincoln Road, Miami Beach, Fla. je24

QUICKLY BUILD YOUR PAYING MAIL order business; our deals are good. A. S. Spencer & Co., Mokena, Ill.

(Continued on page 128)

90c PROFIT ON EVERY \$1 SALE!

Millions of prospects. Practically every home buys one, two or three. You can easily sell 50 daily, you can make \$45.00 and more. You can easily carry 50 and deliver on the spot. No call backs, no cancellations. Agents, canvassers, bobtailers, pitchmen, crew managers, stores, newsstands, department stores, novelty stores, promoters—all can handle and make astonishing profits. Imagine a crew of five sub-agents will make you \$250.00 weekly even when you pay them 60c on each \$1 quick sale. Don't take our word for it—figure it out for yourself.

PRICES CASH WITH ORDER—Retails \$1.00

5 only	\$ 1
12 "	\$ 2
40 "	\$ 5
100 "	\$ 10
200 "	\$ 18
500 "	\$ 40
1000 "	\$ 75
2000 "	\$ 140

We make only pennies so don't ask for samples. Order from this advertisement. No better deal obtainable because we control this business. Curiosity seekers can send 25c for a prepaid sample, or send \$1 for 5 salable samples and convince yourself you can sell the 5 in 30 minutes.

All prepaid anywhere

Only 40 easy sales daily makes you \$35

State sales rights given for 60 days on purchase of only 2000. County rights given for 60 days on purchase of only 500. How can you miss? It sells. It appeals. It's easily carried. It sells on the spot. Takes about a minute to show it. Orders shipped same day received. Wire your money via Western Union, or use airmail special delivery. Enclose certified check, bank check, money order, or cash by registered mail.

GUARANTEE: 50% of your purchases guaranteed to be sold or your money back
R. F. BURNS CO., Dept. B. B., 743 Luzerne St., Johnstown, Pa.

ATTENTION Sewing Machine Operators SPORT JOCKEY HAT



An all felt hat, packed in assorted colors and sizes and trimmed with large pom poms. **PRICE \$39.00**

An ideal number for Sewing Machines, Fairs, Carnivals and Parks. **PER GROSS**

25% deposit, balance C.O.D.

STANLEY HAT COMPANY
13 Lewis St. Newark, N. J.

NEW Skill Sensation "WISHING WELL" Greatest Low Priced Counter Game in Years! PLASTIC INNER-CONSTRUCTION "IT'S LOCKED"



Requires only 6"x6" Counter Space
COLLECTS IN COINS GALORE
"They Drop 'Em—You Collect 'Em"
START ROUTE
GIGANTIC PROFITS
SAMPLES AVAILABLE NOW!
PRICE: \$7.50 Each, \$59.40 Dozen
Shipped Prepaid
Cash with order or 25% deposit, balance C. O. D.

Write, Wire or Phone—ORDER DIRECT FROM
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P. O. Box 86-S 222 Second St.
HUNTINGTON BEACH, CALIFORNIA
Ph.: LExington 6-3218

NEWEST SALES SENSATION

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Snuggle Hug
SALTS AND PEPPERS

Cute little darlings—they hug each other—Only 3" high—one can't resist picking them up separately or together—apart they look as silly as most lovesick victims do—beautifully decorated china salt and pepper ideal for tables, hostess gifts, wedding presents, prizes—choice of Bunny, Bear, Dutch Boy & Girl, Boy & Dog, Mary & Lamb, Duck, \$7.80 per doz. prs. F.O.B. Chicago. In lots of 2 to 5 doz.—SAMPLE ORDER 1 doz. prs.—\$9.00 postpaid—Jobber setups available—Write for latest circular—Open account to rated firms, otherwise 25% deposit—balance C.O.D.—Immediate Delivery.

BERKELEY MFG. CO. 2720 ARCHER AVE. CHICAGO 8, ILL.

FIREWORKS AERIAL DISPLAYS For FAIRS—PARKS \$50.00 TO \$100.00

Immediate delivery
Free Catalog
Phone or Wire

STANDARD SPECIALTY CO.
Oostburg, Wisconsin

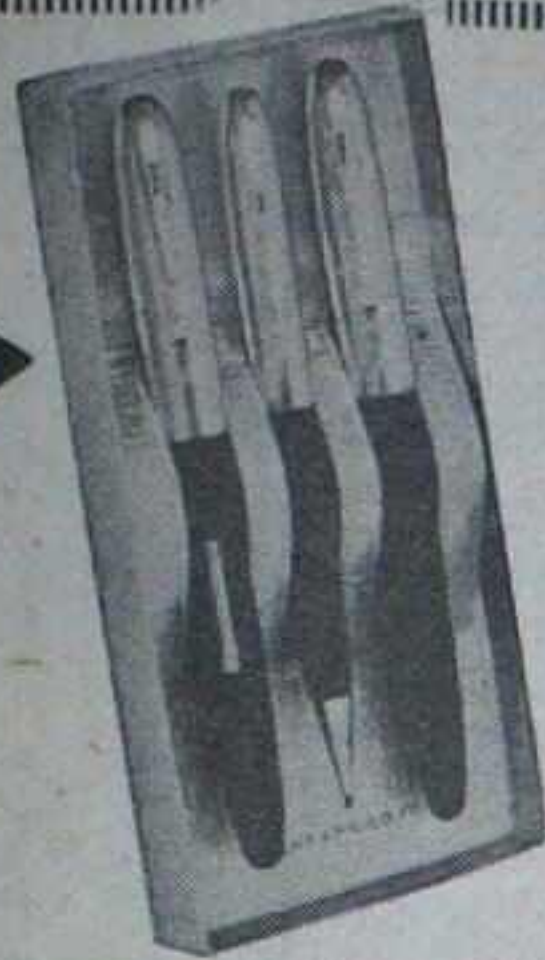
Imported Miniature "COLT" Automatic Pistol Lighter
Can be used as a Table or Pocket Lighter. Actual size of Lighter, 1 1/2"x2". Comes complete with detachable base, individually boxed, chromium plated Limited Quantities.
Price \$7.20 per dozen—postpaid Florida. Sample \$1.00.
25% Deposit—Balance C. O. D. Order immediately.
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SOUVENIR PENNANTS
Any copy, any design on good felt, Quick delivery.
Size 100 300 1000
5x12" \$ 7.20 \$18.00 \$ 50.00
7x18" 12.00 28.80 70.00
9x27" 16.80 43.20 110.00
Terms: 50% deposit, balance C.O.D., F.O.B. N. Y.
H. A. WALES CO., INC.
Cold Spring, New York

The Best Value at Lowest Prices Anywhere

ORIGINAL, guaranteed

3 PC. SET



FLASH FLASH
5 WAY ALL GOLD TONE SETS

Includes following combination:

- Flashlight
- Ball Pen
- Fountain Pen
- Cigarette Lighter
- Mechanical Pencil

In beautiful gold inner box and gold embossed \$7.50 price tag.

\$90.00 per Gr.
\$7.75 per Doz.

- includes
- 1 Ball Point Pen
 - 1 Mechanical Pencil
 - 1 Fountain Pen
 - 6 Assorted Colors
- Gold embossed \$7.50 tags in attractive box.

\$45.00 per Gr.
\$4.00 per Doz.

Gold tone caps beautiful flash colors

FLASH!

KEY CHAIN AND FLASHLIGHT COMBINATION in all gold tone finish
\$2.10 per Doz.
\$24.00 per Gr.

25% Deposit is required on all C. O. D. orders.

FLASH! LATEST NOVELTY ADDITION

TRANSPARENT POCKET LIGHTER
Visible fuel supply, gold tone caps, transparent barrels, assorted colors. Fast sellers!
\$25.50 per Gr.
\$2.25 per Doz.

L. S. TRADING CO.

249 BROOME ST., NEW YORK, N. Y.

AMAZING VALUE... PLUS A FREE OFFER

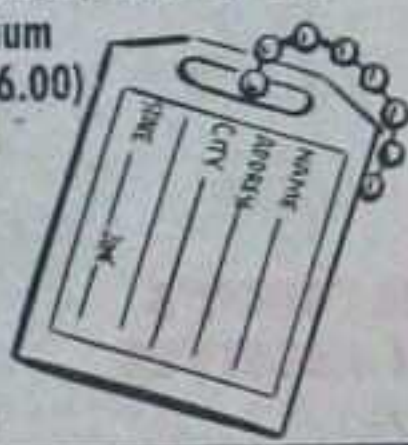


ACCURATE GOLD FINISHED MAGNETIC COMPASS IN A SHIP'S WHEEL. IN ANY OF 3 HOT SELLING STYLES.

1. With Suction Cup for Auto Dashboard; 24 to card.
2. With Key Chain for Pocket or Purse; 24 to card.
3. With Plastic Wrist Band; Single Carded; Great for Kids.

ONLY \$1.50 A DOZEN (Minimum Order \$6.00)

GROSS PRICE \$17.00 AND WITH EVERY GROSS ORDERED YOU GET 2 DOZEN KEY CHAIN IDENTIFICATION TAGS ABSOLUTELY FREE.



On All Orders Send 25% Cash in Advance; Balance C.O.D. All Our Products Are Guaranteed.

WRITE, WIRE, OR PHONE

ALL STATE SALES CO.

206 East 23rd St. New York 10, N. Y. Phone: Lexington 2-5991

What's the Difference?

"TEMPO" is the sole manufacturer of the Tempo "Peepshow" Pencil. None genuine without the "Tempo" trademark name on the clip. Look for it.

No other manufacturer makes this model.

Nobody but "Tempo" can give you:

- (1) Two! Yes, 2 extra size photos in each pencil. (No tiny, cramped figures.)
- (2) Twenty-four! Yes, 24 assorted poses to each dozen pens.
- (3) Loveliest gals, finest true life color quality, almost three dimensional. (No washed-out bags!)
- (4) New improved construction. (No Jap pencil action.) Streamlined. Can't fall apart.
- (5) Lowest price in the country. We meet and beat competition. Keep posted on latest price changes.
- (6) Immediate shipment.
- (7) Beautiful 4-Color Display Cards Available.

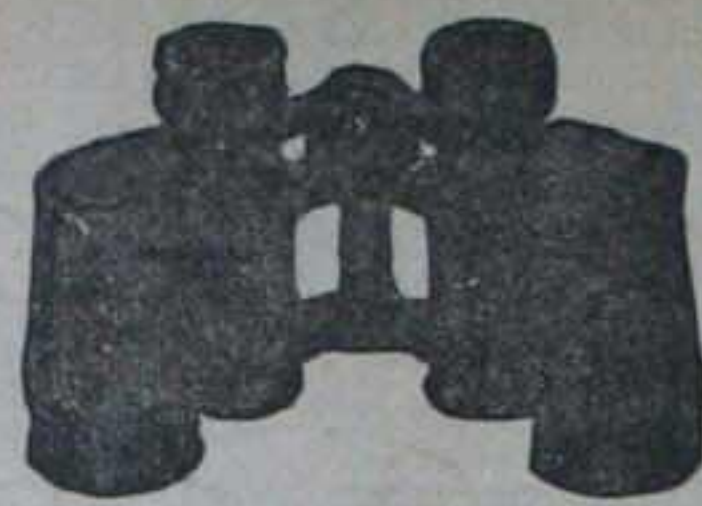
Sold only through jobbers. Write now for newest price!

TEMPO PEN AND PENCIL CO., INC.

21 West 19th St., New York 11, N. Y. ORegon 5-3624-5



The unauthorized use of this illustration without permission constitutes mail order fraud. Like trying to pass off a cheap Jap camera with a Kodak illustration.



Fine Quality IMPORTED BINOCULARS

COMPLETE WITH NECK STRAP, SHOULDER STRAP AND LINED HEAVY LEATHER CARRYING CASE.

8x30 Prism Binocular

The lenses are scientifically ground and polished. Guaranteed full power and the 30mm. objective lens assures a full clear view. Pupillary adjustment and individually focusing guarantee satisfactory results. Black leather body with polished enamel trimming. Height closed 4 1/4 inches. extended 4 1/2 inches.

No. X200J461 **\$24.50**
Each

Same as above with coated lens.

No. X200J465 **\$26.50**
Each

7x50 Prism Binocular

Made in occupied Japan and released for sale through the command of the Allied Powers. The unanimous choice of the Armed Forces. Bright, clear and precise field of vision. Individual eye focusing, adjustable for pupillary distances. Black japanned trim on light weight aluminum body. Open 7 inches. closed 6 1/4 inches.

No. X200J439 **\$32.50**
Each

Same as above with coated lens.

No. X200J453 **\$35.50**
Each

Popular Styled LIGHTERS

PISTOL LIGHTER

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

No. X83J832 **\$8.50**
Per Dozen

LAMP LIGHTER

A replica of a small table lamp. Pulling chain operates mechanism Chrome finished base with colored enamel shade. Overall dimensions 4 inches high, 2 1/2 inches in diameter. Individually boxed.

No. X83J839 **\$16.50**
Per Dozen

Best Quality CAMERA LIGHTER With Compass

Designed to look exactly like a miniature camera with compass on front. Has metal body with black crackle finish and polished metal trim. Tripod and release can be removed for use as a pocket lighter. Each in box.

No. X83J822 **\$14.40**
Dozen



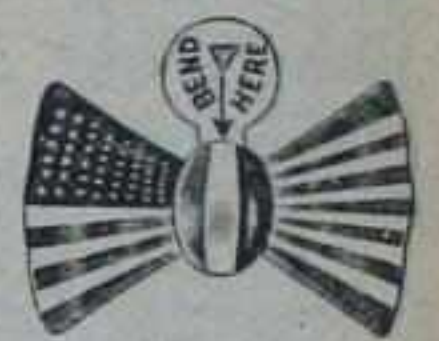
Metal Lapel Bow Pin

The gentlemen's patriotic pin. U. S. flag brightly lithographed on metal bow, size 7/16" by 3/4". Each on printed card.

No. X51N5 **\$1.25**
Per Gross

BOW FLAG

All metal - to be used in place of old cotton one. More durable; longer lasting; bright colors. Overall dimensions 1 1/8 x 3/4 inches.



No. X51N9 **65c**
PER GROSS

CARNIVAL NOVELTIES

CELLULOID FEATHER DOLLS WITH EARRINGS, HAT AND CANE

No.	Size	Per Gr
X34N7	4 Inch	\$ 8.00
X34N3	7 Inch	18.00
X34N5	7 1/2 Inch	21.00
X34N6	8 Inch	24.00
X34N4	9 Inch	27.00

DANGLING COMPOSITION NOVELTIES

No.	Description	Per Gr.
X38N71	2 1/4 Inch Donald Duck	\$ 3.75
X38N72	2 1/4 Inch Frog	3.75
X38N73	2 Inch Spider	3.75
X38N75	2 3/4 Inch Spider	6.75
X38N76	4 1/2 Inch Devil	6.75
X38N77	4 1/2 Inch Skeleton	6.75
X38N82	8 Inch High Hat Monkey	14.40

PAPER PARASOLS

No.	Size	Per Gr.
X26N26	18 Inch	\$ 9.00
X26N7	23 Inch	21.00

LARGE SIZE INSIDE HUMMER FLYING BIRD

No.	Per Gr.
X38N48	\$ 8.00

NOVELTY HATS

No.	Description	Per Gr.
X45N13	12 Inch Coolie Hat	\$21.00
X45N14	16 Inch Coolie Hat	27.00
X46N88	Spanish Hat	33.00
X46N87	Cholo Hat	25.50
X46N104	Flat Top Ten Gallon Hat	48.00

CANES, WHIPS AND BATONS

No.	Description	Per Gr.
X15N2	Extra Heavy Bamboo Cane	\$22.50
X17N8	Baton With Bell	13.50
X17N7	Swagger Cane	8.00
X17N10	Lash Whip	12.00
X15N1	Pennant Cane, HEAVY, Per Thousand	18.00

SLUM

No.	Description	Per Gr.
X1N12	6 Inch Finger Trap	\$.95
X13N52	Metal Cricket	.95
X13N17	Swiss Warbler	.85
X8N9	Celluloid Rose Pin	.75
X8N7	Celluloid R. W., Blue Pin	.95
X8N1	Miniature Parasol	1.65
X38N804	Plastic Novelties	.72
X8N3	Magic Novelty Fan	3.25
X51N9	Bow Flag	.65

CARNIVAL SUPPLIES

No.	Description	Per Gr.
X21R16	Cork Gun, Each	\$5.25
X21R26	Corks, Per Thousand	2.50
X5R7	Baseballs (Special), Dozen	1.50

WHILE STOCK LASTS!!

NEW CARNIVAL NOVELTIES DAILY

WRITE FOR INFORMATION!!

WATCH FOR OUR ADS!!

25% deposit required on all orders

N. SHURE CO. 200 W. ADAMS STREET, CHICAGO 6, ILLINOIS

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

HEAVY RINGS from Mexico

Assorted Designs: Skulls, etc. Sizes 7-13.

\$4.65 Doz. In gross lots

\$5.25 Doz. In 6 doz. lots

\$5.60 per doz.

World's originator of double Rhodium or double gold plate for protection against summer heat—New Price: 12¢ extra per ring.

Solid nickel silver authentic Western Saddle Rings \$8.00 doz. Terrific rodeo and carnival ring. Sizes 7-13. Mother of Pearl hand painted lockets for carnivals and fairs— \$9.00 doz. New Price

Assorted tops and styles. Why pay more?

SPECIAL! #1052 Rhodium Heavy Chain Idents, \$4.50 doz. #1054 Rhodium Heaviest Chain Idents, \$6.00 doz. #3050 Massive nickel silver ident, carded on guarantee slip, \$7.20 doz.

Imported Gent's Expansion Watch Bands in chrome finish, \$5.40 Doz.

Imported Gent's Expansion Watch Bands in gold finish, \$6.80 Doz.

1/2 dep., bal. C.O.D. Kindly allow for postage.

AZTEC DIST. CO. 150 Nassau St., N.Y.C.



BUSINESS OPPORTUNITIES

(Continued from page 126)

RED HOT MAIL SALES OPPORTUNITIES IN mail order news; 37th year; copy 25¢. Mail Order News, Stanton, Calif.

SELL DELICIOUS SNOWBALLS—TREMENDOUS profits; make them yourself; Ice Shaver with four flavors and instructions; enough for 500 snowballs, \$2 plus four pounds postage; free folder; supplies and equipment. Snowball Co., 9534L Lemturner, Jacksonville 8, Fla. 1y1

SELL POCKET NOVELTIES TO MEN. EASY to earn \$50 weekly in spare time. See our 3 ads under Agents Wanted. Lewis Novelities, 7321 S. Peoria St., Chicago 21, Ill.

"YUMMY" CHOCOLATE FUDGE, IT'S NEW! No long cooking; no testing; simply heat and pour; complete formula, \$1. Moon, 604D Broadway, Fulton, N. Y.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 155 in this issue.

COSTUMES, UNIFORMS WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, Lies and Bras, \$7.50; Oriental Strip Costumes, \$10; Spangled or Rhinestoned G-Strings, \$5; Strip or Chorus Pants, Bras, etc.; free folder. C. Guyette, 346 West 45th St., New York 19. Tel. Circle 6-4137.

CLOWNS, BURLESK COMICS, MINSTREL Props, Wigs, Accessories; free lists (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia. 1y8

WE HAVE THE GOODS YOU WANT LOWEST PRICES

Western Subject Key Chains, cd. of 2 dz. \$1.50
China Pot Key Chains, cd. of 2 dz. 1.50
Snake Cold Cream Jars, dz. 2.50
Telescope Picture Key Chains, dz. 1.00
Plastic Knife with disapp'ring blade, dz. .50
Catalogue with first order.
UNIQUE SALES CO.
49 Hanover St. Boston 13, Mass.

BUNDLE CLOWN ODDS, ENDS, \$7: RED WIGS, \$4; Policeman Helmets, Minstrel Suits, Strip-tease Outfits, Red Caps, Coats; beautiful Curtain, gold-blue (27x8' 3"), \$30; Orchestra Coats, Chorus Costumes; ten Blue Velvet Drapes, alike, each 4' 3"x7', all \$50; bargain; Red Velvet Fur Piece Curtain (12x18), \$75. Wallace, 2416 N. Halsted, Chicago.

SINCE 1869—COSTUME BARGAINS: CHORUS, dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. 1y8

FORMULAS & PLANS

VANILLA FLAVOR, SEASONINGS, PICKLES, shredded coconut, gravy maker, French dressing, water softener, mechanic's soap, water-mix paint, cleansing cream, shampoo; complete formulas guaranteed; \$1 each; materials supplied wholesale. Kitchenmix Products Co., Portland 6, Ore.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. 1y22

CAMERA—P.D.Q. Model G; LIKE NEW; TRI-pod, Foregrounds, Supplies; \$125. Examination, Box 293, Gridley, Calif.

CRETORS CABINET MODEL—ELECTRIC AND bottled gas, \$110; Long-Eakins Rotary motor-driven, bottled gas popper, \$110; Advance all-electric counter model popper, \$85; Star Cabinet model, \$52.50. Northside Co., 509 E. 4th, Indianola, Iowa.

LARGE ELECTRIC POPPER, SUPER WIZARD Floss Machine; hand rolled cones, loose cone papers. James Rosetter, Albany, O.

LARGE NATCO SOUND PROJECTOR, 24-WATT, like new, used only twice; paid \$489; will take best offer. Oscar Brotman, 2805 W. Diversey, Chicago, Ill.

NAZI ATROCITY EXHIBIT—A REAL MONEY maker; sickness forces sale; \$200. Send for details, photo. Beebe, Box 260, Pontiac 13, Mich.

POPCORN AND CANDY APPLE CONCESSION, stocked. Inquire Dutch Lechleitner, 601 E. 5th St., rear, Nescopeck, Pa. Phone 875-J.

PORTABLE DANCE FLOOR—MAPLE, 20x20 feet; in 4x10 ft. sections; \$65, money order; good condition. Home Co., 97 Arch St., Butler, N. J.

(Continued on page 130)

SILVER PLATED 32-Pc. SERVICE FOR SIX



HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR

\$3.85 10 SETS or more SET

SAMPLE \$3.99 Display Chest \$1.00 extra.

ROHDE SPENCER CO. 223-225 W. Madison St. Chicago 6, Ill.

Get Your **ARROWHEAD BRILLIANT FIREWORKS NOW ZIP BOOM BANG**



Get the Junior \$8.25 package for only \$3.95 or the Superior Assortment, \$12.15 packages, for only \$4.95. These packages contain firecrackers, candles, fountains, rockets, whistling Red Devils, comets, handle fountains and others that you like.

RUSH Your Order Today

No C. O. D.'s, send money order or certified check.

Army Repeater Pistol with Western Holster, only \$1.98.

ARROWHEAD FIREWORKS CO.

Dept. M 275 1819 W. Superior St. Duluth 2, Minn.

MINIATURE FRUIT EARRINGS



They are all the rage
They are chic
They are darling
They are new and different
Immediate delivery.

#1—\$1.40 per dozen pair

#2—\$1.85 per dozen pair

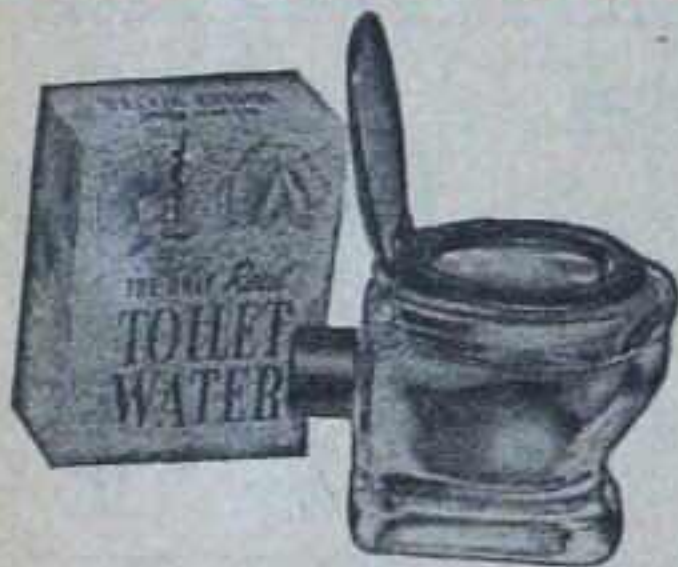
Send \$1.00 for assortment of 6 pair today and see for yourself.

25% deposit on all orders. F.O.B. Chicago.

R. C. JACOBSON

673 W. Madison Street Chicago 6, Illinois

EVERYONE a Solid Money-Maker!



"REAL TOILET WATER"

Miniature glass toilet bowl with a plastic seat and movable cover. Contains 7/8 oz. genuine toilet water. Packed individually in a colored box. No. 609.

PER DOZEN \$3.60



"VENUS SHAKERS"

Set of salt and pepper shakers molded in plastic. White for salt; black for pepper. Attractive box, 5"x5"x1 1/2". No. 612.

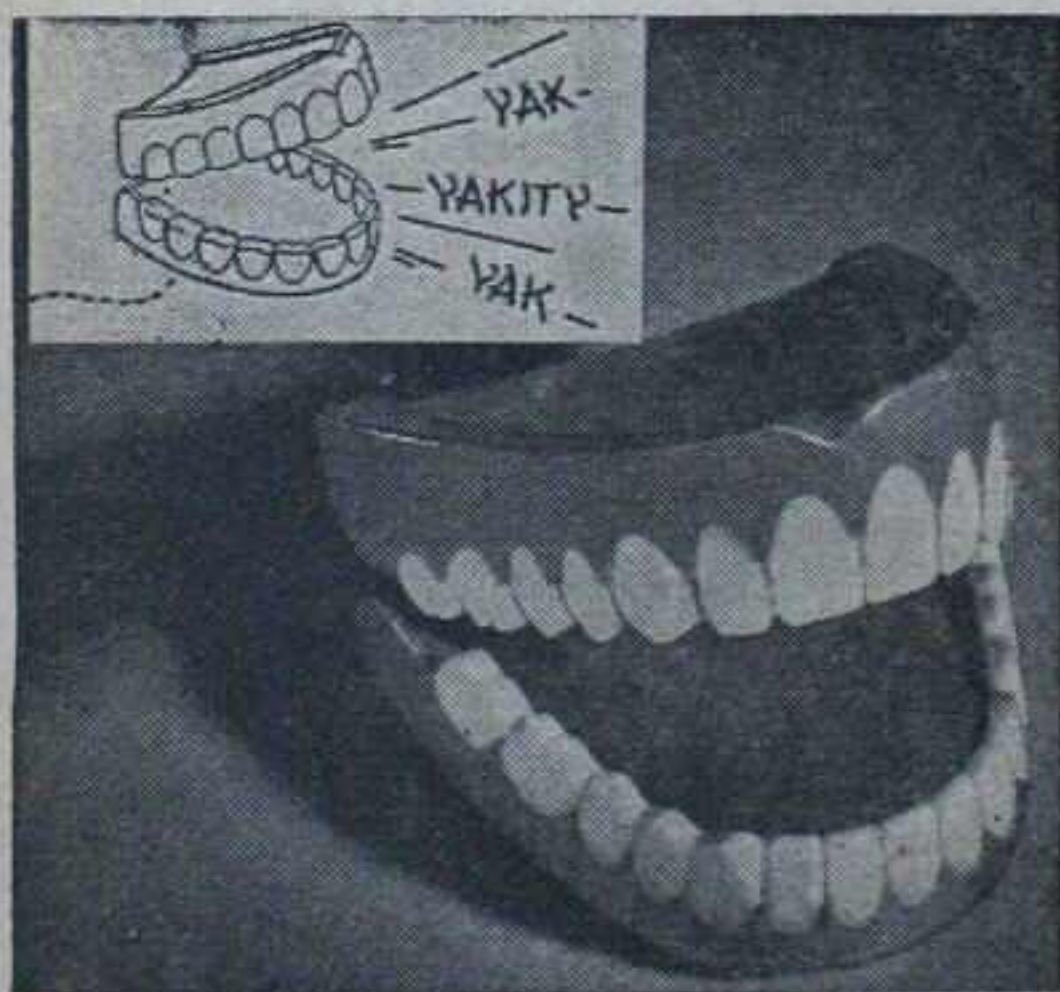
PER DOZEN \$4.25



EVERYBODY'S ASH RECEIVER

A usable fancy glass ash tray with miniature plastic toilet bowl mounted on it. Bowl has movable lid and cover. Packed individually in a colorful box. A display card with each dozen. No. 619.

PER DOZEN \$1.80



"TALKING TEETH"

Regulation size imitation false teeth made of plastic. Operated by spring motor which makes teeth open and close same as when person is talking, also chatter and move around. Packed individually in colorful box. Display card with each dozen. No. 618.

PER DOZEN \$7.20

ORIGINAL and the BEST!



ACTUAL SIZE

Horrible Finger

Made of Latex Rubber—individually hand painted in natural life-like color. Fits any finger, giving it gory-looking, discolored, swollen appearance. Bloody looking bandage at connecting end. Person seeing it can almost feel its throbbing pain.

Individually packed—one in a box with gauze and instruction slip. One dozen to display box.

#623 "Horrible Finger." \$3.00 Per dozen

ALSO made in a cheaper and smaller size. Packed bulk. Two dozen to display box.

#624 "Ouch! My Finger." \$1.50 Per Dozen

H. FISHLOVE & CO.
714 N. FRANKLIN ST.
CHICAGO 10, ILL.

Since 1915—America's Largest Makers of Novelties That Amuse.

Ask your jobber or write direct

All prices F.O.B. Chicago—include 20¢ per dozen for postage.



To decorate bars—To give as gifts—Hand-painted in full color: "Fifth," "Flask" & "Pinch Bottle" **MINIATURE "GAG" BOTTLES** Cherished Collector's Items!

Now Retailing at \$1 each

Miniature Specialties Co. Calumet Bldg Miami, Fla.

HONEST Fish Rule That's Long

**NO WONDER SO MANY JOBBERS
MAKE BIG MONEY!
JUST LOOK AT THESE HOT ITEMS
JUST OUT!**

A laugh a minute . . . At last the fisherman can tell a "true" story when he uses the new

Honest Fish Rule

FRONT

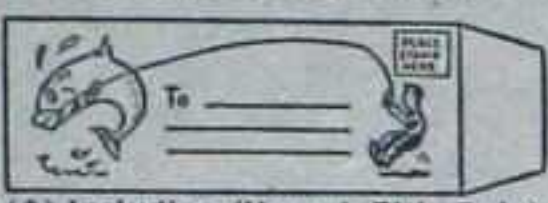
BACK

Made of the very finest stretchiest rubber obtainable. Guaranteed to measure any fish to champion length, or to fit the fish to your story. Millions of fishermen waiting to buy this "Souvenir Honest Fish Rule."

UNIQUE SOUVENIR MAILING ENVELOPE PACKAGE



Retail 75¢ to 50¢
Gift, Resorts, Souvenir, Novelty Stores
Your cost only 12 1/2¢ in gross lots or \$18.00 sample order, 2 doz., \$3.60 cash



(A) Including "Honest Fish Rule"
(B) Fishomatics—a new scientific method for measuring all fish
(C) Souvenir Greeting Gift Card—with ample space to write "Tall Fish Stories."

BEHOLD THE FISHERMAN!
Mighty Are His Preparations.
No Good Fish Is at Home, and When the Day Is Over—He Knows
AND THE TRUTH IS NOT IN HIM!

ORDER NOW!

**HAVE YOU SEEN HER??
"The Wiggling Mermaid"**

*She Attracts both Men and Fish!
She Wiggles—She Twists*

Guaranteed to catch "fish." Beautifully packed in cellophane top display box, reclining on an eye-catching couch of white. Her pink body and golden tail will tell you she is used to having her own way.

Retails \$1.25 everywhere.
Your price only 75¢ each dozen lots.
Sample, \$1.25 Cash.

TERMS: 25% deposit, balance C.O.D. F.O.B. Chicago. Send cash in full and we pay postage.

H. MEINHARDT & CO.

4138 N. Sheridan Rd.
Chicago, Illinois

These Items Are Hot!!



SEMI-AUTOMATIC PISTOL LIGHTER

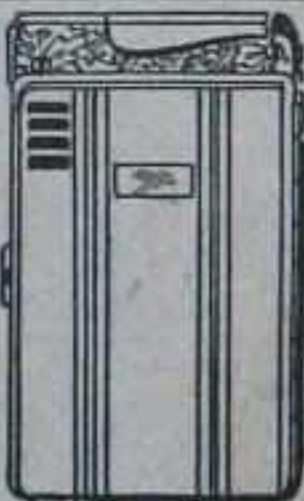
Flashy, chrome finished pistol lighter with black bakelite handles. Detachable base for table or purse. Individually boxed. The semi-automatic lighter that your customers are asking for!

\$10.80 Doz. in Gross Lots

COMBINATION CIGARETTE CASE & LIGHTER

Automatic lighter is contained in beautiful all chrome finish case that holds 12 cigarettes. Size 3 3/4" x 2 1/4" x 1/2". Individually packed. A best-selling number!

NO SAMPLES. 25% DEPOSIT, BAL. C.O.D. **\$13.20** Doz. in Gross Lots
OPEN TERMS TO RATED ACCOUNTS.



FEDERAL MDSE. CORP., 875 Broadway, New York, N.Y.

**THIS LITTLE MUG
PACKS A REAL WALLOP!**

An Item That Sells Itself

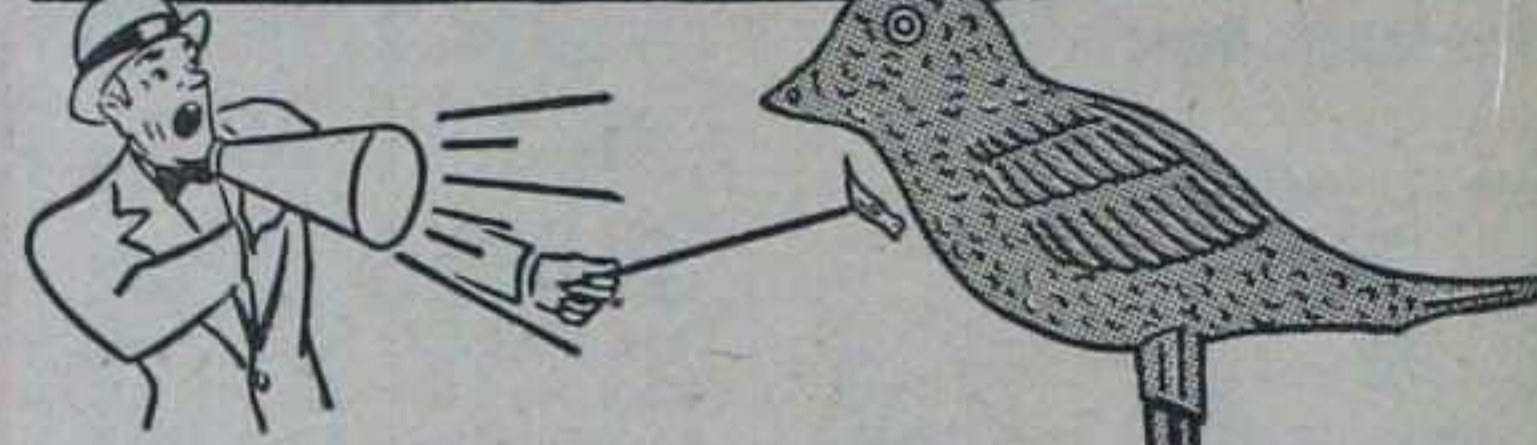
Outstanding Miniature Beer Mugs With Assorted Ceramic Decal Designs
Write on letterhead for complete catalogue and price list!

BILL'S SPECIALTY MFG. CO.
433 N. 2nd ST. MILWAUKEE, WIS.

22 carat gold trim

**ANOTHER NORCO FIRST
is Sweeping the Country!**

The Sensational New Pliable All-Plastic
NORCO SWAGGER STICK



**THE HOTTEST SELLING FAIR AND
CARNIVAL ITEM IN 20 YEARS!**

NORCO Swagger Sticks are made of the new Rubber Plastic Material that's flexible, pliable and colorful. They're practically unbreakable and absolutely safe for children, no matter how strenuously they may play. The shaft features a ribbed red rubber handle and a gilt finish bead wrist chain. Handsomely styled and finished in traditional NORCO QUALITY. Available in 3 popular colors: Amber, Red and Blue. Has instant appeal to youngsters and adults alike.

Show 'Em and Sell 'Em



SWING IT! SPIN IT! FLEX IT!

SELLS ON SIGHT, SEVERAL AT A TIME! They're entirely new and different and priced to give you fast profitable sales action!

Low priced at only 49c each retail. Be first to feature NORCO Swagger Sticks and get your share of the BIG PROFITS!

\$33.00 per gross

Minimum order 1 gross

Cash in Now! Be First! Order Today!

Terms: Prices F.O.B. Bridgeport. 25% deposit with order, balance C.O.D. No C.O.D.'s less than \$10.00

**THE ORIGINAL — THE PATENTED
NORCO BIRD**

With suction cup and tube for 3 way mounting anywhere on car or aerial

Precision made of LUSTRON sparkling transparent Polystyrene with genuine head and tail feathers. Available in Red, Yellow and Blue with contrasting feathers. Packed 12 to a box, nested for protection. 1 gross to a shipping carton assorted colors.

No. 110A
NORCO BIRD
\$15.84 per gross
Minimum order 1 gross

Jobbers, Distributors write today for Quantity Prices!

NORCO OF BRIDGEPORT INC.

303 Housatonic Avenue
Bridgeport, Connecticut

Only
49¢

Retail

LENGTH
17 Inches

ITEM No. 275

JOBBERs — Here They Are!

3 TERRIFIC FAST-PROFIT ITEMS 3

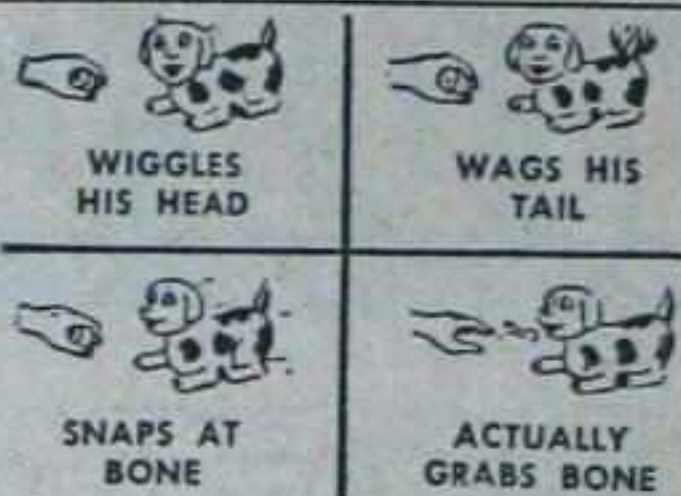
"SNAPPY"

the Magic Pup with the Magic Bone!



NO SWITCHES
NO HIDDEN BATTERIES
NO SPRINGS OR WINDING

"SNAPPY" IS BIG!
5" Long—4½" High



"SNAPPY'S"

DOG HOUSE BOX
• Swinging door
• Shiny green roof
• Wood-like panel sides



\$7.20 per doz.

Pepo

MONKEY HAND PUPPET

Tremendous demonstrator item... Plenty of sales appeal. Colorful costumes of sturdy material. Molded hand-painted head.

ACT FAST! BE FIRST!

\$2.88 per doz.



Goofy GOLF BALLS

A riot on a golf-course... They explode on the drive... they zig-zag and jump around on the green. Can't be told from a real golf-ball. Sales are terrific!

\$1.44 per doz.

TERMS: Credit to Rated Firms; Unrated Firms, 25% Deposit With Order. Balance C. O. D., F. O. B. Chicago.

Order at Once From Your Jobber or Direct. All Prices F. O. B. Chicago.

THE TARRSON CO. 540 LAKE SHORE DRIVE CHICAGO 11, ILLINOIS

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 128)

TOLEDO COTTON CANDY MACHINE—EXTRA wire, 3,000 papers; purchased last August; used twice; good condition, \$200; no trades. John Oumedian, 578 Stocking, Grand Rapids, Mich.

AUTOMOBILES AND TRUCKS—EXTRA QUALITY reconditioned cars and trucks at low prices, f.o.b. Rantoul; national set-up for easy credit; write us about your transportation needs. Rogers Chevrolet Company, Box 97, Rantoul, Ill. jy8

BASEBALL MACHINES FOR BAT-EM-BALL games; two all automatic air pitchers used only for demonstrating by manufacturer, \$325 each; first call will get them. Moe and Moe, 2930 Sacramento St., San Francisco, Calif.

BIG BARGAIN SALE—USED 16MM. SOUND films. Features, Panoram Soundies, Shorts of every description. Free list. Gaines "Sixteen" Films, 638 Addison, Chicago 13, Ill.

CHAIR-O-PLANE—SMITH MAKE; 24 SEATS, Leroy motor, A-1 shape, \$1,200. J. B. Aley, 5951 Branch Ave. S.E., Washington 20, D. C.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave., Chicago. je24

COMPLETE FLYING ACT—RIGGINGS, TRAMPOLINES, circus apparatus, trapeze, bars, gym equipment, tumbling mats. Carl Sahlen, 727 Sweetder Ave., Evansville, Ind.

COTTON CANDY TRAILER—LITTLE BEAUTY, 5x8; low counters, built-in cabinets, fluorescent lights, Nashville machine, rheostat, voltage booster; used five months, \$785. 219 W. Eleventh, Houston, Tex.

CRETORS STAR, LONG-EAKINS POPPERS, Peanut Roasters, Geared Kettles, Copper Caramel, Candy Kettles, Gasoline, Bottled Gas Equipment Northside Co. Indianola Iowa. iy22

CRIME SHOW, ARMORED CAR, LINCOLN seven passenger sedan, bullet proof glass, armored plated thruout; top, front, P-A. set, ready to go; A-1 condition. Harris Johnson, 283 Grove St., St. Paul, Minn.

FOR SALE — RETIRED SCHOOL BUS; 20 passenger or as is, converted to mobile home; Chevrolet with 1941 engine, all o.k., \$600. C. H. Hanson Stockton, Ill.

FOR SALE—TRAILER, 6' 5"x12; TRAILER concession, homemade ice grinder and some supplies, hot-dog warmer. Box 71X, Leba, Kan.

FOR SALE—COSTUMES, WHITE SATIN, CIRCULAR Skirts, used once, \$5 each or \$75 for 30; 10 foot diameter Goodyear advertising balloon. Lee Co., 934 N. Lancaster, Dallas, Tex.

FOR SALE — FREAKS, ODDITIES, HUMAN and animal, real; also wax, papier mache; wood carvings, death masks, drapes, etc. Write A. E. Beasley, 14820 Euclid, Cleveland, O.

FOR SALE—TANGLEY CALLIOPE, RESTORED to A-1 condition; new keyboard with blower and 110V electric motor. Lee Co., 934 N. Lancaster, Dallas, Tex.

FOR SALE—ELECTRIC PIANOS, JUKE BOX type, rebuilt to A-1 condition; cabinets refinished. Lee Co., 934 N. Lancaster, Dallas Tex.

FOR SALE—SEMI-TRAILER SLEEPER BUS. Sleeps eleven; separate lounge; fully equipped; excellent condition; reasonable. Hank Winder, 8333 Cass St., Omaha, Neb. jy1

FOR SALE—ALMOST NEW, LONG RANGE Shooting Gallery, 7x7, moving targets; one Short Range Gallery, one Cat Hack and Cats, 4 Nickel Guns and other items; come after them. Playland Arcade, 13 East Market, Huntington, Ind.

FREE 16MM. SOUND SHORT WITH EVERY feature bought; big lists. Motion Pictures, Box #23, Hagerstown, Md.

"GUESS YOUR AGE" CONCESSION — PIN Hinge Frame and Stock Box, newly painted; complete, ready to work; all light globes; dandy amplifier speaker, with mike on adjustable stand, bargain, \$150; come and get it. Geo. F. Clark, 4321 So. Michigan, South Bend, Ind.

HORSES—36" NEW, ALUMINUM; UNPAINTED; suitable Kiddie Ride, \$32 each. M. Hargrove, 915 Pearl St., Camden, N. J.

HOUSECAR—CUSTOM BUILT FOR COUPLE traveling with four small children; fully equipped for safe, convenient, comfortable living; only 8,500 miles on rebuilt motor; 10 miles per gallon. Prenn, 1901 Eldora St., Lemongrove Calif.

KHAKI TENT—TWENTY BY FORTY. USED twice; poles, side walls, complete. Walter Wilcox, 10 Towbridge Lane, Wharton, N. J.

KIDDIE FIRE TRUCK—RIDE 14 PASSENGERS. All steel body; Willie's jeep-powered; no set up or tear down, \$1,500. Bob Desmarais, 21 Balcom St., Nashua, N. H.

LORD'S PRAYER PENNY MACHINES, \$425; samples, work and illustrated details, 25¢ L. P. Engravers, 705 S. E. 28th Ave., Portland 15, Ore. jy1

NEW ONAN 115 VOLT A.C. LIGHT PLANT—350-watts, self-starter, with tools, extras, only \$75, cost \$142. Geo. McLain, Box 875, Corpus Christi, Tex.

PENNY PITCH BOARDS, SNOWBALL MACHINES, High Strikers, Cork Gallery, Baseballs, Bottles. Z. B. Cox, Box 58, West Chesterfield, N. H.

(Continued on page 130b)

Double Your Money! BOXED CANNON TOWELS IN SETS—HAND PRINTED

4-Piece Turkish Towel Set
#4R—Roses Design
CANNON TOWELS
2 Hand Towels
2 Wash Cloths



3-Piece Turkish Towel Set
#3F—Flamingo Design
CANNON TOWEL
1 Bath Towel
1 Hand Towel
1 Wash Cloth



Other 4-Piece Styles:
#4F—Flamingo Design
#4S—Swan Design
#4R—Roses Design
#4M—Mr. & Mrs. His & Hers

Other 3-Piece Styles:
#3F—Flamingo Design
#3S—Swan Design
#3R—Roses Design

Ideal for Premiums and Fast Re-Sale Merchandise

Comes in five colors, fine first quality Cannon Towels, in beautiful multi-colored washable designs in flashy cellophane window gift boxes.

PRICED \$21.00 per dozen sets. SMALLEST sample order 1 DOZEN SETS. Retail for \$3.98 per set.

25% deposit, balance C. O. D., F. O. B. New York City. Order today from: GEORGE ESSES & CO., 303 Fifth Ave., New York 16, N. Y.

CONCESSIONAIRES, WELCOME!

You are cordially invited to come in and view the

Largest Display of Glassware for Carnivals, Promotions, etc., under one roof.

Shipments made within 24 hours from date of order.

Write for our illustrated circular.
The Sendar Company
127 4th Ave. N. Y. C.
GRamercy 7-4200

!!! IT'S NEW!!! IT'S TERRIFIC!!!

14-K GOLD PLATE Beautiful Finish \$4.50 DOZ.



NO. 877 Heavy mounting... hand set, sparkling faceted imported 1-ct. stone. It's a gem and a beauty. Deposit with all C. O. D. orders. Please state your business.

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49 Westminster Street, Providence, R.

PAPERMEN

First class papermen can get one of the best deals out on a farm publication which covers all Southern States. Write

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ATTENTION

CONCESSIONAIRES—PITCHMEN—AUCTIONEERS

Squirt Watches, Gr.	\$ 3.75	Wood Boat with Plastic Sail, Gr.	\$ 3.50
Rubber Inflated Animals, Gr.	8.00	Donkey Games, Gr.	4.00
Charms, 10 on Card	7.50	#315 Balloons, Asst. Colors, Gr.80
Rubber Holster and Gun, Gr.	8.00	#524 Balloons, Asst. Colors, Gr.	1.45
Plastic Police Whistle, Gr.	3.50	#12 Balloons, Asst. Colors, Gr.	1.45
Nylon Tooth Brushes, Gr.	8.00	Flying Wings, Gr.	4.50
Novelty Key Chain, Gr.	2.85	1 1/2" Sponge Balls, Gr.	3.00
Plastic Daggers, Gr.	4.50	Miniature Plastic Piano Cigarette Box, \$3.00 Dz., Gr.	28.80
Rubber Cigar Squirt, Gr.	3.25	Plastic Shears, Gr.	4.00
Mech Penguins, \$1.00 Dz., Gr.	10.80	Hopalong Badges, Gr.	8.00
Feather Dolls, \$1.50 Dz., Gr. Pkgs.	16.00	59¢ Ladies' Sunglasses, Dz.	1.80
Pin-Up Pictures, 6 to pkg.	7.20	Army & Navy Needle Books, Gr.	3.25
Men's Heavy Pocket Combs, Gr.	3.00	Pedaling Pete Action Toy, close-out indiv. box, \$1.75 Dz., Gr.	18.00
Clip Heavy Pocket Combs, Gr.	3.00	Miniature Coolie Hat, Gr.	3.60
2 Dolls in Rocker, Gr. Sets.	7.50	Leather Holster & Buffalo Bill Repeating Cap Gun, Dz.	9.00
Monkey On Ladder, Gr.	7.80	Hoping Herman, Gr.	9.00
5 Pcs. Asst. Autos on Card, Gr.	8.00		
Jacks & Balls Sets, Gr.	7.50		
Baby Rattles, Gr.	7.20		

25% Deposit With Order, Balance C.O.D. Include Postage with all Orders.

AGCO DISTRIBUTORS, 503 N. SECOND STREET, PHILADELPHIA, PA.
Write for price list of other special items.

BIG PROFITS WITH COSTUME JEWELRY SETS SALESBOARDS — AUCTIONEERS — SEASHORE STORES LA RACHELLE JEWELS

WE MANUFACTURE the most beautiful popular priced three-piece Neck, Bracelet and Earring Set in 14K gold plated and rhodium finishes, set with crystal and colored rhinestones.

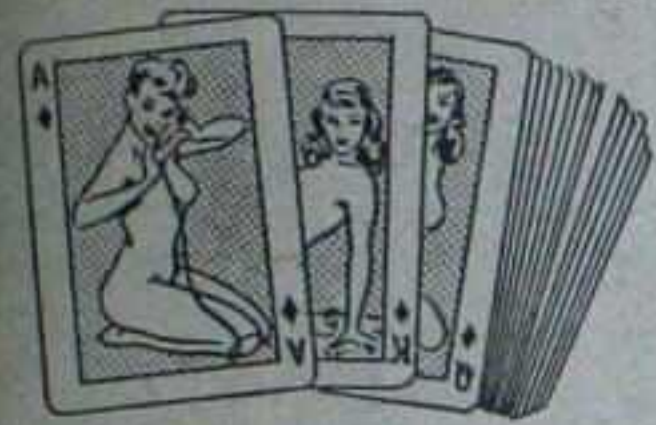
ALL our sets are put up in beautiful plush, satin lined jewel boxes, price tagged for good profits. Our prices range from \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00 per set complete. We have about 25 different numbers.

We don't have a catalog. Send for a sample dozen sets. We will take back any sample sets not desirable in exchange for others.

25% Deposit With All Orders.
JAY HOLTZ COMPANY 133 Fifth Ave., New York, N. Y.

NEW LOW PRICES!!

"THE WOLF PACK"



Regulation size playing cards featuring fifty-two exciting art studies of gorgeous models in full color!

\$11.25 DOZ. PACKS
SAMPLE PACK, \$1.25

LARGE BLACK HANDLE PISTOL LIGHTER



\$10.80
DOZ.

"Original 3 pc. Kimco Pen Sets, beautifully boxed with \$7.50 gold embossed price tag. All sets fully guaranteed.

\$43.80 GR.
\$4.00 DOZ.

\$19.80 Gr.

ITCHY DOGS

CAMERA LITER	\$8.40	DOZ.;	\$96.00	GR.
50L HOPALONG CASSIDY BUTTONS	\$3.00	PER C;	\$25.00	PER M
70L HOPALONG CASSIDY BUTTONS	\$5.00	PER C;	\$48.00	PER M
ALL GOLD PLATED PEN SET	\$5.50	Dz.	\$63.00	Gr.
4-piece Pen & Knife Set	5.75	Dz.	66.00	Gr.
5-way Pen Set w/lighter & flashlight	8.50	Dz.	96.00	Gr.
4-pc. All Gold Plated Pen & Flashlite Set	8.25	Dz.	96.00	Gr.
JUMPING FUR DOGS			22.50	Gr.
SWISS WARBLERS			.75	Gr.
24" MOTTLE BEACH BALLS	3.00	Dz.	30.00	Gr.
SILK PARASOLS, 20"	3.75	Dz.	43.20	Gr.
SILK PARASOLS, 23"	4.75	Dz.	54.00	Gr.
SILK PARASOLS, 26"	6.00	Dz.	66.00	Gr.
SILK PARASOLS, 30"	7.00	Dz.	81.00	Gr.
PAPER PARASOLS, 18"	.80	Dz.	9.00	Gr.
PAPER PARASOLS, 20"	1.10	Dz.	12.00	Gr.
PAPER PARASOLS, 24"	1.75	Dz.	19.80	Gr.
PAPER PARASOLS, 30"	2.25	Dz.	25.80	Gr.
SILVER AIRSHIP PKG.	.80	Dz.	9.00	Gr.
SILVER AIRSHIP WORKERS	6.00	Dz.		
AMERICAN STAPLED BIRDS	.70	Dz.	7.50	Gr.
Celluloid Bobby Birds	.70	Dz.	7.50	Gr.
24 Dart Balloons	.60	Gr.		

KIM & CIOFFI

1950 FREE CATALOG NOW READY. WRITE FOR SAME
912 Arch St., Philadelphia 7, Pa.
MArket 7-2283

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Triple-Action Profit-Makers

from

JAY-KAYE PRODUCTS

EYE CATCHING HORSE LAMP



Beautiful bronze-finished Western saddle horse 5 1/2" high, mounted on 5 1/2" embossed base with a 9" plastic silk shade, cellophane covered. Stands 20" high.

\$2.95 EA.
DOZ. LOTS

SAMPLE, \$3.50

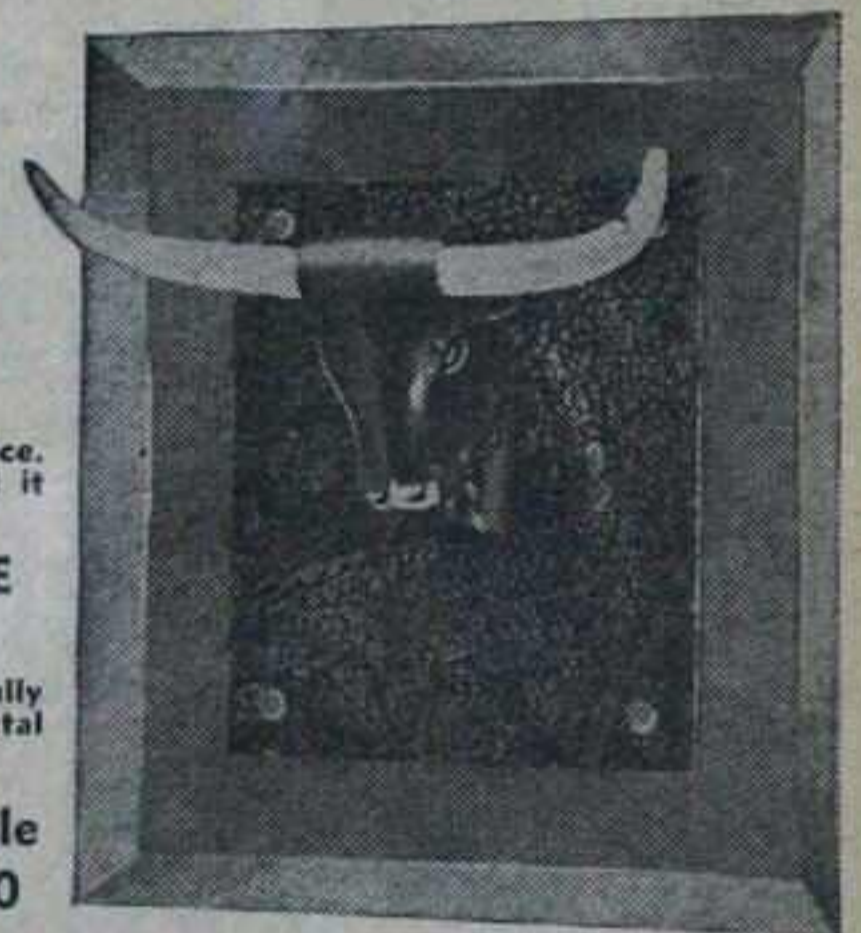
STEER HEAD PLAQUE

A Sensational Item for home or office. You can hang it on the wall or stand it on your desk . . .

HORNS, EYE AND NOSE LIGHT-UP!

High lustre metal brass base. Beautifully grained leatherette background. Metal head. Plaque measures 8"x12".

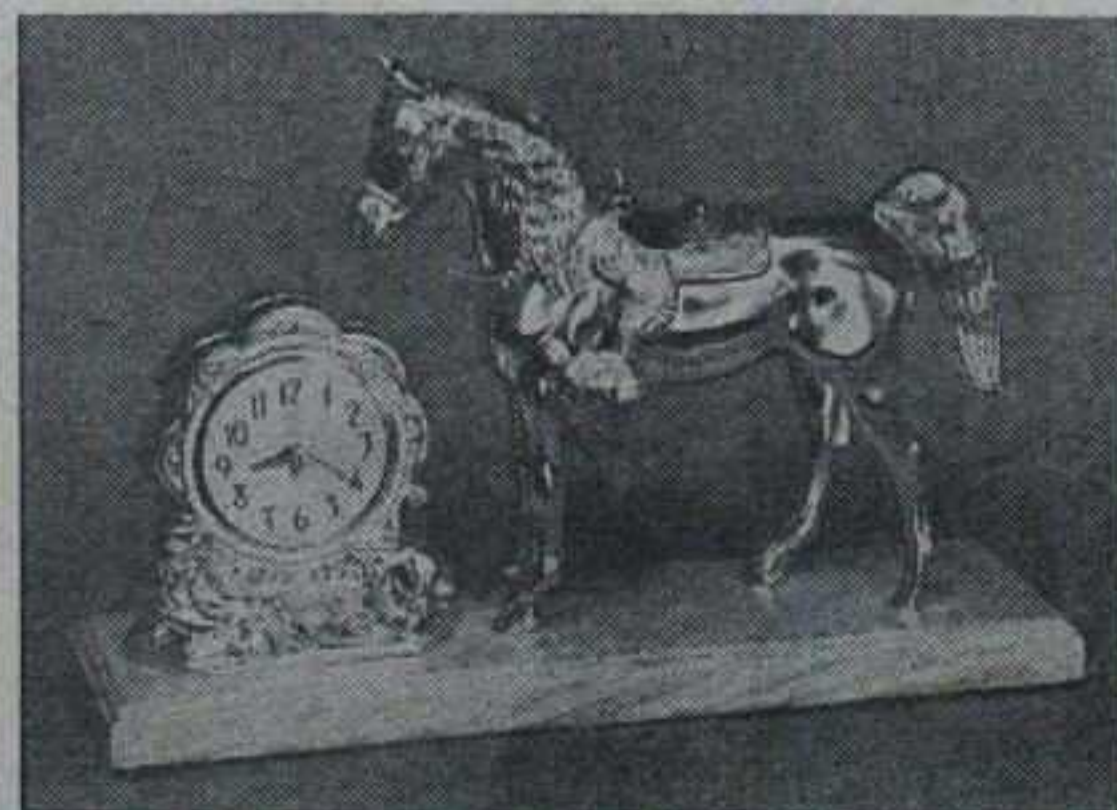
\$2.95 Ea. Doz. Sample
Lots \$3.50



#711 BL
NOW ONLY
\$4.95 Ea.
DOZ. LOTS

Sample \$5.50

LARGE
WESTERN
HORSE
10 1/2"



With genuine WESTERN CLOCK. Case with original Western trim. All-metal, beautiful hand-buffed bronze finish. Hand-rubbed mahogany finish wood base. Dependable GUARANTEED AC Electric Clock Motor UL Approved.

WRITE FOR NEW
COLOR
CATALOGUE

SHOWING THE FINEST,
CHEAPEST LINE OF FAST
SELLING ITEMS IN THE
COUNTRY.

RUSH YOUR ORDERS TODAY

Terms: 25% deposit, balance C. O. D., F. O. B. Chicago for resale only—if not for resale, add Federal Tax.

JAY-KAYE PRODUCTS CO.

1835 MILWAUKEE AVE., CHICAGO 47, ILL.
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The "ADMIRAL" SPORTSTER!

Hat Sensation of the Year!



PERFECT FOR BOTH
MEN AND WOMEN

IDEAL FOR

DRIVING — BOATING — ALL SPORTS

- COOL MESH SIDES (the last word in comfort)
- RUGGED TWILL CONSTRUCTION
- ALL TAPED SEAMS
- HEAVY LEATHERETTE SWEATBAND

A long, practical visor—the underside lined with green twill for additional eye-protection.

PACKING: 1 dozen assorted sizes of ONE COLOR to the carton. NO SPLIT CARTONS. Specify colors wanted.

SAMPLE—75¢ postpaid

Terms: 25% deposit with order, bal. C.O.D., F.O.B. New York.

PARKSMITH CORPORATION 250 Fourth Avenue
New York 3, N. Y.

Put \$2.00 on the Winner!!!

Send for Sample Portfolio Containing
4 HOLLYWOOD PICTURE HOLDERS

Cellophane construction, self-hanging, no nails or tacks required. Gives a salon display touch to pictures—won't mar walls, and

15 ASSTD. PIN-UP PICTURES

11 are approx. 8x10"; rest 4x6". Gorgeous beauties, wonderful for cottages, cabins, resorts, bars, restaurants, recreation rooms, etc.

Complete portfolio—4 Hollywood Holders & 15 Pictures, only \$2.00. Remit with order. No C.O.D.'s.

PERMA PRODUCTS CO.

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MOOLA MAKERS
FOR PITCHMEN
& AUCTIONEERS

Marbellized lamps with flashy swirls and others from \$1.80.

For samples and info. write factory direct. Write for catalog A-112.

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VOLKAN

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TELEVISION MECHANICAL PENCIL



NEW LOW PRICES
PUSH BUTTON & SEE TWO SENSATIONAL GIRLS

ASSORTED PICTURES TO EACH 1 DOZEN PACKAGE

Original Manufacturers
CORDELL PRODUCTS, Inc.
784 Southern Blvd., N. Y. 55, N. Y.
Phone: DAYton 8-0783

FOR SALE—SECOND-HAND SHOW PROPERTY

(Continued from page 130)

POPCORN MACHINE—SUPER STAR, Theater model, \$20; hour cap.; A-1 bargain. Popcorn, 334 Ohio Ave., Jeffersonville, Ind.

REFRESHMENT BUS—8'x24'; CONTAINS 43" grill, Frigidaire, built-in cabinets, running water, bottle gas; 2500-watt, 110 A.C. power plant and p.a. system; ideal for carnivals, circuses and fairs. Doug Cavanaugh, 277 N. Main St., Phillipsburg, N. J.

SCENERY, TRUNKS, POLES, MASKINGS, Ropes, Spots, Stakes, Puller, Wiring, Tents, other equipment; state what wanted. Ludwig, Carroll, Iowa.

SEE OUR ADV. IN THE GENERAL OUTDOOR section this issue. Name your machine and price wanted. All types of equipment handled. Beverator Co., Cambridge, O.

STAR COMBINATION PEANUT ROASTER AND Display Warmer, like new, \$125; bottled gas burners, gasoline burners, tanks, factory rebuilt gasoline mantle lanterns, \$3.50 each. Write for prices. Northside Co., 509 E. 4th, Indianola Iowa.

TENT—80x200, NYLON; 6 YEARS OLD; NO poles, no sidewalls; asking \$2,000. Bennie, 200 Main St., Windsor Locks, Conn.

THEATER SEATS—MANLY RECONDITIONED Folding Chairs, Tents, Film Projectors, Slide-wall, Screens. Lone Star Film Co., Dallas, Tex.

UNASSEMBLED LONG RANGE GALLERY—Spinner targets, 8 bullseye, row of moving ducks, motor, loading tubes, 2 guns, sides, background angle iron; \$500. Barney, 4505 Clark St., Anderson, Ind.

WHITE SCHOOL BUS—37 PASSENGER, Carpenter body, 8.25x20; dual wheels; information. "Secor's," Bradenton Beach, Fla.

4 WHEEL TRAILER, SET OF OUTDOOR scenery and lights, ready to go; will sell cheap. Box C-138, Billboard, Cincinnati, O. jy8

7 TUB TILT, 8 TUB WHIP—WILL ACCEPT Flying Skooter, Looper, Spitfire in trade. Ph. 39231. Evansville, Ind.

8'x8' SHOOTING GALLERY—MOVING targets with standards for quick set-up. William Adler, 623 E. 22, Spokane, Wash.

16MM. SOUND FILMS FOR RENT AND SALE. Roadshow releases available. Rogers Films, Box 26, E. Atlanta, Ga. jy15

30x60 FLAMEPROOF TENT, SQUARE ENDS, first class condition, stored Iowa. James Heron, c/o Billboard office, St. Louis.

.5MM. SOUND FEATURES, SERIALS AND Shorts; bought, sold, rented, exchanged; listings. Oakley Films, 242 Kontner, Nelsonville, O.

INSTRUCTIONS BOOKS & CARTOONS

BOOKS: POPULAR, VITAL, QUESTIONS— Subjects; Health, Medicine, Diet, Sexology; 3 different, \$1; sample, 35¢; list free. Mesa, Box 55-E, New York 19.

IMPORTANT PATENT NOTICE REGARDING MASTERCRAFTERS "SWINGING GIRL" AND "SWINGTIME" CLOCKS

We are pleased to announce the issuance to us by the United States Patent Office, on May 9, 1950, of United States Letters Patent No. 2,507,026, under which our "SWINGING GIRL" and "SWINGTIME" Clocks are being manufactured and sold.

An infringing imitation of our patented "SWINGING GIRL" and "SWINGTIME" Clocks has been advertised and offered for sale on the market. Under the patent law, those who sell, as well as those who manufacture, articles that are covered by a patent are infringers and may be held liable for infringement of such patent.

This notice is to serve as a warning that it is our intention to vigorously prosecute all infringers, whether they be manufacturers, distributors, dealers or retailers.

MASTERCRAFTERS CLOCK & RADIO COMPANY
216 N. Clinton Street, Chicago 6, Ill.

OUR NEW 1950 PRICE LIST IS JUST OUT
SLUM • BINGO MERCHANDISE • PREMIUMS • BALLOONS
CARNIVAL SUPPLIES • NOVELTIES • WATCHES

M. A. SINGER CO.
207 HENRY STREET, DEPT. B, DALLAS, TEXAS

BY GEORGE—PEPPY JOKES, WISE CRACKS, Band Novelties, Anecdote, Patter, Dialogs. George's Bulletin, \$1, McHenry, Ill.

CARTOONS—THE KIND YOU'LL LIKE; SAM- ples 25¢ Verret, Raceland, La.

RATIONAL TREATISE ON SINGING WITH facts Available nowhere else; now out; mailed for \$1. O. L. Veien, 809 Bradley Pl., Chicago, Ill.

SWING PIANO BY MAIL—30 SELF-TEACHING lessons \$3; over 50 publications, classical and popular; order boprhythmology new pop piano solo, \$1; new work. Write for list. Phil Breton Publications, P. O. Box 1402, Omaha 8, Neb.

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AAAAA WHOLESALE TRICK CATALOG, 10¢— Joker's Novelties, Magic, fast-selling Specialties! (Pitchmen's Headquarters.) Arlane Mfg. Co., 4462-B Germantown, Pa. jy8

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch; each unit less than pound, easily concealed; brochure, specification, price. Write Nelson Enterprises, 336-B S. High, Columbus, O. jy15

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GUY STANLEY'S MAGIC, BOOKS, MAGA- zines, new Ghost Show; list upon request. Emily Stanley, Utica, Mich. Phone 7-4011.

LEARN PROFESSIONAL FIRE EATING, IRON Tongue Act; Clown, Gags, Torture Acts, etc. Manly, 200 South Ave., Fifty-Six, Los Angeles 42, Calif.

NEW #22 CATALOG MINDREADING, MEN- talism, Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books; 164-page illustrated catalog, 30¢; wholesale. Nelson Enterprises, 336-B S. High, Columbus, O. jy15

OVER 150 NEW MAGIC TRICKS AND BOOKS in our new Catalog of Card, Cigarette, Coin, Comedy, Handkerchief, Pocket, Parlor and Stage Tricks. Send 10¢ for this new Catalog and sample copy of a magic monthly. Also free Joke Lists upon request. Eagle Magic Factory, 606-B Third Ave., S., Minneapolis 2, Minn.

RADIOPHONE — NEW TYPE, \$150; SPOOK Show, Spirit Cabinet, Buried Alive Coffin, Talking Tea Kettle, Talking Skull, Black Art Effects; Cremation Illusion, \$150. London Shoppe, 3439 Michigan Ave., Chicago 16, Ill.

THAYERS BEAUTIFUL SPIRIT PAINTINGS Illusion, other Illusions; send stamp for details. Pelkin, 2903 Holt Rd., Indianapolis, Ind.

TRUNK OF MAGIC, TABLES, \$100; CREMA- tion Illusion, \$100; Escape Trunk, \$75. Elsie McQuillins, Library, Pa.

VENTRILOQUIAL (\$45 UP); PUNCH FIGURES, \$12 each dressed; Wigs, Eyes, Acts, etc. Spencer, 3240 Columbia 7, Minneapolis, Minn. je24

WHITE DOVES, \$5 PR.; THURSTON'S ASRA Levitation Method, cost \$25; sell \$10; used magic. La Wain, 522 South 5th St., Monmouth, Ill.

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures; catalog 10¢. Balda, The Lightning Cartoonist, Oshkosh, Wis. jy8

AMAZING OFFER!

The Greatest Promotional Watch Ever Developed!

The New **LOWILL**

7 Jewel Only \$9.95
Retail as high as \$39.50.

17 JEWEL—\$12.95
Retail as high as \$49.50

Beautiful Hand Set Rhinestone Case — Rhodium Finish. Lavishly boxed with retail price tag. Finest movement — Guaranteed for 1 year!

25% with order—balance C. O. D.

BUY AT WHOLESALE PRICES AND SAVE!

FREE — NEW WHOLESALE CATALOG OF BIG-PROFIT ITEMS.

LOUIS PERLOFF
WHOLESALE JEWELERS
DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.

Cash In on the Newest Item Offered!

LIFETIME—GUARANTEED ALUMINUM (Not Steel) **VENETIAN BLINDS**

All sizes — light-weight — self-leveling — rustproof — white or eggshell—LOWEST PRICE IN U. S. YOU CAN UNDERSELL THE STORES & MAKE A GREATER PROFIT!

23" to 36", 56" long ... \$3.20
23" to 36", 64" long ... 3.60
23" to 36", 72" long ... 3.80
25% Dep., Bal. C.O.D. F.O.B. N. Y.

IMMEDIATE DELIVERY.

DEALER ORDERS INVITED!

Send for complete sales kit and sample of any size today—\$4.00 postpaid.

BERLEE MFG. CO.
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EYECATCHING SUN CAP

that sells on sight. A natural seller for crew hat operators and concessionaires. "FLORIDA SPORT CAP" with swing-down sunglasses and ventilating hair screen. On hot, sunny days the cap protects eyes, permits easy perspiration. Sunglasses flip down or stay up, are comfortable even over glasses. Ideal for all sport and sight-seeing activities at the seashore, park, carnival, fair, hotel, etc. Also useful for farm, factory, driving, shopping, etc. Makes a beautiful prize! Styled to be bought by the entire family. In good cotton twill; all colors are with contrasting white cotton screen and white silken bow. Sweat band, taped seams. Choice of children's or adults' sizes.

PRICES ARE BORN HERE!
\$9.00 per doz. (Retailing in New York at \$1.95 each.)
\$100 per gross.

Shipped within 4 days of receipt of order. 25% Deposit, Balance C. O. D.

PRINCESS CHARMING FASHIONS
799 Broadway New York 3, N. Y.
GR 3-8013—CO 7-8421

Have you read our ad on page 132

JOKES—TRICKS NOVELTIES TOYS PARTY FAVORS

5% discount for orders over \$50.00. Write for Catalog. Doz. Gro.

Goofy Golf Ball	1.50	\$16.20
Tie Flipper (indiv. boxed)	3.50	40.80
Gory Finger (indiv. boxed)	1.60	18.00
Tooth and Pick (indiv. boxed)	.80	9.00
Color Changing Handkerchief	7.20	81.00
Art Model Key Chain	.80	9.00
Half Potty Key Chain	.60	6.00
Peek a Boo Key Chain	1.10	12.00
Tang Chewing Gum	.65	7.20
Venus Salt-Pepper Shakers	4.25	48.60
Petty Girl Tumblers	3.30	38.40
Magic Drawer Box	2.25	24.00
Coin Slide (in envelope)	.90	10.20
Squirting Quarter (carded)	1.20	12.00
Squirting Camera	.60	6.00
Dribble Water Glass, Box	2.25	24.00
i-20 Puzzle Key Chain	3.00	34.00
Lamp Shape Lighter	16.00	
Camera-Lighter, Tripod	10.80	
Tiny Lighter Key Chain	5.40	62.40
Novelty Be-Pop Pipe	.65	7.20
Candid Camera, Box	7.20	81.00

Minimum Order, \$5.00.
25% Deposit, Balance C. O. D.
GORDON MFG. CORP. 110 E. 23 St. New York 10

NEW—DIFFERENT—SENSATIONAL HOT ITEM

Send 25¢ for sample. **MONEY REFUNDED** IF NOT SATISFIED on This New Item.

Rubber Masks, Full Face	\$ 5.00 Doz.
Lg. Nationality Doll, 30 In.	40.00 Doz.
Noli Musical Bowling Ball Bar	60.00 Doz.
Musical Bowling Ball Bar	8.00 Ea.
Hurricane Lamps, Clear & Ruby	2.50 Pair
Wolf Pack	11.25 Doz.
Slot Machine Dice Game	4.95 Doz.
Canasta Dice Game	4.95 Doz.
Dice Fun Game	4.95 Doz.

Send for Catalog.
25% Deposit—Balance C. O. D.
OPEN SUNDAYS—9 to 3
NATE'S SALES CO.
1354 So. Halsted St. Chicago 7, Illinois

Two Complete BINGO SETUPS
96 and 60 Seats

Used only one month. Seats by Plyline, Los Angeles, have coil springs with foam rubber covered with wine and green freize. Chrome bases. Counters dismantle into 12-foot sections. Seats, \$17.50 each; Counter, \$5.00 per foot; Flash Boards, \$200.00.

DICK GRAVES
Phones 544-W or 6469
Idaho Bldg. Boise, Idaho

BEST BUYS IN IDENTS
AS ALWAYS **WHITE & GOLD PLATE**

FROM \$2.25 DOZ. \$24.60 GR.

Selection of 13 best selling numbers in popular price range. Includes Men's, Ladies' and Children's styles. Prepaid \$2.50, or sent C.O.D. Write for ident price list.

SLOAN JEWELRY CO.
41 Fulton St. N. Y. C. 7, N. Y.

NYLONS
Ladies'—Men's

PRICES \$1.50 TO \$10.00 DOZ.

51 and 54 gauges. We guarantee satisfaction or money refunded.

Warren Hosiery Mills
2400 Dayton Blvd. Chattanooga 5, Tenn.

EXPANSION SALE

We are clearing our stocks to make room for workmen. Extra savings are yours.

Men's and Ladies' Nationally FAMOUS WATCHES
★ ELGIN ★ BENRUS ★ GRUEN
★ BULOVA ★ WALTHAM

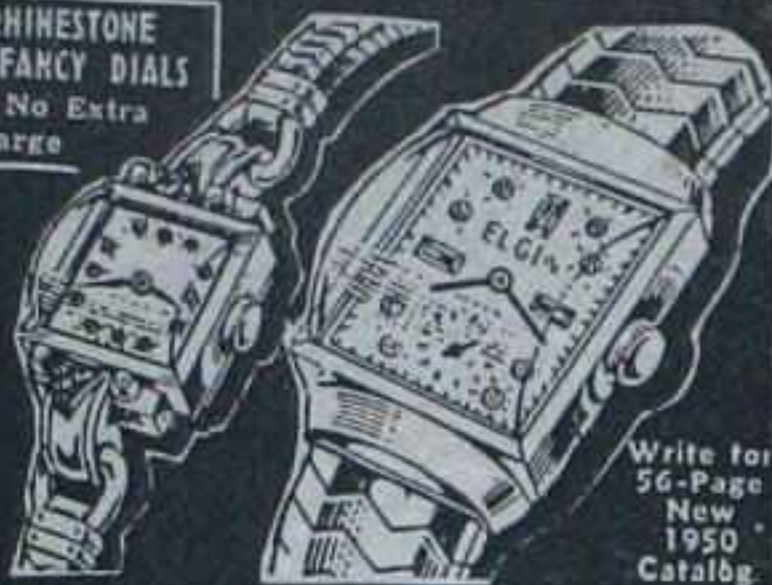
RHINESTONE & FANCY DIALS At No Extra Charge

Modern new designs. Reconditioned and rebuilt, guaranteed like new. Complete with leather strap.

7-JEWEL \$8.45

15-Jewel, \$10.65
17-Jewel, \$12.65
21-Jewel, \$16.95

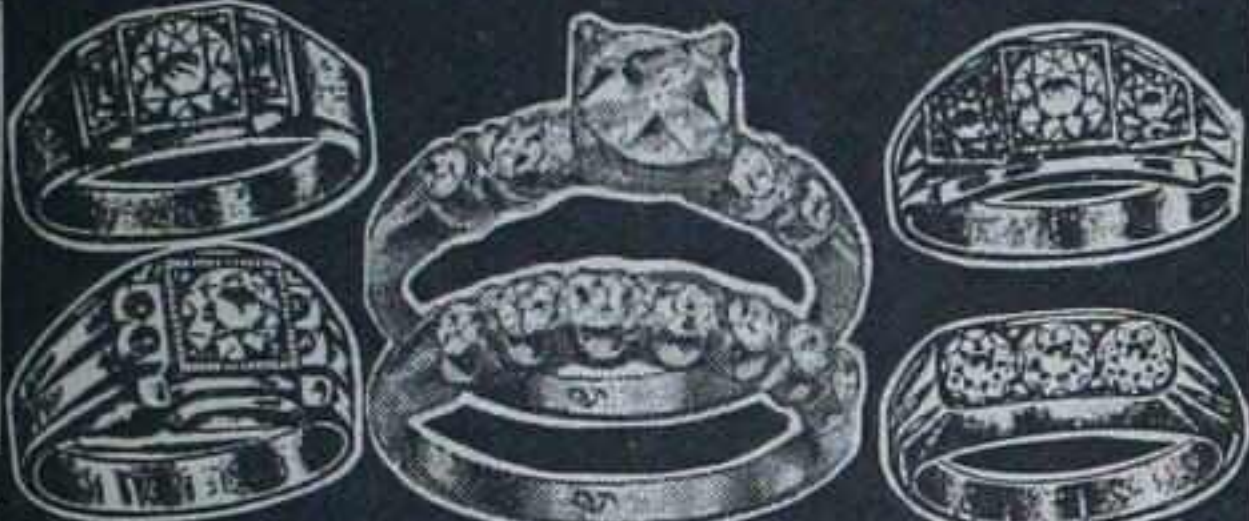
Cold Plated Expan. Band, 95¢ add.



Write for 56-Page New 1950 Catalog.

Lord and Lady Scot WRIST WATCHES \$6.59

10K R. G. P. yellow cases, late models. Guaranteed like new.
15-1 .. \$8.95
17-1 .. 9.95



Because of the great response to our CLOSE-OUT RING SALE, we had to go to additional expense to fill our orders at the same close-out price. Included are rings that sold wholesale at \$36 doz. While they last. Asst. doz. (2 doz. asst. with tray.)

\$9.95

25% with order—balance C. O. D.

JOSEPH BROS.

5 S. Wabash Ave. Dept. B-3 CHICAGO 3, ILL.

Wholesale Only. 6 Watches Minimum. (\$1 Additional for Samples)



POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

54x72 Packed 30 to Case
Ea. \$2.90

Less Than Case Lots, \$3.00 Each
Include 25c Postage for Sample Order

Do You Have Our No. 59 Catalog Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter

WISCONSIN DELUXE CO.

1902 N. THIRD ST MILWAUKEE, WIS

ANOTHER FIRST! Beautiful, Flash Item

5-Pc. Novelty consisting of boy or girl porcelain figurine, vase, flowers, dog and base, 7"x5"x5". Individually packed.

\$9.00 DOZ. Sample, \$1.00

SPECIAL!

PIN UP LAMPS complete with shade \$12.00 Dz.

ALSO

an assortment of 12 pcs. for \$12.00. Surprisingly good value—Money back guarantee!

25% Deposit, Balance C.O.D.

GLOBE LAMP & ELECTRIC CO.

86-88 Forsyth St. N. Y. 2, N. Y.



car polish made from liquid PLASTIC-**SHINE**

wipe on! wipe off!

AGENTS! DISTRIBUTORS

Greatest improvement in car cleaner and polish in last 38 years!

Plastic-Shine super car polish contains liquid plastic. Quick and easy to apply, Plastic-Shine cleans, polishes, and protects in one EASY operation. Simply spread on and wipe off. Plastic-Shine forms a hard, brilliant weather resistant glaze that protects car finish from hot sun, sleet, rain and salt air.

PLASTIC-SHINE HAS A MONEY BACK GUARANTEE!

Every gas station, garage, hardware, grocery, variety and auto store a buyer. Lots of household uses! Exclusive territories open. Act now and start making BIG money!



Send only \$1 for regular \$1.50, 16 oz. can and full details. . . . Write now!

EXCLUSIVE SALES Corp.
1805 N. W. 79th ST. MIAMI, FLORIDA

NOVELTY MEN—CIRCUS AND PARK SPECIALS GET TOP MONEY—WITH MYCO NOVELTIES



Whips . . .

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| Special Dart Balloons | \$.45 Gr. | Imported Hawaiian Leis | \$ 1.75 Gr. |
| 4x18 Asst. Color Balloons | 1.00 Gr. | American Leis | \$2.25 & 5.50 Gr. |
| 7" Asst. Color Round Balloons | 2.00 Gr. | Comic Sayings Felt Hat Bands | 1.25 H |
| 5x24 Asst. Color Balloons | 2.75 Gr. | Worth #31 Baseballs | 2.25 Dz. |
| 9 In. Asst. Color Round Balloons | 2.75 Gr. | Swagger Canes | 8.00 Gr. |
| 11 In. Mottled Animal Print Balloons | 4.50 Gr. | Crook Handle Canes | 2.00 Dz. |
| 14 In. Mottled Kat Balloons | 6.00 Gr. | Western Horses | \$1.80 to 19.80 Dz. |
| 24 In. Balloon Reed Sticks | .50 Dz. | Electric Gold-Plated Horse Clocks | 6.50 Ea. |
| 33 In. Heavy Balloon Reed Sticks | 1.00 Gr. | Large Plush Bears | 30.00 Dz. |
| Flying Inside Whistling Birds | 9.00 Gr. | Glamour Girl Dolls | 36.00 Dz. |
| Cowboy Lash Whips | 12.00 Gr. | Beacon Blankets, Case Lots | 2.50 Ea. |
| Lancaster Red, White & Blue Batons | 13.50 Dz. | Slum—Pocket Combs | 1.00 Gr. |
| Silk Parasols | \$4.00, 6.00 & 7.20 Dz. | Wedding Rings | .75 Gr. |
| American Fur Top & Tail Monkeys | 27.00 Gr. | Cigarette Holders | 1.75 Gr. |
| Imported Fur Monkeys | \$6.00, \$8.40, \$16.20 & 21.00 Gr. | Blow Outs | 1.00 Gr. |
| Feather Celluloid Dolls | \$8.40, \$9.40, \$14.40, \$17.20, \$28.00 & 42.00 Gr. | Finger Traps | 1.00 Gr. |
| Swiss Warblers | 9.00 Gr. | Return Balls | 1.00 Gr. |
| Feather Back Dresses | 9.00 Dz. | 46-Ligne Comic Buttons | 1.00 H |
| Jocko—Circus Monkeys | 9.00 Dz. | | |

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Also 101 New, Flashy Jewelry Items for Fairs, Carnivals and Resorts.

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Engagement . . . \$2.63 Doz.
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Red and White Stone Combination . . . \$3.00 Doz.

TALK ANYWHERE TO ANYONE INSTANTLY!

WITH INTER-TALKIE—NEW LOW COST—SIMPLIFIED SYSTEM!



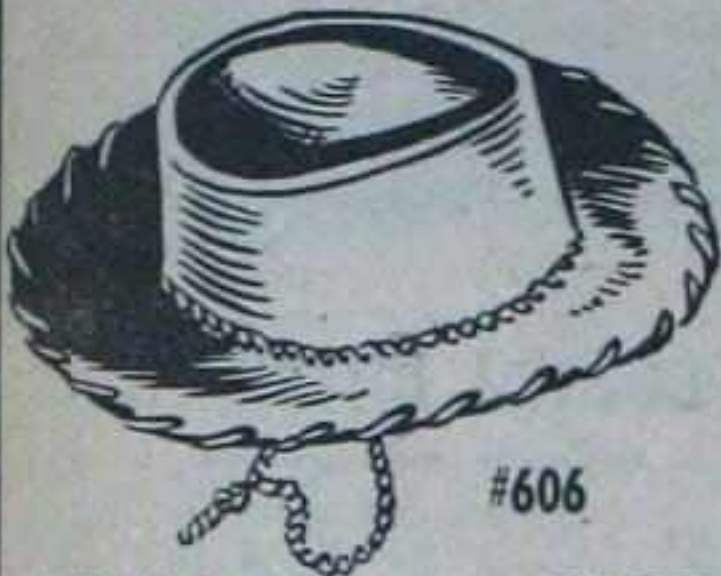
Over 10,000,000 lawyers, dentists, doctors, retail stores, garages, apt. houses, homes and SMALL BUSINESSES OF ALL KINDS NEED AND WANT this new instant action intercom system. Different from ALL THE REST—COSTS LESS THAN HALF—HAS TWICE THE FEATURES. Factory guaranteed for 3 years—Simplified installation—Customer does it! Over 70 new 1950 models take care of EVERY need. Just "push" a button to talk—"release" to listen. Can be from 10 ft to 1/2 mile apart! NO AC SOCKET CONNECTIONS—Loudspeaker volume—Can be heard 50 to 100 ft. away if desired!

MANY INTER-TALKIE DEALERS EARN \$300.00 PER WEEK! Others in spare time average \$100.00 weekly easily! WE FURNISH YOU ACTUAL 3 MINUTE DEMONSTRATION KIT SALES AND TECHNICAL MANUAL, ADVERTISING LITERATURE, CUSTOMER INFORMATION—ALL AT NO COST TO YOU on a bonus sales plan. This is a NEVER BEFORE OFFERED!

AVAILABLE ONLY FROM US—sales opportunity—Not to be compared with others. Write us for full details and you will see why INTER-TALKIE salesmen earn more ALL THE YEAR ROUND THAN OTHERS with 1,000 "gadgets" in their line. Get in on the ground floor with this NEW ITEM manufactured by a company with 20 years experience in Electronics and Radio.

MIDWAY COMPANY, Dept. B-5, Kearney, Nebr.

WE DO IT AGAIN!
JACOBSON'S
First Quality Felt Hats



- #606 Western Hats \$33.50 Cr.
- #708 Lone Star Cowboy Hats. 32.00 Cr.
- #251 Hopalong Cassidy Hats . 39.00 Cr.
- #1507 Mexican Cholo Hats .. 21.00 Cr.
- #62 Western Straw Hats 3.00 Ds.
- Spanish Miniature Straw Hats 9.00 Cr.
- Saber & Sheath, 13" 9.00 Cr.
- Plastic Slide Trombone 20.00 Cr.
- Metal Slide Trombone 21.00 Cr.
- 5" Fur Monkeys 4.80 Cr.
- 8" Fur Monkey—Bright Colors 9.00 Cr.
- Silk Flowered Parasols—Crooked Handle 3.60 Ds.
- 12" Beaded Feather Dolls ... 36.00 Cr.

Act Fast—Only a limited amount available. Write for price list of Special Fast Selling Items. Same day service. 25% deposit with order.

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150 Park Row New York 7, N. Y.
WOrth 2-2495

MISCELLANEOUS

ADVERTISING LEAD PENCILS—ANY COLOR; 5 lines printing, 1000, \$29; 500, \$18; mechanical's, \$39; 100 up; one-third deposit; samples 25¢. Keystone Sales, 634 Yorkshire Houston 22, Tex.

BELLY TANKS, \$9.95; STEEL, SIX OR TEN foot size, free picture. Buck's Auto Wrecking, 1625 "I," Merced, Calif. jy22

BUY PLASTIC GOODS RIGHT; NO FOOLING, no fancy pictures; just the best prices for you to make more money; write for list. Marlin Products Corp., 2060 Milwaukee Ave., Chicago 47, Ill.

FAMOUS SINGERS' ACTORS' VOICE SEC- rets! Very low price! Information free. 14356A Jersey Ave., Norwalk, Calif. jy1

FOR SALE—BUDDA FORTUNE; 25 TABLETS, 4 large bottles of fluid, Budda Wand and stand; six thousand yearly horoscopes; \$35 takes all. Write Showman, 401 Edgewater St., Portage, Wis.

FOR SALE—\$1.75 VALUE, 25¢; DIRIGOLD Sugar Sheel Spoons; quantity limited; \$5 dozen; sample 35¢; a hot item. Field Bros., 39 South State, Chicago 3.

HILLBILLY COMEDIAN — FIDDLE, SING, guitar accompaniment; 18 years' experience radio stage; loads good clean material; timing, delivery, clever wardrobe; state your best. Buddy Beetlehead, 113 E. Hamburg St., Baltimore 30, Md. jy1

LEATHERCRAFT LACE BARGAINS! — WAL- let inserts, four plastic envelopes, spiral. Francis Byrd, 3406 Montrose Ave., Richmond, Va.

LOOK—21 FLORAL CHARM; ALL BIRTHDAY or Get Well Cards, \$1.25 postpaid. John Sylvia 221B Rivet St., New Bedford, Mass.

MARRIAGE LICENSE, DISCHARGE, ETC copied one side, fifty cents; 3 copies one dollar; six post cards or dozen billfold size, one dollar, negative included; prompt service Bridge Studio, North Little Rock, Ark.

MIMEOGRAPH MACHINES — NEW, \$32.50 prints from postcard size through letter size automatic paper feed; write for descriptive circular. Russell Distributors, Gunter Bldg. Shelbyville, Tenn.

MING GARDEN IN SEASHELL. NEW IN THE market. Enclose \$2.25; will send you sample Miya Flower & Novelty Co., Inc., 39 E. 28th St., New York, N. Y.

MONEY—\$50 TO \$300, ENTIRELY BY MAIL. How? Where? Send dime to Pierce, Box 235 St. Louis 3 Mo.

PAINT OUTSIDE — SNOW WHITE, GOOD grade \$1.95 gallon; freight paid lots 30 gallons or more. Shriber's, 1822 Center, Pittsburgh 19, Pa.

PITCHMEN — CLEAN MERCHANDISE, AIR- park Farmers' Market, Hicksville, L. I., N. Y. jy22

RECORDS—ANY RECORD LOCATED, SEND your wants. I will post you price. Rex, 1515 Lansing, Jackson, Mich.

SIDEWALL — WATERPROOF AND MILDEW proofed, complete with grommets and rope; Green or Khaki, approximate 8 oz., 6x100", \$54.56; 7x100", \$63.04; 8x100", \$72.52; 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. jy22

SOMETHING NEW—INFLATABLE, DEFLATA- ble Plastic Pillow, patented valve, every one guaranteed; send \$1 for prepaid sample; \$7.20 per doz.; f.o.b. Cedar Rapids, Ia. Few on hand with "Iowa" emblem. H. & H. Sales Co., 1435 Bever Ave., SE.

25¢ BRINGS YOU 128 SQUARE INCHES OF new Mending Tissue. Mends clothing quick, easy, neat without sewing; saves time, saves clothing, saves money. Barclay, Elverson, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

BUILDERS—KIDDIE RIDE ORGANS; 23 KEYS, cylinder, 6 songs, motor driven. West Coast Organ Co., 2026 N. Chico Ave., El Monte, Calif.

PARTNERS WANTED

WANTED—MALE ROLLER SKATING PART- ner, subject to lifting lady partner. Miss Helen Triano, 409 Lake Ave., Lyndhurst, N. J. Rutherford 2-1686.

(Continued on page 132)

All Extra Heavy Mountings

0 days' money-back guarantee if rings not represented. Merchandise for resale only.

Only Genuine Rolled Gold Plate Sold

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1/30 14K
Genuine
R.G.P. White
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Ruby Color
Side Stones.
\$15.00
Per Doz.

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Genuine 1/30 14K
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Hematite Intaglio
With 6 White
Stones.
\$22.50
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Sterling Silver
11 White Stones.
\$12.00
Per Doz.

NEW Catalog Listing Complete Line. Sample Assortment—\$7.50—\$15.00—\$25.00. \$1 Per Doz. Deposit on All C. O. D. Orders.

DES MOINES RING CO.
1155 26th Street Des Moines, Iowa

Sells on Sight!
4-PIECE SILVER PLATED SMOKERS' OR SERVING SET

Here's the item to add to your "Big Profits" list. The easy-to-sell deal you've been looking for. A 4-piece silver-plated smoker's or serving set that looks and feels like heavyweight silverplate. Made of tarnish-resistant metal and GIFT BOXED for EASY, PROFITABLE sales. Board the gravy train! Order a sample dozen and see for yourself!

MAGGIN'S 992 Fulton Street Brooklyn 16, N. Y.

Sample Set—
Send \$2 Post Paid
Only \$2 DOZ. Gift-Boxed
\$18 25% deposit, balance C.O.D., F.O.B. N. Y. C.



Laugh Until You Weep!
COP CALLERS

CHINESE CRACKERS 80/16 (1280)
CRACKERS PER BUNDLE.....\$1.75
Order direct from manufacturer, \$10 per gr. Dealers and jobbers, write for special prices.

ELKTON MFG. CO.
Elkton, Md.

TARA-JEWELED CHRONOGRAPH
\$3.70 Each

Gross Lots
With beautiful chrome Expansion Band. The Band sells the Watch.

Lots of 60—\$3.80 Each With Expansion Band
Lots of 12— 3.90 Each With Expansion Band.
Lots of 12—\$3.90 Each With Expansion Band.
Rhinstone Dial & Gold Plated, 50¢ Higher.
New Combination Calendar-Chronograph, jeweled, lots of 12 and up, \$4.95 Each with Expansion Band. 1 year guarantee. Push pins, sweeps, chrome case. No loss to you on bad watches. We replace all stoppers free. All orders filled day received. State if air mail Sample Watches add \$1.00.
10% Deposit, Balance C. O. D.

B & B JEWELRY SALES
407 Travis St. Houston 2, Texas
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WOLF PACK
52 Colored NUDE Art Model PLAYING CARDS
Special Price.....\$11.00 per doz.
25% Deposit. Money Order or Cash, Balance C. O. D.
MURRAY SALES CO.
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BINGO
Heavy Cards, Specials, Cages, Blowers, Transparent Markers.
Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

6000 Smash Hits—
In 460 Page Wholesale Book
Dealers, agents, salesmen and jobbers, you will find this book bulging with Tested Money Makers. Latest catalog shows average price reductions about 21% on many items. Since 1922 our money back guarantee is a source of confidence to all buyers. 25¢ brings you this latest 1950 wholesale catalog of Tested Sellers. You may take credit for the 25¢ on first order. In that way the Book will not cost you any money. Get your copy now before supply is depleted.
SPORS CO., 6-50 Lamont, Le Center, Minn.

— 2 Red Hot New Numbers!! —

SAFETY WALLET Made of genuine cowhide. Actually 5 pocketbooks in one. A zipper compartment for change, 4 compartments for bills. Genuine leather belt loop and jewelers' non-kink chain. Dimensions 4 1/4" x 8 1/2". Handmade throughout. Choice of elk chrome tan or black.
Per dozen \$33.00. Sample \$3.50 postpaid.

LITTLE MITE LITE World's smallest flashlight and key chain. Exquisitely finished in an assortment of anodized metallic colors. Not a stamping but actually turned out of a solid piece of aluminum. A superb example of craftsmanship. Retail at 49c. 1 dozen to display card. Per gross \$34.80. Per dozen \$2.90 plus postage.

Over 700 fast selling specialty items

Dept. XX,
World's Products Co., Spencer, Indiana

MAKE ANY NAME ON CREW HATS RIGHT ON THE SPOT

LATEST, CLASSY, FELT LETTERING
Fast, anyone can work it. Outsells old style sewed names. Gets more money, sells more hats. Our Duramatic Process 100% Wool Felt Letters and inexpensive stamping machine are all you need. Send 50c for sample hat with name on, wholesale prices Hats, Supplies, etc.

LORATI & SONS, 705 S. E. 28th Ave., Portland 15, Ore.
EXCLUSIVE MFRS. WE HAVE EVERYTHING AT WHOLESALE

BINGO PROMPT SHIPMENTS
SPECIALS
LAPBOARDS
FLASH BOARDS
BINGO BLOWERS
Write for Free Catalog

H. A. SULLIVAN
104-22 BLVD., DEPT. 6
ROCKAWAY BEACH, N. Y.

IDENTIFICATION BRACELETS!
Aluminum, Nickel and Nickel Silver at low prices. Girls' and Men's Nickel Silver Signet Rings. Rings for grab bags from \$9.50 to \$12.00 a gross. Hot numbers. Send \$2.00 for samples. Money refunded if not satisfied.
MILWAUKEE NOVELTY CO.
1012 N. 3rd St. Milwaukee 2, Wis.

MILK CAN BOWLING BALL & PIN POT BELLY STOVE

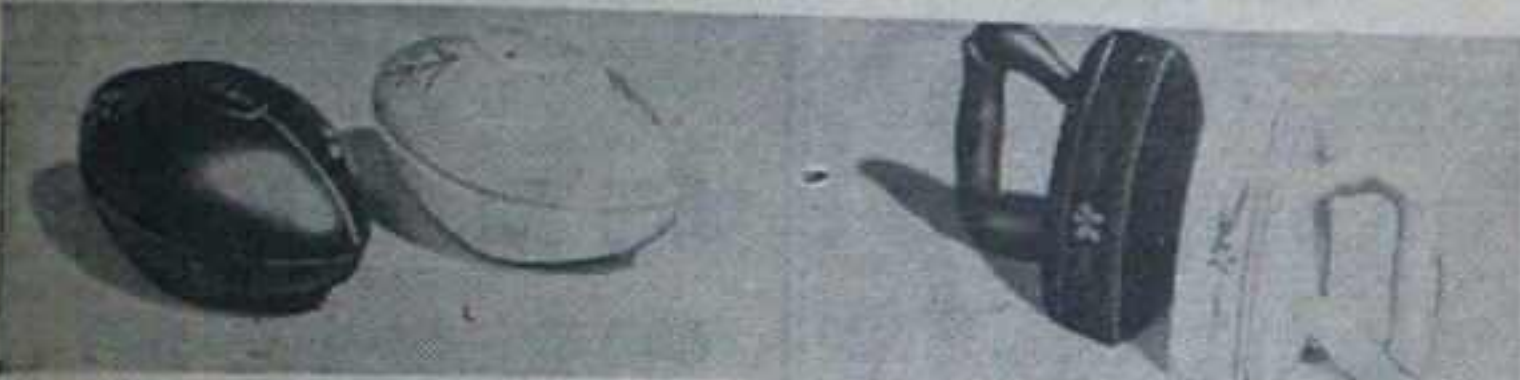


MINIATURE METAL SALT and PEPPER SETS

BEAUTIFULLY HAND PAINTED—INDIVIDUALLY GIFT BOXED
Ideal inexpensive gift item for all occasions—Sells on Sight.

Any Style \$6.00 doz. PHOTOS SHOWN ARE 1/3 ACTUAL SIZE
sets Order by name—Sample set 75c postpaid.

TERMS: 25% DEPOSIT WITH ORDER, BAL. C. O. D., F. O. B. NEW YORK



FOOTBALL

FLATIRON

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NEW CARNIVAL AND NOVELTY CATALOG READY STATE BUSINESS WHEN REQUESTING COPY

Plush Toys, sparkling Plaster, first, second and third self Bingo Prizes, Slum, new Jap imports and a thousand other items. All at the lowest prices.

MA 10—Pocket Combs, Gr. \$.90	MA102—Wood Bottles, Ea. \$.65
MA 11—Plastic Cigarette Holders, Gr. 1.85	MA103—Aluminum Bottles, Ea. 1.10
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MA 13—Finger Traps, Gr. 1.00	MA105—Feathered Darts, Gro. 4.50
MA 14—Fur Monks, 5 in. Gr. 4.50	MA106—Daisy Cork Guns, Ea. 5.25
MA 15—Imp. Hawaiian Leis, Gr. 1.75	MA107—Corks, Per 1000 2.50
MA 16—Jap. Flying Birds, Gr. 6.00	MA108—Hoop-La Rings, Doz.70
MA 17—Jap. Paper Parasols, Gr. 8.50	MA109—Cane Rings, 100 for 4.50
MA101—Baseballs, Doz. 2.00	MA110—Clothes Pin Rings, 100 for 4.50

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

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA



The Gravy Train Is Here SLEEPING BEAUTY

Now ready for shipment. This luscious dish is enjoying deep slumber, all she does is BREATHE DEEPLY and BROTHER, that's enough. The Masterpiece of LIVING PICTURES. BUSY FANNY, the gal with SNAKE HIPS, still the top seller. Sell both pictures together at \$2.50 the pair for real profit. Plus 25¢ postage each dozen. Full amount with order will save 50¢ C.O.D. fee. Two samples \$2.00. JOBBERS, write for large quantity prices.

\$7.20 per doz.

FUSSY FIDO, the Almost Human Pup

Feed him the magic HOT DOG. He goes for one end hungrily but if you offer him the other end he will snap or turn his head away with nose in the air. Nothing to wind up, no mechanism. Operated by electrodes and magnet. Truly mystifying. Many stores report they are selling faster than the BIG NOSE. Wonderful pitch item. 24 in beautiful display box with 24 Swiss warblers. \$9.60 postpaid. Retail 69¢. Due to packing samples are \$1.00 each. Deposit required on C.O.D. orders. WE NEVER GIVE OUR CUSTOMERS A DEAD ONE.

EASTERN SALES CO. (Est. 1933) 411 SO. MAIN STREET AKRON, OHIO

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

GELLMAN BROS. INC.
119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.
New 1950 Catalog IS NOW AVAILABLE ATTENTION CONCESSIONAIRES AND NOVELTY WORKERS
Our general catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Toys, Dolls and hundreds of other popular items suitable for Sales Board Operators, Premium Users, etc.

2—TERRIFIC HITS—2
DEALERS . . . JOBBERS . . . DISTRIBUTORS
HERE ARE THE ITEMS YOU'VE BEEN HEARING SO MUCH ABOUT . . . FAST SELLERS . . . LOW PRICES

CRAZY GOLF BALL IT "WOBBLES"

The crazy off-center golf ball that cannot travel in a straight line. Made of live hard rubber. Cannot be detected from a genuine golf ball. Made to last for years.

Packed 12 to a box with display card.

\$3.60 per box \$40.00 gross lots (12 boxes)

RUBBER SORE FINGER

Fun for all—Big Profit Item—Fast Seller. Real Latex, washable fast color Sore Finger. Bloody looking with bandage at connecting end. So realistic people seeing it feel the pain!

\$1.50 Per Dozen
2 Doz. to a Display Box.

PEP UP YOUR SALES TODAY! ORDER A SUPPLY

Terms: Open account to well-rated firms only. If cash in full accompanies order, we pay postage, or 1/3 deposit, balance C. O. D., F. O. B. Chicago.

EDWARD O. DRANE & CO.
2453 NO. HALSTED STREET CHICAGO 14, ILLINOIS

Greatest and Hottest Watch Values Ever Offered

Genuine Swiss Calendar and Two-Button Chronograph combined in one watch. Luminous dials and bands, red sweep, chrome case, unbreakable crystal and automatic window calendar which changes every twenty-four hours.

Lots of six or more . . . \$5.75 ea.
Sample \$7.75

Elain • Waltham • Benrus
Gruen • Bulova

Rebuilt watches. Guaranteed, like new! The finest names in men's timepieces. 10K RGP cases, rock crystal, genuine leather strap \$8.45
As above in Swiss \$6.95

Amazing value! Brilliant diamond-cut, white rhinestones, Stainless backs, Reised gold letter dials. Black silk cord band included. Choice of six styles \$8.75

25% Deposit with order—Balance C. O. D.

ZERAH BROTHERS
602 MISSION ST. YUKON 2-0640
SAN FRANCISCO 5, CALIF.

Punch Work Demonstrators!
You can make MORE money selling our PERFECTED ART NEEDLES

Set consisting of holder and 4 points \$23.00 per 100. All nickle plated steel. Other size points also obtainable. Sample set \$1, cash with order Terms: 25% with order, balance C.O.D., F.O.B. Chicago. We also make Muslin Pillow and Colored Burlap Rug Patterns, Embroidery Hoops, Frames, Brushes Eyes and other accessories.

HOME ART and NOVELTY CO.
1160 Farwell Ave. CHICAGO 26, ILL.

The New MODERN KITCHEN TOWELS Are the Favorite PLASTIC-RAYON TOWELS

Of the pitchmen. NEW eye-appealing colors, NEW packaging. 6 to package, retail \$1.00. Send \$1.00 for 3 fast-selling packages and all details. Here's your summer bank roll! A proven top liner at all spots.

Modern Home Products
928 FIRST AVE., NO. ST. PETERSBURG, FLA.

Genuine Swiss 2 Button
CHRONOGRAPH
 Guaranteed New
\$3.75 Each
 lots of 6 or more
 Control buttons to start and stop sweep second hand. Polished chrome case, leather strap. 2 tone dial. Sample\$5.15

BULOVA
ELGIN
BENRUS
GRUEN
WALTHAM
 Precision Rebuilds
 Newest Styles

Plain dial 7 Jewel **\$8.50**
 15 Jewel \$10.50
 17 Jewel \$12.50
 Rhinestone dial, \$1.00 add'l.

10K R.G.P. case with stainless steel back Dome crystal. Fine grain genuine leather strap. Guaranteed. Plain or rhinestone dial.

Brand New — Genuine Swiss
CALENDAR WATCH
 Fully automatic, dates change in window. Chrome top case with sweep second radium dial and hands. Genuine leather strap.
\$4.50
 25% Deposit on C. O. D. Orders. Wholesale Only. No Retail. Send or big catalog of fast selling items.

World Wide Watch Co.
 181 Canal St., New York 13, N. Y.

CAPS
 will go to anybody's head. Illustrated is our "NOVELTY BASEBALL CAP," appropriate for all those festive moods that cap off the day and night. White eyelets (note the large one in the top center) decorate choice of any color in good cotton twill. Sweat band, taped seams. Styled to be worn by the woman as well as the man. Choice of children's or adults' sizes.
YES! PRICES ARE BORN HERE!
 \$63.00 per gross (minimum order). Another spectacular value is our "LIGHT TWILL BASEBALL CAP" with small center eyelet, taped seams, sweat band.
 \$45.00 per gross (minimum order).
 25% Deposit, Balance C. O. D.
PRINCESS CHARMING FASHIONS
 799 Broadway New York 3, N. Y.
 Have you read our ad on page 130b



Attention!
CARNIVAL JOBBERS
 &
NOVELTY WHOLESALERS
 We are located now at new address with large assortment of carnival supplies, novelties, slum, toys, mechanical novelties, specialties and premiums.
M. ZWIEBEL
 139 5th Ave. (20th St.)
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PLASTER WITH PLENTY OF FLASH
 See our new smooth and high gloss finish, highly tinselled, with plenty of FLASH. When seen looks like china, not PLASTER. Prices 6¢, 10¢, 25¢. Must be seen to appreciate. **WIRE TODAY.** All orders shipped same day received. 50% deposit required.
LOUISVILLE STATUARY COMPANY
 2317 Frankfort Ave. Louisville 6, Kentucky

LOOK! FACTORY STOCK CLEAN UP!
 800 Super Charged Flashlight Firecrackers, plus 120 pieces 10¢, 15¢, 20¢ each; Bombs, Rockets, Candles, Fires, Cones, etc. All Colorful and Highest Quality. Cash with Quality Yours for... **\$4.68** order. Packed for Express Shipment.
ED. H. LUCE & CO.
 Cordova (Near Memphis, Tennessee)

PERSONALS

ANYONE KNOWING WHEREABOUTS OF Steven Homan, please call collect. Mr. Brazill, Syracuse, N. Y. 2-6780. jyl

CHICAGO MAILING ADDRESS—YOUR BUSINESS and personal mailing done; business transacted for clients; particulars free. Grants Service 4329 So. Michigan, Chicago.

COOPUDOOLU (THE MAGIC FORMULA) — Like a modern Genie, Divine inspired to fulfill your true desires; donate what you feel it's worth to you; money-back guarantee. Dr. Harold J. Jole, Box 275, Farmington, Ill. je24

FINAL CALL—CIRCUS WORLD MAGAZINE wants ads; forms closes July 15th. Write Circus, Box 606 G.P.O., Los Angeles 53, Calif.

HAVE A CHICAGO MAIL ADDRESS—BUSINESS or personal; information free. Schultz House, 3116 N Seminary Chicago. je24

HAVE A NEW LIFE BY USING FOOT-NEU on your corns, callouses and burning feet; fast relief, easy to use; enjoy living; order today, \$2 prepaid. N. L. Products, Box 91, Peoria Ill.

IS YOUR HAIR WORTH A DOLLAR? PREVENT baldness without the use of drugs, medicines, etc., with our secret Hindu method; money-back guarantee; send \$1. Hair Culture Research, Box 245, Peabody, Mass. jyl5

LADIES, COMING TO CHICAGO? SEE CHICAGO with a guide, escort. Write for information. Chicagoland Guide, 109 N. Wabash, Chicago 2, Ill.

MARY DAVIO, ON I. K. WALLACE SHOWS, contact mother at once; send route one week. Bonnie Jean Gifts.

MRS. BILL BAILEY AND PARTY—SORRY not home; connect with me earliest convenience; important. Art.

RECEIVE LOTS OF "INTERESTING MAIL." 25¢ keeps your mail box full three months. Bentz Jr., Desk-B/68, Chatawa, Miss.

THOSE WHO ANSWERED OUR AD APPEAR June 3 and 10, starting with "There is a mathematical reason..." please repeat answers. Originals lost in accident. Box 539, Billboard, 1564 Broadway, N. Y. C.

250 BOND LETTERHEADS OR ENVELOPES, \$2.95 postpaid, 4th zone; all kinds printing. Cressman, Washington, N. J. jyl

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 Beautiful styles (all different—individually carded) mounted on individual counter display. Displays include Antique Earrings (\$4.00 doz.), Pearl & Rhinestone Earrings (\$4.50 doz.), Pin & Earring Sets (\$8.00 doz.), Lavalier & Earring Sets (\$8.00 doz.), Scatter Pins (\$4.50 doz. & up) Be a wholesaler. Stores grab these promotional items. Sample display ass't (24 styles) of above, \$15.00. 25% Deposit, Balance C. O. D.
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 Gold Plated Stretch Band, 95¢ additional. Leatherette Gift Box, 45¢ additional.

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Press the rubber disc and make the diver "dive" for the buried treasure. Make him go slow or fast... but watch out for the Octopus! Here is an item for young or old... Made of durable plastic with lovely coloring and design.


\$8.40 doz. \$86.40 gr.
 Sample \$1.00

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 1st with the novelty hits
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Smoking Pipes, \$7.20 per gross; 3-piece Fountain Pen Sets in box, \$3.40 per dozen sets; 4-piece Fountain Pen Sets in box with Knife, \$5.50 dz. sets; Flashlights, 55¢ ea., regular \$2 retailer; Plastic Cigarette Cases, \$4.32 gr.; 5" Pocket Combs, 85¢ per gr.; 7" Combs, \$1.44 per gr.; Men's Ties, \$1.25 per dz.; Boys' Silk Ties, 75¢ per dz.; Tie Slides, 15¢ ea., regular \$2.50 retailer; Cigarette Lighters, \$12 per gr. up; Genuine Leather Wallets, \$2.25 per dz., regular \$1 retailer; Zipper Wallets, \$3.50 per dz., regular \$1.50 retailer; "New Haven" Pocket Watches or Clocks, \$1.25 ea.; Job Dice, 75¢ per gr.; Sun Glasses, \$8.90 per gr. up; Pocket Knives, \$12 per gr.—\$18 per gr. and up; Hunting Knives in Lea, Sheath, 60¢ ea.; Magnifying Glasses, \$2.25 per gr.; "Rubbernet" Shaving Brushes, 15¢ ea.; Metal Key Chain with Ornaments, \$2.25 per gr.; Cigarette Holders, \$1.90 per gr.; Cigar Holders, \$4.50 per gr.; Mechanical Pencil with Picture that lights up, \$3.40 per dz.; Folding Cigarette Holder in Metal Case, \$2.20 per dz.; Bobby Pins, 12 on card, \$1.44 per gr. cards; Bobby Pins, 24 on card, \$2.80 per gr. cards; Nail Clippers, \$7.50 per gr.; Movable Pictures (optical illusion), \$4.50 per dz.; Smoking Pipes in Display Cabinet, \$2.90 per dz., regular \$1 retailers; Mercierized Shoe Laces, banded, 75¢ per gr.; Balloons, 69¢ per gr.; Mechanical Pencils, \$2.50 per dz., regular \$1.50 retailer. Quantities only—6000 other items at low prices. 25% deposit on C.O.D. orders.

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We have about thirty of the flashiest costume ladies' rings, in assorted colors and crystal rhinestone, also in pearl. All copies of rings that sell for \$5.00 to \$10.00 retail. Mostly with adjustable shanks. The values are astounding. These rings can be sold at 99¢ sale. Price \$6.75 in doz. lots—\$6.00 doz. in gross lots. We do not have a catalog, so send \$5.00 deposit for our 30 sample assortment of rings. 25% deposit with all orders.

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CASH IN ON THE TWIN HITS!

MECHANICAL RANCHER **FUSSY FIDO**

\$5.75 doz. in gross lots
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\$4.75 doz. in dozen lots (Sample, \$1.00)

Triple action mechanism whirls lariat, twirls tail and makes horse buck simultaneously. Horse and rider of celluloid with hand-painted decorations and features. Metal loop lariat, finest quality, spring mechanism and key. 6 1/4" high, individually packed in attractive box.

25% Deposit on C.O.D. Orders F.O.B. Denver

Fido has the magnetic personality of a real live comical dog. First refuses—then snaps at hot dog. Performs all sorts of tricks and amusing antics. Perfectly moulded plastic, realistically colored—no wires, springs to get out of order. 3 1/4" high, packed 2 doz. to self-selling display carton.

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Sewing Machine Operators

LACED FELT COWBOY HATS

For Fairs, Parks, Carnivals and Circuses. Sensationally low priced.

\$36.00 per gross

Packed 6 Doz. to Carton.
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STANLEY HAT CO.
13 Lewis St. Newark 3, N. J.

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Indian Princess Dolls
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Hand-made and beaded, 7 1/2 inch, plastic, movable head, movable arms. Cellophane wrapped.
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Sample \$1.98 Ea. Prepaid 1/3 dep., bal. C. O. D. Terms to rated firms. Samples; cash with order.

Beaded by American Indians. Selected one-piece top-grain embossed steerhide, white or natural leathers. Edges hand laced in white. Tapered ends. Width one inch.
Sample, \$4.00 Ea. Prepaid

Beaded Belts = 400—Natural Leather—24 to 34 \$24.00 Doz.
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always first, now offers gadget workers a brand new four-piece combination that will revolutionize and put new life in the gadget business.

1. NEW ALL METAL METRIC SLICER with precision blade, everyone a worker.
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4. TWO WAY SAFETY SHREDDER, fine and coarse.

Compare this set with any now made. This four piece set **\$48.00** Per Gross

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B-34—“Fire-King” Custard Cup
A-793/P—Salt & Pepper Shaker
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G-878/9—“Jade-ite” Demitasse

TC—Toy Cruiser
TL—Toy Locomotive

Hundreds of Items
GLASS PITCH FLASH • SLUM BINGO • ETC.

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8" Sparklers, Gold. Doz. Boxes 40

Also Flying Saucers, Big Shots, Buzz Bombs, Rockets, Roman Candles, Wheels, Fountains, Auto Jokers, etc. Low prices, order early. Cash with order.

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At Jobbers' Prices



Buy your paper hats direct from manufacturer at jobbers' prices. Made of best quality crepe paper. Comes assorted colors, trimmed with gay decorations. Ideal for fairs, carnivals, concessions, Halloween parties, etc.

NO. H18—Gr. \$2.95; 10 Gr., \$27.50
Now, our New, Large, extra fancy deluxe hats, in six different styles and colors.
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PRICES F.O.B. LE CENTER
TYRONE MFG. CO.
LE CENTER, MINN.

SALESMEN WANTED

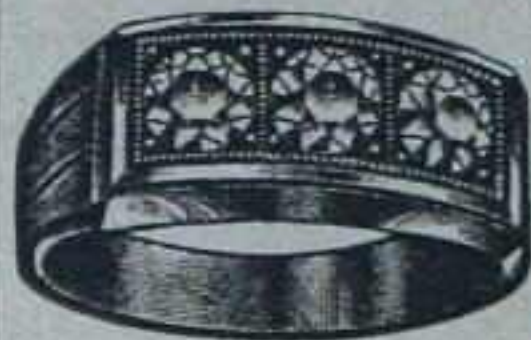
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Money back if not as represented.



#B506
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3 White Stone
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\$15.00
Per Doz.



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White center
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Per Doz.

All rings bright polished and marked 14K.
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Order sizes you need—Minimum order. 1/2 doz
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A-1 TATTOOING MACHINES, DESIGNS, COLO-
rs, Needles, Outfits; genuine German Pelican
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EVERYTHING YOU NEED FOR TATTOOING—
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USED DIGGER CLAW MACHINE. MUST BE
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Joint, Tractor and Trailer; Barrage Balloon
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(Continued on page 136)

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Highly polished bronze on Ma-
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\$6.45, now only \$1.75 DOZ. \$19 GROSS EA.

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Plastic life-like closeout \$1.75 DOZ. \$19 GROSS EA.

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Automatics, black inlaid han-
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ELECTRIC SHAVERS**

Perfox in Simulated Pigskin
Case complete with \$22.50 price tag \$2.35 EA.

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Chrome case, sweep hand, ra-
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Ball pen, mech.
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Gold plated caps. 36¢ ea. gr. lots
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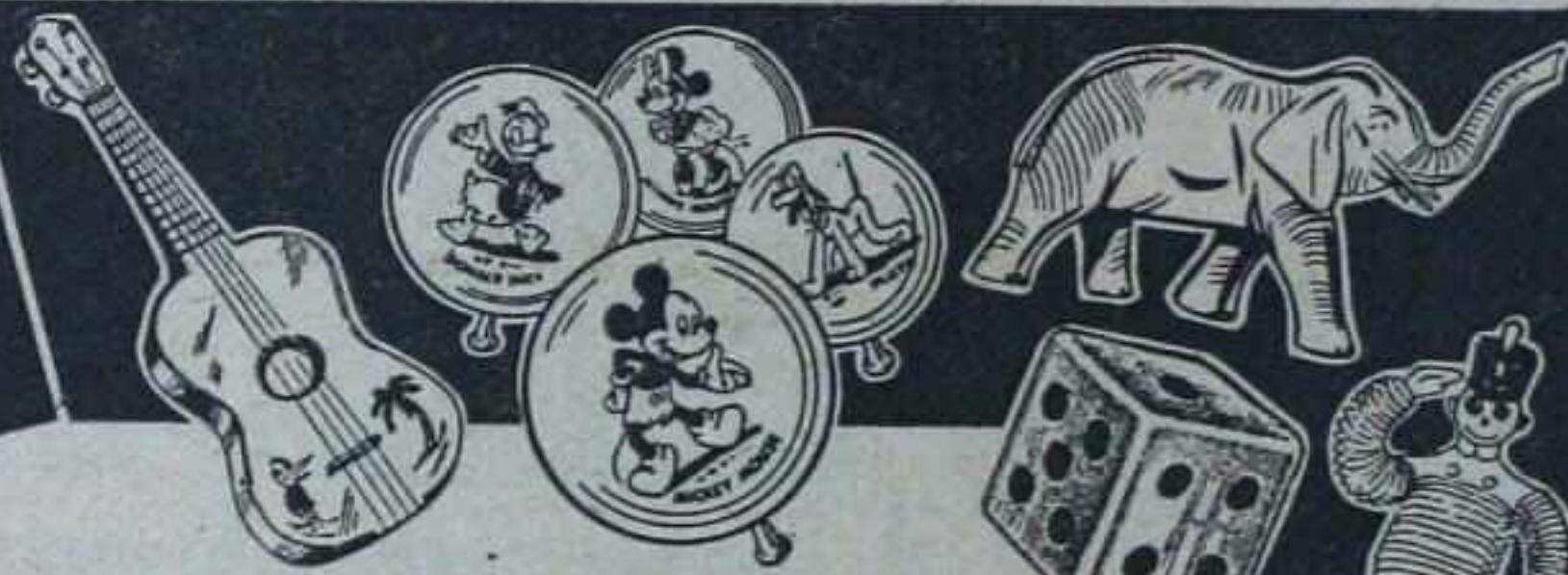
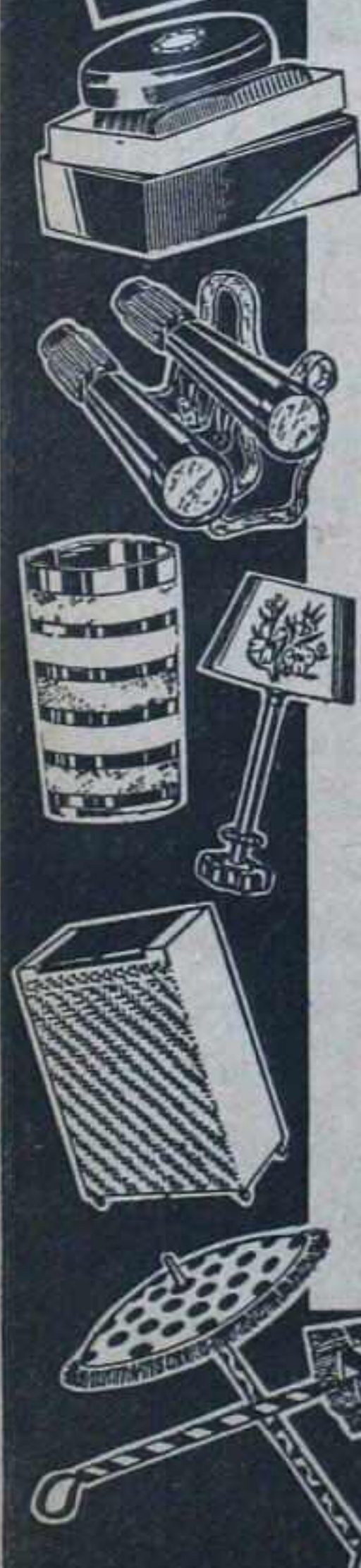
Complete With Tarnish-
Proof Chest \$3.85 PER SET

Fountain Pens, lever-fill 8¢ ea.
Sun Glasses with side shades 11¢ ea.
Flashlights with battery and bulb... 22¢ ea.
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Above prices are for 12 or more.
Bargain Price List sent with order.
25% deposit, balance C.O.D.

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BIG PROFITS

Own your own busi-
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Yes, you can ride sky-high with these NEW gold plated horse and riders...\$21.00 Gr.



CELLULOID FEATHER DOLLS

All with Hat, Cane, Earrings, Necklace and Tinsel Body



4" Doll.....	Per Gross \$ 8.40	7" Doll.....	Per Gross \$18.00
5" ".....	" " \$ 9.00	9" ".....	" " \$28.00
6" ".....	" " \$12.00	12" ".....	" " \$42.00
15" Doll.....	Per Dozen \$7.80		

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6 BIG PLUSH NUMBERS Assorted — '34 per dozen

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Highly polished 18 kt. gold plated, two-tone finish (white and gold) in attractive display boxes. \$2.50 price tagged. Six different measurements—sells on sight!

#901 Dozen \$4.20
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The New WONDER MYSTIC TIE HOLDER

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#900 Dozen \$3.00
Gross Lots .. \$30.00

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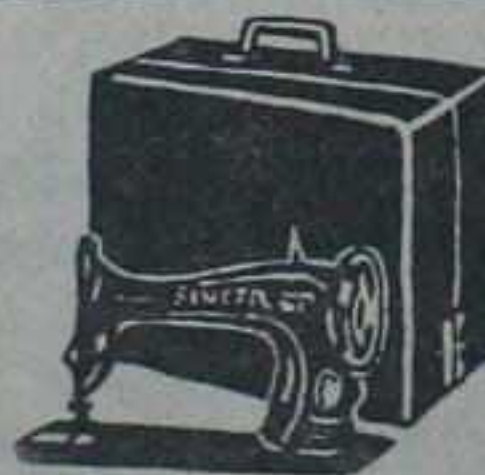
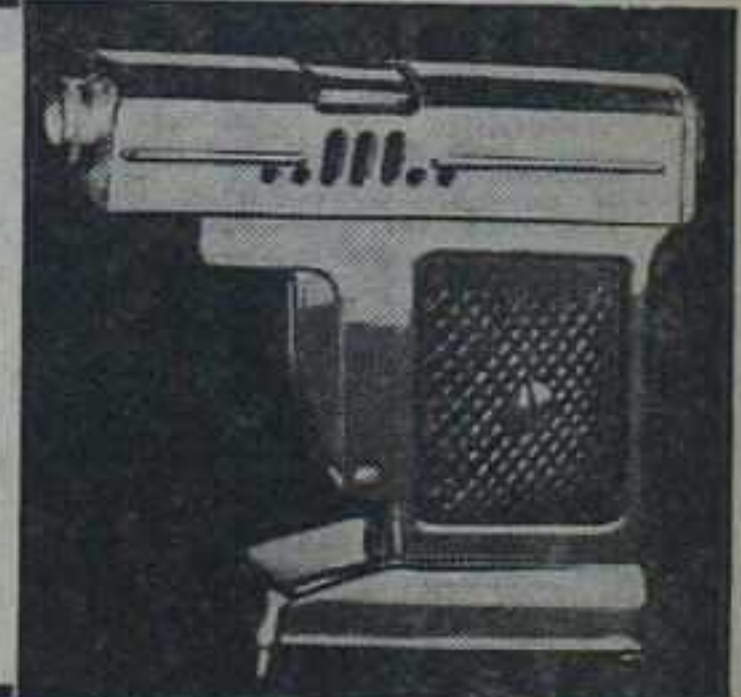
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MORE NEXT PAGE

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All three gorgeous pieces in 7x8 inch impressive triple platform box, each article displayed on its own platform—white satin lined, pale blue velvet-lined cover—\$75 gold embossed price tags—add 50¢ per set.

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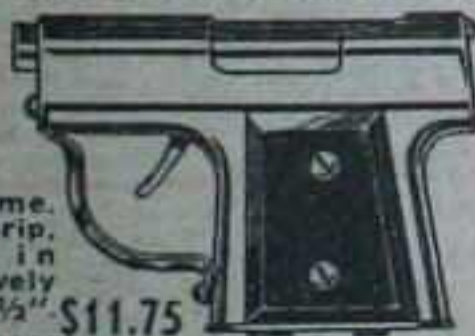
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- FLASHY ELECTRIC SHAVER—in leather case. \$19.50 gold price tags. Factory guarantee. Sample, \$2. Doz. 19.80

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- AUTOMATIC TABLE LIGHTER SET—in gleaming silver, designed by one of the world's great silversmiths. Weighted urn & lighter of large, but graceful proportions, with oversized tray. Marked \$27.50. Bigger—better—prettier—must be seen to be appreciated. Sample, \$3.50. Doz. \$36.00
- THE KING OF THE GUN LIGHTERS**
- Jeweler's Chrome. Realistic ebony grip. Distinguished in quality—expensively finished. 3"x2 1/2" \$11.75
- Genuine Mother of Pearl handles. Doz. 20.00
- Sample \$3. Comes with detachable chrome base for pocket.
- COMBINATION CIGARETTE CASE & LITER—100% automatic, looks and works like \$20 beauty. A good \$5 retailer. Sample, \$2. Doz. 10.00
- WINDPROOF POCKET LIGHTER—Retails everywhere at \$2.95. Bright chrome tortoise shell trim. Gift boxed. Made by the makers of Ronson. Doz. 10.00



AMAZING ACTION PISTOL LIGHTER

- New arrival, 3"x2 1/2". Release of trigger extinguishes flame. Ask for the "Tornado." Beautiful massive silver base is removable for pocket. Doz. \$11.75
- ALADDIN LAMP SILVER AUTOMATIC TABLE LIGHTER—Large size, retails \$5. Each, \$1.50. Doz. 9.00
- Smaller size with silver tray. Each \$1. Doz. 9.00
- PISTOL LIGHTERS—Brilliant chrome—the big one 3 inches long, for table or pocket. Doz. 10.80
- CAMERA LIGHTERS—New lower price. Nearly 3" long. Each \$1. Doz. 8.00
- NEW low price with cable plunger shutter release. Doz. 10.00
- Without cable release. Doz. 8.50
- LARGE GRAND PIANO TABLE LIGHTERS—Press the keyboard & it lights automatically. Each, \$2. Doz. 18.00
- CUTE SILVER ELEPHANT TABLE LIGHTER—Oriental pagoda on elephant's back reveals lighter when you just flip the hinge. Doz. 5.40



Lamps

- PAIR OF ALABASTER ELECTRIC TABLE LAMPS in gift box—Exquisitely sculptured boy & girl bare with lovely lace motif plastic shades. These shades are silk trimmed & washable. Price for the pair—now hold on to your seats (minimum, 4 pairs) \$ 3.00
- ALSO 15 INCH HURRICANE LAMPS WITH CRYSTAL TEARDROPS—Minimum 6 pairs—pair 3.00

- 25 INCH VITREOUS CHINA LAMPS—Floral painted, with 24-k gold decorations. Complete with 15" wide flared satin trim silk shade. In lots of 6, each \$2.95
- 7 WAY BRONZE FLOOR LAMP with illuminated onyx base. 18 inch silk shade included. Sample, each \$7.50. In lots of 4 each 4.95

Pen Sets With 24KT. Gold Plated Caps Unbelievably Low Priced

- 3 PC. PEN SETS—Self-filler fountain pen—automatic re-charge propol pencil. Good ball pen in fancy box. \$7.50 tags. Gross, \$47. Doz. \$ 4.20
- 4 PC. SETS with knife or flashlight to match. Gross, \$65. Doz. 5.50
- SENSATIONAL NEW NUDE POSES—Light-up pencil—better—brighter image. Just press the button & nude appears. Gross, \$43.20. Doz. 3.75

FLOATING NUDE PENCIL—Choice bright gold or fleshstone figure (Paris nature boy or baby on potty, same price). Gross, \$43. Doz. \$3.75

BUSINESS MEN, ATTENTION: We can build for you any item you specify inside this amazing floating window. Will promote your business—or we can imprint your message on the magic disappearing shade.

Auctioneers' Money Makers

- 16 PC. HIGHBALL SETS—8 heavy crystal clear glasses hand-lettered "Scotch," "rye" or "bourbon" with 8 apple-shape crystal trays to match. Can be mailed. Sample, \$1; doz., 90c set; 3 doz. 85c set. Gross 75c Set
- BRAND NEW FLASHY PEARL OPERA GLASSES—With bright chrome trim. Large size, 3 power lenses. Gross, \$64.80. Doz. \$ 6.00
- FULL SIZE MECHANIC'S TROUBLE LIGHT WITH THESE FEATURES—Bright metal, non-glare reflector. Rugged heavy duty guard. Pistol grip handle with side outlet. Extra flexible rubber covered wire. Molded machine type plug. Sample, 25 ft., \$1.80; 25 ft., gross, 95c each; doz., each 1.10
- Sample, 50 ft., \$2.45; 50 ft., gross, \$1.35 each; doz., each 1.50
- ALL METAL PORTABLE ICE CHEST—1 inch thick Fiberglas insulation. Full 4 gallon capacity with separate inner chamber for chocolate, cheeses, etc. Sample, \$4. Doz. 42.00
- HOLLYWOOD TELESCOPE KEY CHAINS—Nudes—latest models. Doz., \$1. Gross 10.80
- SCHNOZ—The best big beak of all—heavy shell frame with the new real flesh color, fleshy feel beak. Doz. 2.00
- MASSIVE IDENTIFICATION BRACELET—Curved plate, nearly 3/8 inch thick. Brilliant 24-k gold or silver. Doz. 4.80
- WALLETS—Absolutely the finest butter soft imported Cordovan leather. Zippered secret pocket, etc. You'll recognize this as a \$7.50 retailer. Gift boxed, each \$1.50. Doz. \$13.80
- Similar Wallets, simulated leather, retail \$1.50. Sample, 75c. Dz. 5.40

- GENUINE "REYNOLDS" BALL PENS, 24 EACH in 1000 lots. Some leakers—all work with minor adjustments—sold as is—100 for \$3—doz., \$1—or 100% perfect at \$12 gross.
- 4 COLOR LUXURY 24-K GOLD PLATED PEN OR PENCIL—Press the lever & get green, blue, red or black. Copy of \$7.50 model. Gross, \$80. Doz. \$ 7.00
- EXTRA SPECIAL. DREAM GIRL GOLD TOP BALL PEN—Magnifier reveals built in Hollywood nude. Doz., \$4.80. Gross 51.00
- CHOICE OF AUTOMATIC PENCIL & LIGHTER COMBINATION—Ball pen & lighter combination or ball pen & flashlight combination. 100% metal, 24-k gold plated. Doz. 3.60
- 5 WAY PEN SET—100% metal, 24-k gold plated, includes flashlight & pencil, pen & lighter—ball pen, etc. Gift boxed. Gross, \$105. Doz. 9.00

Burke Does It Again on Bread and Butter Items

- \$16.50 PERFUME IN LUCITE BOX—Famous brand, nationally advertised in Vogue, Harper's Bazaar, etc., at \$16.50 each. Sorry—we are not allowed to disclose the name. Doz. \$ 6.00
- 3 PC. PERFUME SET—Retails \$10. Beautifully gift boxed, contains perfume concentrate, perfume & toilet water. Doz. 4.20
- SACRIFICE—\$10 each pipes. Doz. 9.00
- Genuine "Mastercraft" finest imported briar. Each pipe in silk bag plus suede box. Factory guarantee and booklet with \$10 price insurance. Sample \$1.

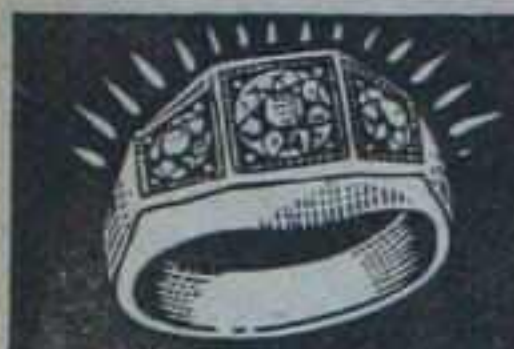
Burke Murders Prices on Sun Glasses

- Prices below include: (1) Handsome leather case; (2) 20-20 insurance certificate; (3) 100 yr. written guarantee.
- AVIATOR'S XTRA STRONG 24-K GOLD PLATE SUN GLASSES with genuine 20-20 4-BASE optometrist lenses. Original retail price, \$2.98. Never before has a U. S. BUREAU OF STANDARDS 20-20 LENS been offered near this price. \$6.75 doz in 6 doz. lots. Doz. \$ 7.20
 - Same aviator's 20-20, but in the sensational "MIRROR" lens. Person looking at the lens sees his image. Person looking thru the glasses has PERFECT SUN-PROTECTED VISION. Original price, \$4.98. \$9.60 doz. in 6 doz. lots. Doz. 10.80
 - SUN GLASSES WITH CROCKES LENSES, TRY & BEAT THIS! Aviator type—all metal 24-k gold plate with sweat bar & guard. In extra fine case. Sample, 75c; doz., \$6. Gross 64.80
 - \$5 "ROCKGLASS" AVIATOR'S SUN GLASSES—in jeweler's de luxe gold frame. Guaranteed unbreakable. Leather case incl. Doz., \$12; in 4 doz. lots, doz. 10.80

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!!OUTSTANDING!!



NEW Flash!
No. 999
14-K
Gold Plate
\$3.00
DOZ.
\$33.00
GR.

IT'S NEW—FOR SALES and EYE APPEAL!!
3 all-white imported rhinestones—or white center, ruby red sides. Deposit with all C. O. D. orders. State your business.

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WM. A. ROGERS SILVERWARE

by **Onida, Ltd., Silversmiths**
26 Pc. Service for 6 \$ 6.30
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14 pc. extra heavy gauge virgin aluminum. **GUARANTEE!!**
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Lots of Free Parking!!

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Big Profit From a Little Item

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp (1 1/4 in.). **Very clearly printed and every word legible.** Black gold-ornated cover. Wonderful. **BIG PROFIT!** novelties.
Dealer's Prices 90c doz., \$6.70 per 100. F.O.B. Dealer's 10; add postage. Send for **WHOLESALE CATALOG** of 1000 novelties **JOHNSON SMITH & CO., Detroit 7 Mich.**
(Publishers of 100 Low Priced Paper Covered Books on Magic, Hypnotism, Hobbies, Girls, Etc., Etc.)

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5c a Word, Minimum \$1

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No charge accounts.

Forms Close Thursday for the Following Week's Issue

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CIRCUS-MINSTREL AGENT, CONTRACTOR publicity director; handle radio-schools; long experience; have car; state salary; join on wire. Robert Saul, care 153 E. Maumee St., Adrian Mich. Je24

BANDS AND ORCHESTRAS

AVAILABLE FOR THE SUMMER—COMMERCIAL nine-piece orchestra and attractive vocalist; organized three years; complete up to date library; foxtrot, rumbas, waltzes; records and pictures on request. Studio A, 4 East Ohio St., Chicago, Ill.

SMALL SOCIETY ORCH—JOBING 150-MILE radius Cincinnati; union; dances, banquets, picnics. Ken White, P. O. Box 52, Sta E Cincinnati, O. Je15

CIRCUS AND CARNIVAL

CHARLOTTE — HALF AND HALF, ANNEX works straight or flash, intelligent lecture; managers with acts, answer; stating all in letter Charles Hunter Jr., General Delivery, Silver Spring, Md. Je24

FAT DWARF WOMAN—OVER 40 YRS. OLD. 4 ft. tall, wants to join other dwarfs or midgets. I have a good alto voice; need some one to lead songs; I play a small Spanish guitar; to join after July 4th. Emma Murphy, in care of Blanche Ofer, 1516 Orange Ave. (rear) Fresno, Calif. np

HANDWRITING ANALYST—FAST, 100 PER cent accurate reader; Grade A graduate leading analysis school; make proposition in your own handwriting, please. E. Fowler Rowles, General Delivery, Dallas, Tex.

HALF AND HALF FOR ANNEX—TRUSTFUL, reliable; managers only answer. Jean Nadja, 1917 S. 18 St., Philadelphia, Pa. Phone HO 5-8140. Jy1

NOVELTY EDUCATED DOGS FOR INDOOR, outdoor affairs; parks, fairs, etc. (union); clown available. Educated Dogs, 341 Climan, Pittsburgh 10, Pa.

MISCELLANEOUS

COLOR NAME MALE SINGER—RECORDING artist personality, appearance, wardrobe, for nite clubs, theaters, television, recording; single or furnish complete 4-act show; Chicago area only. Phone Mr. Gee, Drexel 3-0547, Chicago, or write Box C-142, Billboard, Cincinnati, Ohio.

PALMIST DESIRES WORK—GORGEOUS EX-otic appearance; enchanting manner; also do half and half; will work with colored or white. Rose Davis, Avella, Pa. Phone 9535.

PROF. E. SPIES, THE HOLY MAN AND GREAT Divine Healer at leisure. 202 Lyell Ave., Rochester, N. Y.

SITUATION WANTED AS PARTNER TO LADY in whip acts, such as handkerchief, cigarette, etc.; also for new Amazon slave act; subject to ideas of lady partner. T Phillips, 3311 Broadway, Apt. 4, New York City. Je24 np

TWO TOP-NOTCH DEMONSTRATORS LOOK-ing for new kitchen gadgets for summer and fall demonstration. Box #C-144, Billboard, Cincinnati, O.

MUSICIANS

A-1 SOCIETY DRUMMER AVAILABLE JUNE 22; authentic; Latin or timbales; cut all shows; good reader; played top Florida hotels last four seasons; have excellent references; only thoroughly reliable; financially responsible connections considered; married; have car. Wire or phone Stan Hotaling, Riviera Hotel, Biloxi, Miss.

A-1 VIOLINISTE—OUTSTANDING MUSICIAN for hotel lounge or night clubs or single act. Louise, Box C-146, Billboard, Cincinnati, O.

ALTO, TENOR SAX, VOCALS—24, READ, fake; experienced all chairs. Pat Marvin, 8907 Cloverlawn, Detroit 9, Mich.

AT LIBERTY AFTER JUNE 2—GENERAL business singing specialties, general utility, small parts and props preferred. Ray Cole, c/o Walter Rogers, Rt. 6, Menomonic, Wis. Je24

AVAILABLE EARLY JUNE—TENOR (LEAD) clarinet, flute, piccolo, show, combo, band, rumba, legitimate; transposition no band; age 24. Irvin Guman, Botany Lane, Oberlin, Ohio. Je24

AVAILABLE IMMEDIATELY — DRUMMER fully experienced in all types of society and jazz combos; read, cut shows; reliable; have car. Warren Bourque, 37 High St., Mystic Conn. Phone 1362-W.

AVAILABLE IMMEDIATELY—ALTO, TENOR clarinet; 22; experienced, reliable, sober, will travel anywhere. G. A. Borgman, Litzinger Lane, St. Louis 17, Mo. REpublic 23- or ROsedale 3177.

BASS MAN, 5 YEARS' EXPERIENCE; SOME vocals; band or combo; reliable. Write Musician, 741 Avon Fields Lane, Cincinnati, O. Telephone UNIVERSITY 5740.

EXPERIENCED, DIXIE PIANO, SOLOVOR modern swing; two years with Jack Tea garden; prefer solo or combo work. Herman Vernon c/o Durango Hotel, Durango Colo.

GIRL HARPIST DESIRES POSITION IN HOTEL dining room or with combo; can play any type music and double on Hammond organ. For further information and photographs write Angela Carter, 826 S. Wabash, Chicago, Ill. Jy24

GUITARIST—10 YRS. EXPERIENCE; AGE 28 sober, neat, dependable; good read, fake take-off, rhythm; only steady working units considered; notice required; write full particulars. 1737 W. 71st, Chicago, Ill. Jy24

HAMMOND ORGANIST - SINGER — EXPERI-enced, desires position with restaurant, cocktail lounge, hotel band, etc. Write: Organist, 729 W. Central, El Dorado, Kan. Je24

MUSIC COPYIST—UNION, KNOWLEDGE OR-chestration, transposition; wants connection music firm, band, N. Y. vicinity; good work. Henry Sushansky, 658 Wyona St., Bklyn, N. Y. Cloverdale 7-4343.

PIANIST—CLEAN, SMART, SOCIETY STYLE, read anything, 7 years' experience, available immediately; Local 802, car, fine appearance. 24. Musician, 105-15 63rd Dr., Forest Hills, N. Y.

PIANIST—PROFESSIONAL; UNION; SINGLE first-rate hotel engagement playing alone letter only. Raymond Dempsey, 44 Maple, Franklinville, N. Y.

POPULAR PIANIST — DOUBLE HAMMOND read and improvise on sight; night club, radio, hotel, ballroom experience. Pianist, 140 Calif., Manchester, N. H.

(Continued on page 140)

Attention

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- 17-Jewel Movement
- Rhinestone Dials (assorted colors)
- Beautiful Plastic Gift Box with velvet plush interior

- 14K RGP Case with Stainless Steel Back
- Expansion Band, 10K RGP Top, Stainless Steel Back
- Gold-Embossed \$49.75 Price Tag and Gold-Embossed 17-Jewel Label in each box!
- Ladies' or Men's Styles!

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All Watches Guaranteed Brand New!

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Send **\$15.00** for sample. 25% deposit with order, balance C.O.D. ACT NOW and COUNT YOURSELF IN on the Tremendous Profits being made daily!

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Water-proof, Shock-proof, Incabloc! Stainless - Steel, Anti-Magnetic, radium dials and hands. Sweep Seconds. Cowhide Strap **\$11.00**

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Window Calendar WATCH

Tells Second, Minute Hour and the DATE

\$4.45 Precision Jewelled Movement

- Polished Chrome Case
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 - 1 Yr. Service Guarantee
 - Individually Gift Boxed
- (In Gold Plated Case, 60c add'l. With matching metal band, \$1 add'l.)



RHINESTONE DIAL WATCH
In 14K Gold Plated Case

\$4.25 Brand New, Writer 1-Year Service Guarantee

- 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 Add'l.

14K Gold Plated CHRONOGRAPH



\$3.95 Jewel Movement, Assorted Radium Dials

- 1 Yr. Service Guarantee
- Instruction Sheet
- Copy of \$75 watch
- Brand New, Not Rebuilt

(With Strap and gift box, 20c add'l.) With Matching Gold Plated Link Expansion Band, \$1.00 Add'l. Above prices for orders of 4 or more watches \$1 ea. extra on orders under \$25.00, with order, balance C. O. D.

DUNHALL Imports Co.
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MONKEY BUSINESS pays off!



This is **PEPY**...
One of the best Monkeys
in this line.
\$2.00 Doz.—\$20.40 Gr.
F. O. B. Los Angeles.
25% Deposit, Balance C.O.D.
Prepaid if amount accom-
panies order.

7 DIFFERENT MONKEYS

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Sensational! Sweeping the country. Fast Sellers!
Quick Profits! They look real . . . feel real.
Made of soft, "live" rubbery plastic. Suction
cup furnished with each monkey. Hang up in
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Or write us for further information or
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Regulation Size.
You Know 'Em.
Sample, \$1.00.

\$10.50 a Dozen
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"DREAM GIRL"
Lite-Up Pencil
\$3.50 a Dozen
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PISTOL LITER
Large Black Handle
\$11.00 a Dozen
\$125.00 a Gross



3 PC. SET
All
Trimmings
\$4.00
a Dozen
\$44.00
a Gross

CIRCLE YOUR CHOICE — UNBEATABLE PRICES

Price List F.O.B. New York	Per Doz.	Per Gr.
1. 4 Piece Pen and Knife Set	\$5.25	\$63.00
2. 3 Piece All Gold Plated Pen Set	3.25	60.00
3. 5 Way Gold Pen Set with Liter and Flash	7.25	90.00
4. 2 Piece Midget Filigree Set in Case	5.00	58.00
5. Floating Doll Pencil (Gold)	3.50	39.00
6. Tempo "Peepshow" Flashgirl Pencil, (Best Made.)	4.25	48.00
7. Pen-Shaped Pocket Liter—Visible Fuel Tank	2.75	30.00
8. Cigaret Lighter-Pencil (Gold Plated)	3.25	34.00
9. Ball Pens, Carded, Gross Only		14.40
10. Key Chain Flashlight	2.25	24.00
11. Camera Liter	8.20	94.00

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NEW!! SENSATIONAL!! BE FIRST IN YOUR TERRITORY "CHIMPY"

Baby Chimpanzee (almost LIFE-LIKE) weighs 3/4 pound. YOU'VE NEVER SEEN ANYTHING LIKE IT . . . SELLS ON SIGHT! Hand painted in natural colors. Soft plastic rubber . . . Feels LIKE-LIKE.

Price **\$22.50 Doz.**
Sample, \$2.00 postpaid.

"UBANGIE GIRL"

A Real "HOTINTOT"
(Wow! What a pair of "Lips"! She Shimmies, She Shakes, She Wiggles and EVERYTHING! The CLEVEREST car window novelty you ever saw. She's complete with Tiger-skin loin cloth, Feather hair-do . . . and suction cup.

Price **\$28.00 Gr.**
Send \$3.00 for sample dozen.

JOBBER'S inquiries invited. 25% deposit, bal. C.O.D. Send for list of other Fast-Selling Novelties.

SOL'S Novelty & Dist. Co.

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TOUGHER THAN FORT KNOX!

Yes, it's easier to get the gold from Fort Knox than to solve the

PIRATE CHEST MYSTERY BANK

Reg. U. S. Pat. #2323221 and other Pat. Pend.

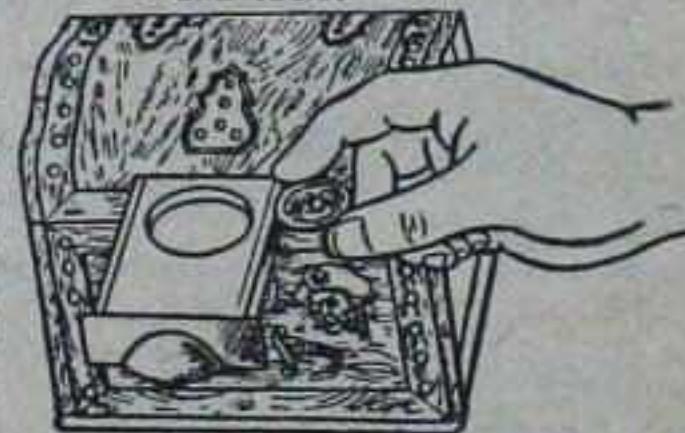
MYSTERY #1. DEPOSIT A COIN from 1¢, 5¢, 10¢, 25¢ or even a 50¢ piece into the MYSTERY DRAWER—CLOSE DRAWER QUICKLY, COIN MYSTERIOUSLY DISAPPEARS. HOW?

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Simple instructions (it takes only 10 seconds if you know secret) included with each bank.

Size of bank, 3x4x3 1/2". Made entirely of metal, durable and lasting. Richly embossed with pirate lore and handsomely PLATED in a statuary antique finish. Makes ideal gift for boy and girl. Smart bingo and bridge prize. Unique nic nac for desk top, fireplace and radio.

- No Key
- No Lock
- No Force
- No Pressure Required to open this bank!



Showing Mystery Drawer open to receive coin.



Rear View — Note fine workmanship and detail.

The real fun starts when you ask prospective customer to open the BANK. They will tug, pull, twist—practically talk to themselves, fret—but 'no go'—they can't do it. When you show them how they will gasp in amazement. They will buy not one but several or even a dozen.

ORDER BLANK—FILL OUT—Detach and mail now!
MONEY BACK ON DEMAND IF NOT SATISFIED

Gentlemen: Enclosed find \$..... cash, M.O. or check. Send us
 12 dz. Pirate Chest Mystery Banks for \$93.00 (plus 2 dz. Free).
 3 dz. Pirate Chest Mystery Banks for \$25.00 (plus 1/2 dz. free).
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 One sample bank for a dollar bill (plus 10¢ in stamps). Do not enclose all stamps.

Avoid C. O. D. It means only delay in filling orders and extra cost. All orders from 3 dz. up sent express collect (50% deposit on C. O. D.). (If you prefer parcel post, include postage.)

NAME (Print Clearly)
ADDRESS (Print Clearly)

PIRATE GOLD TOY CORP. FLATIRON BUILDING
NEW YORK 10, N. Y.

NOVELTY-MEN

THERE'S A

Big Deal

ON PAGE **143**

RINGS—RINGS

AMERICA'S FINEST MONEL RINGS

Guaranteed not to turn or tarnish. All types. Mother of Pearl, Zircon, Syn-Ruby, Lodge, Cameo & Signets. Write for illustrated price list and special offers to all jewelry outlets.

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WRIST WATCH \$2.50 EA.

BRAND NEW—NOT RECONDITIONED
With Stainless Steel Expansion Band.
Radium dial and hands. Red sweep second hand. Chrome case. Biggest value on the market! Only (6 or more)
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Quality Merchandise
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All Five Popular Sizes
Fully Guaranteed
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Four Rolls prepaid

QUANTITY 25 Rolls Individually Boxed
ORDERS: of Any One Number
ONLY \$3.75

Here It Is!

THE FASTEST SELLING ITEM IN THE COUNTRY



"PITY ME" RUBBER SORE FINGER

Live Rubber—Life-Like
Flesh Colored
It's Awful—It's Gory Looking
Soft Rubber

Sample, 12 "Pity Me" Fingers on Display Card... **\$1.80**

Gross Lots (Carded)... **\$19.60**

Uncarded 2 doz. In Counter Display Box... **\$1**

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(Known as BRAZILIAN TEA)

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Millions of people are convinced they feel better when they drink Matte daily.

Matte is a family drink, to be taken with meals and between meals. It is a food-drink of millions in South America where its daily use extends some four hundred years into the past.

Many eminent doctors, scientists, chemists the world over have praised the unusual merit.

Send \$1.00 for Combination Package (24 Tea Bags and Loose)
(One month generous supply)

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SENSATIONAL NEW ITEMS

- WALKING BEAR—Grey Plush Fur. Ea. 85c. Doz. \$6.85
- WALKING ELEPHANT—Plush, Ea. \$1.00. Doz. 7.50
- JOYFUL ELEPHANT—Plush, Ea. 75c. Doz. 6.30
- WALKING BEAR (Baby)—Plush, Ea. 65c. Doz. 5.00
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ABOVE ITEMS ALL HAVE KEYS

Cash on samples—1/3 down, balance C.O.D. on dozen or more.

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(Continued from page 138)

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ON PAGE 143

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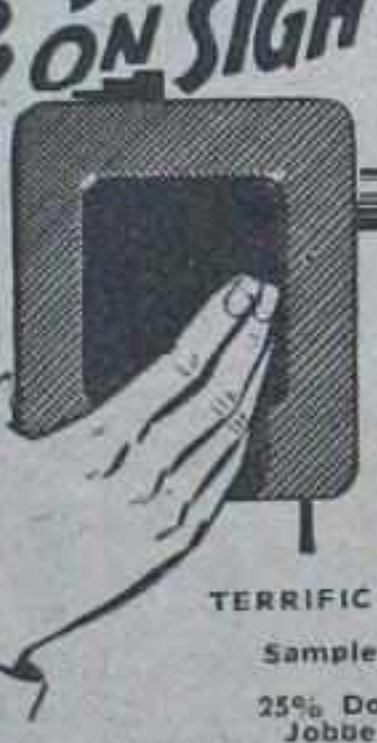
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Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

New York:

Ben and Lou Gordon, partners operating the past 25 years under the name of Bengor Products Company, are moving to new quarters on or about August 1. The firm will occupy the basement, store and mezzanine at 18 West 23d Street, in the heart of the novelty import-export business. . . . It's reported that more than 150 discount houses are operating in the New York area, and that many others are organizing thruout the country. Discount stores stock well-known price-fixed, branded merchandise, offered at discounts of 20 to 40 per cent. Many experts are aghast at the rise of these discount organizations as a major break in the protective fair trade dam. Others believe such practices to be a just rebellion against "discrimination" caused by such fair trade techniques. . . . Schranz & Beiber Company, Inc., have taken their fight to the Supreme Court. Rollin Schulberg, company president, is challenging the city's ban on cap pistol ammunition on the grounds that caps with less than 20/100 of a grain of explosive have never injured any youngster, and that there is no intent by the city to consider cap ammunition as a fire hazard. Case will be argued June 19. . . . As a 98-cent seller, United States Electric Manufacturing is marketing a purse and pocket flashlight. The flashlight, complete with Usalite batteries, is reported to be compact and powerful. . . . Rosenberg Bros., manufacturers of key chain items, is introducing two new key chain numbers—a miniature harmonica that plays and a Johnny-Jump-Up (when squeezed the head pops up from a box).

Sterling Plastics has presented a Pistol Packin' pencil sharpener to sell at 10 cents. The gun shaped model has the sharpener fitted into the pistol butt. . . . As a follow-up to current interest in toy ukuleles, local store windows are displaying Harmonica Reed Corporation's toy clarinets. The musical toy, with eight tuned reeds and instruction booklet, sells for \$1.98. . . . The Billboard has been told that pitchmen are doing a great job with a three-way saw. Three blades are interchangeable in a single unit. Does anyone know who manufactures the item? . . . Requests have also been received for a source of supply of inexpensive simulated leopard skin auto seat covers. Apparently many sports car enthusiasts liked the real

leopard skin upholstery exhibited in a classy convertible at the New York Automobile Show. Can anyone supply such an item? . . . Sol Pritt, of Pritt Novelty, says he's handling Fussy Fido, the almost human pup. Fido does tricks when he's fed a magic hot dog. It's a 59-cent item. . . . Philip's Neckwear is busy distributing its new catalog to potential necktie buyers. The complete line of inexpensive ties is geared for agents who desire to go into business for themselves. . . . Gun-King pistol lighters are being manufactured by Holiday Specialties. The American pistol lighter is turned out in chrome or gold finish with black, pearlized or jeweltone handle grips—a \$5 retailer.

Buzza-Cardozo is introducing Hop-along Cassidy greeting cards for every day and appropriate holidays. The selection includes greeting cards with Hoppy gum, balloons, gadgets, games, etc., all carrying the hero's picture and personal autograph. . . . With the current police campaign against leaving a car with keys in the ignition, buyers may be interested in Key-Ject. When the motor is shut off, the key automatically ejects itself from the ignition due to a heavy chrome plated brass key holder (gift boxed to retail at about \$1.98). . . . South Brooklyn resort concessionaires are looking forward to a profitable season. The recent opening of the Battery-Brooklyn tunnel reduces auto travel time considerably, and serves as an important inducement for folks to spend their leisure time in the South Brooklyn area. . . . Packaged in a matchbook cardboard box, Shoe Shiners are sheets impregnated with wax. For pocket or purse, the 10-cent item is marketed by M. B. Price Associates. . . . With G.I. payments excluded, American personal income for the month of April was at the rate of \$212,800,000,000, according to the Department of Commerce. If the present rate is maintained, 1950 will be the greatest personal income year in American history. . . . Swiss precision made pedometers are marketed by Kern Binoculars, Inc. . . . Graphic Company is selling a four-color pen or pencil to retail for \$1. . . . English chamois, 15 by 23 inches, are being sold by Bon Marche stores. . . . Ora is offering expansion watch bracelets to the trade. . . . Levine's is featuring a flash silver cleaner. . . . Acme Metal Goods is pushing their potato masher with the trade. . . . H. L. Bogess is marketing five-gallon oak water kegs with petcock and carrying handle. . . . Hygrade Novelty Manufacturing is selling inexpensive rubber and plastic raincoats for the family. . . . Signa-Craft is merchandising 18-karat gold finish monogram initials for personalizing articles.

West Coast:

With estimates on the number of Shriners coming into town running from 125,000 to 200,000, novelty houses along merchandise row have been busy. Jake Schwartz, of San Francisco, signed up sometime ago as official novelty man. M. (Whitey) Monette, of Monette & Gordon, is in town to help take care of the business. . . . Patty Treanor, of Pat Treanor & Son, San Francisco, arrived in Los Angeles Sunday (11) to see what was new on the shelves. . . . The many friends of Johnny

SPECIAL SALESMEN

WHY FOOL AROUND WITH PIKER PROPOSITIONS?
SELL OUR GENUINE NEON WINDOW SIGNS
Lazy Man can make up to \$30 a day with us. Workers make up to \$80. The price is right.

THE MODERN NEON SIGN CO.
HURON, OHIO

NEWEST MODEL METAL HULA LAMP

ROSE, GOLD, SILVER AND BRONZE FINISH. . . . \$11.25 IN DOZ. SAMPLE EA. LOTS \$12.50
POLICE DOG LAMP (Metal) \$48.00 Doz., Sample \$4.50
BOXER DOG LAMP (Metal) \$48.00 Doz., Sample \$4.50
WESTERN HORSE LAMP \$48.00 Doz., Sample \$4.50

25% Deposit, Balance C.O.D., F.O.B. Philadelphia. Full Cash for Samples.
M. S. POSNER

4851 N. 8th Street, Philadelphia 30, Pa.

RUBBER EXERCISERS

Pat No. 1790287
PITCHMEN all over America exclaim — "The fastest selling gadget in the world!"
MEN Use for Physique Building.
WOMEN Use for Reducing.
Individually Beautifully Boxed With Exercise Chart.
Stretchem, \$40 per 100
Sells for \$1.50
Samson, \$45 per 100
Sells for \$2.00
F. O. B. Detroit; 25% With Order, Balance C. O. D. Send \$1.00 for both samples; retail value \$3.50
MED WORKERS: Write us for our special; you will be amazed at prices.
GORDON SERVICE 1917 W. Grand River
Detroit 24, Michigan



Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons
Tells Time, Stop Watch
Measures SPEED, Measures DISTANCE, "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.
Telemeter • Chrome Plated Case • Precision Made • Tachometer • Unbreakable Crystal • Attractive Dial • Large Sweep Hand • Hands and Numbers Glow in Dark.
Gross Lots \$2.98
Watch Only
Lots of 100 \$3.85
Lots of 12 3.25
Lots of 6 3.35
Gold Plated, 75c extra.
Plastic Band, \$1.10 Doz.

BRAND NEW! TERRIFIC SELLER!



with 4 Sim. Rubies, 3 Sim. Diamonds, 75c extra

AUTOMATIC CALENDAR

Jeweled—Anti-Magnetic
\$3.35 Gross Lots \$3.65 Doz. Ea.
C. O. D. orders from non-rated concerns, 10% with order.
On orders under 6 watches, add \$1.50 ea.
SARO WATCH, PP-1674 B'way, N. Y. 19, N. Y.

QUILTED PLASTIC SCUFFIES

another RO-LA value! ONLY \$4.50 Doz \$48.00 Gr.
SAMPLES 75c Each
Colorful Washable Open-Toed Attractive Flowered print on background of white, red, blue, green.
WATCH THEM SELL
For all-around wear everywhere! Bedroom, shower, beach, on trips.
S-M-L. INDIVIDUALLY CELLOPHAN-PACKED.
ORDER NOW! 25% deposit on all C.O.D. orders. Allow for postage.
RO-LA Novelty Co., Dept. SS
907 Broadway, N. Y. 10, N. Y. Phone: OR 9060

Look! New Low Prices!
The Original and only LIFE-LIKE durable soft plastic BUGS. Still a big seller. BEETLES, CRAWFISH, FROGS, HELGAMITES, GRASSHOPPERS, ROACHES and WORMS.
Dozen Assorted \$1.50 Gross Assorted \$15.00
Send \$1.00 for Samples.
SOOT-OH! Back again. Throw some on a friend, watch their reaction, per card of 24 \$1.20; 3 cd. lots, per cd. \$1.00.
WACKY SIGNS—Gets plenty laughs, size 11x14. Dozen assorted \$1.50
25% deposit on all C.O.D. orders, F.O.B. Chicago, Ill.
ORDER NOW—GET ON OUR MAILING LIST.
Riley-Borin Novelty Co.
7909 S. Rhodes Ave. Chicago 19, Ill.

Look! New Low Prices!

The Original and only LIFE-LIKE durable soft plastic BUGS. Still a big seller. BEETLES, CRAWFISH, FROGS, HELGAMITES, GRASSHOPPERS, ROACHES and WORMS.
Dozen Assorted \$1.50 Gross Assorted \$15.00
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25% deposit on all C.O.D. orders, F.O.B. Chicago, Ill.
ORDER NOW—GET ON OUR MAILING LIST.
Riley-Borin Novelty Co.
7909 S. Rhodes Ave. Chicago 19, Ill.

CLOSEOUT BARGAINS

Genuine Leather Wallets, embossed pictures with zipper, \$4.50 doz. Others at \$5.00, \$4.00 & \$4.50 doz. 4 samples asst., \$3.00.
3 Pc. Sets of Rhinestone Costume Jewelry, boxed \$4.75 doz. 3 samples, \$1.50.
Men's Watch Bands, expansion, not wire! Yellow \$5.25 doz.; Chrome, \$4.25 doz.; Sample, 50c.
5c to 25c Gift Items, \$18.00 per 1,000 pcs., 100 Samples Pcs., \$2.50.
25% deposit, bal. C.O.D. Money in full with order. We pay postage.
MAJESTIC SALES CO.
MUNICIPAL MKT. SEATTLE 1, WASH.

\$1 STARTS YOU IN BUSINESS
INTRODUCTORY OFFER. Send only \$1.00 for 2 fine quality ties Special group top value \$1.00 sellers direct from manufacturer. Now only \$7.20 per doz your cash profit \$4.80 per doz. Regular \$1.50 and up values. New designs, pastel ties, large assortment, deluxe materials, expert workmanship. Lined at both ends, 100% wool innerlining. Money-making opportunity supreme. Act now! PHILIP'S NECKWEAR, 20 W. 22nd St., Dept. B-108A, New York 10, N. Y.



DIAMOND-HONED **Remington** ELECTRIC SHAVERS
THE **FASTEST** SELLING ELECTRIC SHAVER IN THE WORLD...

RETAIL PRICES
\$19.50 to \$25.50

ASK FOR OUR WHOLESALE PRICES

ONE DAY SERVICE!

THOUSANDS OF BRAND NEW AND OLD STAND-BY ITEMS FOR ALL TYPES OF MID-WAY CONCESSIONS ARE LISTED IN THE NEW ILLUSTRATED "HEX" CATALOG

GLASSWARE • CLOCKS
JEWELRY • FLASH ITEMS
BLANKETS • STUFFED TOYS

SEND FOR YOUR FREE COPY TODAY!
(STATE YOUR BUSINESS)



HEX
MANUFACTURING COMPANY

48 EXCHANGE ST. BUFFALO 3, N. Y.

SUMMER SPECIALS!

NOVELTIES

#830 New Look Zep Airship, Beautiful Mottled Colors	Gr.	\$ 3.00
#9 Hopalong Cassidy Balloons	4.25	
#9 Round, Assorted Colors	2.50	
#11 Round, Assorted Colors	3.25	
4" Fur Monkey	4.50	
6" Fur Monkey	Doz. \$.75	7.20
9" Acrobatic Fur Monkey	1.65	18.00
5" Feather Doll	.80	9.00
7" Feather Doll	1.60	18.00
9" Feather Doll	2.65	30.00
All Dolls With Jewelry, Hat, Cane.		
8" Vari-Colored Pure Rubber Beach Ball—a Beauty, Doz.	\$4.00	
Assorted Dangling Skeletons, Devils, Pelican	Gr.	3.60

Large Imported Brightly Colored Straw Beach Hats	Doz.	\$3.25
Felt Cowboy Hats, High Crown or Flat Crown	3.65	
Fire Chief Hats	2.00	
Small Western Hats	2.00	
Large Coolie Hats	3.00	
Imported Flying Bird, Insize Whistle With Sticks, the Best	Gr.	8.40
Red, White and Blue Batons	1.20	13.00
Lash Whips	1.20	12.00

SLUM

Assorted Plastic Sports and Western Figures	\$1.00
Indian Heads on String	1.00
Plastic Men's Combs	1.00

Plastic Rings	Gr.	1.25
Paper Blowouts	1.50	
Folding Rosette Fans	1.15	
Rubber Razors (Nose Blowers)	1.50	
Assorted Key Chains With Charms	2.50	
Magic Fans	3.00	
Plastic Horses or Elephants	4.50	
Wrist Watches	1.50	
Plastic Dagger With Disappearing Blade	4.50	
Cocktail Parasols	2.00	
Plastic Rattail Combs	2.00	
Imported Bright Colored Leis	2.00	
Balloon Squawkers	1.00	
Toothpick Knives	3.50	

25% Dep.—Bal. C. O. D. OPEN SUNDAY

NOVELTY MERCHANDISE CO.
804 W. Roosevelt Rd. Chicago, Illinois

NEWEST CROWD-STOPPERS WALKING BEARS

LIFE-LIKE ACTION — PLUSH-COVERED BODY
\$7.80 PER DOZEN — SAMPLE \$1.00

BEGGING POODLE DOG
WALKS NATURALLY — SITS UP AND BEGS
\$7.20 PER DOZEN — SAMPLE \$1.00

Send cash for samples—1/3 down, balance C.O.D.

IMMEDIATE SHIPMENT
JOHN BERKOWITZ & SONS
RINGS—COSTUME JEWELRY—PEARLS

113 EAST DOUGLAS

WICHITA, KANSAS

JEWELRY

ENGRAVER'S

DEMONSTRATOR'S

SOUVENIR

Complete Line

Best Electroplated Finish

SURE SELLERS

Engraving Machines

Also Brass Novelties

Send \$1.00 for Postpaid Sample Line of New Items

51 SO. MAIN ST.

LARSON JEWELRY CO., INC.

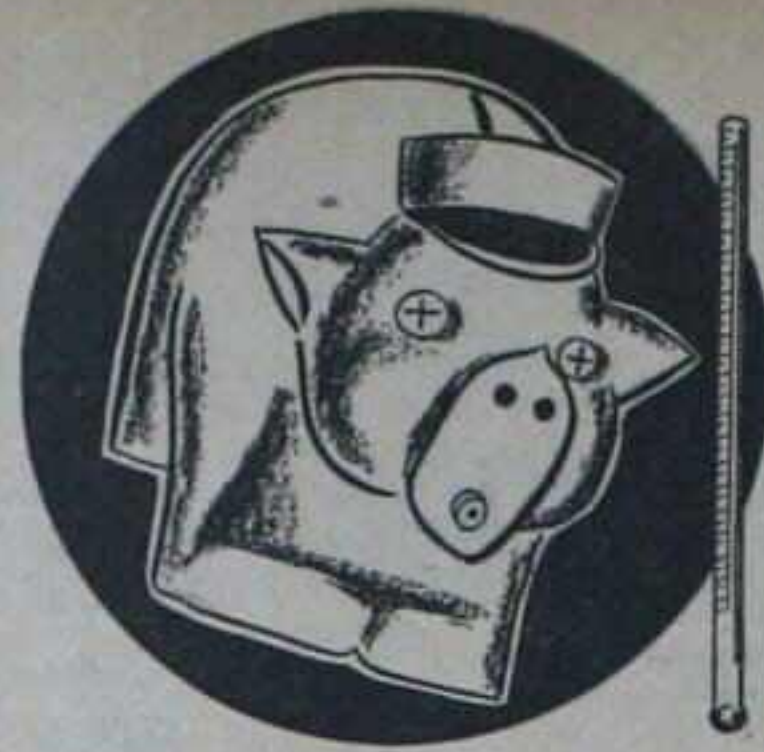
ATTLEBORO, MASS.

Carnival Plaster-Shell Lamps and Figurine Novelties

LARGE, MEDIUM AND SLUM—EXTRA LARGE VARIETY

SPECIAL NOTICE

We have taken over the business of Buckeye Novelty Works of Struthers, Ohio, operated by Joe Budday. We will be glad to accommodate all of his old friends and customers.
ART NOVELTY MFG. CO., R. F. D. #1, POLAND, OHIO. South Ave. Ext. on Route 164



"SICK PIG" SQUIRT

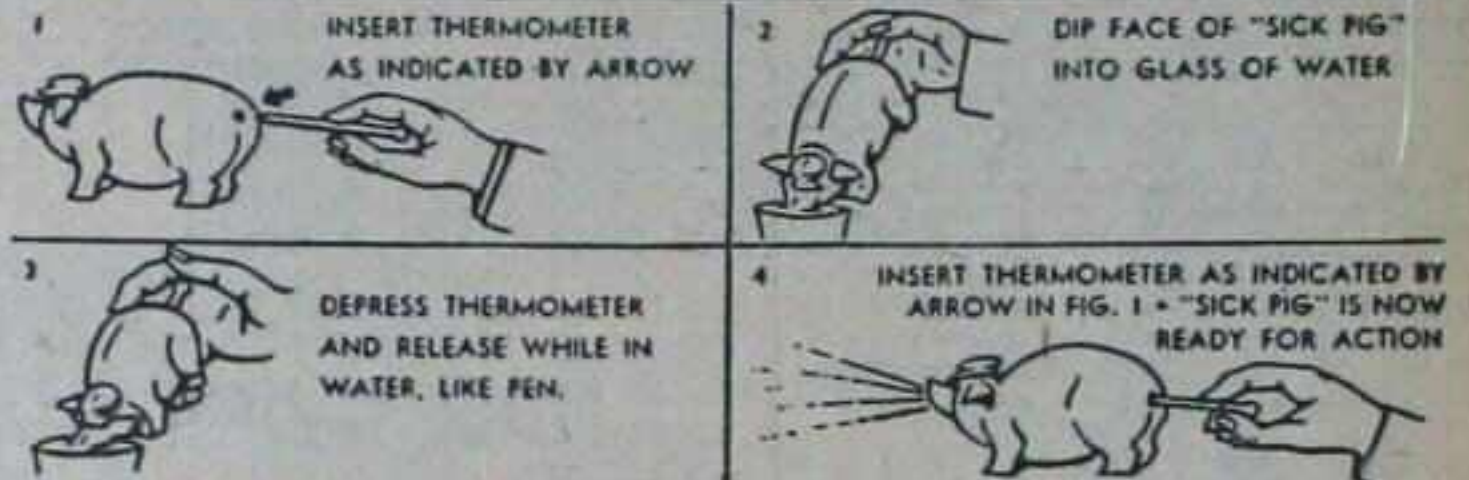
ACTION TOY

WHERE DO YOU THINK THE THERMOMETER GOES!

YOU'RE DARN RIGHT!

Illustrated Instructions as Shown on Each Cellophaned Package

INSTRUCTIONS FOR OPERATING "SICK PIG"



A Terrific Premium—A Practical Savings Bank, Too.
A Natural Pick Up Item—A Sure Fire Street Item.
A Perfect Item for Fun at Parties and Conventions.

25% Cash With Order, Balance C. O. D.

We Will Ship Gross Lots Prepaid IF YOU SEND CASH OR MONEY ORDER FOR PAYMENT IN FULL.

\$2.00
Per Dozen

(Minimum Order 2 Dozen)

\$21.00
Per Gross

Sample 25c each

UNITED PLASTIC COMPANY

1186 BROADWAY, NEW YORK 1, N. Y.

Manufacturers of Steri-lite Products

A CARNIVAL OF BARGAINS

<p>SLUM</p> <p>Plastic Thimbles 65c</p> <p>Silver Wedding Rings 65c</p> <p>Crickets 98c</p> <p>Screamer Whistle 85c</p> <p>Czech Stone Rings 90c</p> <p>Folding Flower Fan 98c</p> <p>Pocket Combs 98c</p> <p>Fingertraps \$1.00</p> <p>Blowouts 1.00</p> <p>Plastic Cigarette Holders 1.85</p> <p>Jap Toothpick Knives 2.15</p> <p>Plastic Pea Shooters 2.15</p>	<p>JAPANESE PAPER PARASOLS</p> <p>Diameter Doz. Gross</p> <p>18" 80c \$ 9.00</p> <p>22 1/2" \$2.25 24.00</p> <p>28" 3.50 36.00</p> <p>30" 4.00 45.00</p> <p>32" 4.80 54.00</p>	<p>BATONS, CANES and WHIPS</p> <p>Gross</p> <p>Red, white and blue Twirling Bell Baton, doz., \$1.50 \$16.50</p> <p>Red, white and blue Bell Batons, doz., \$1.25 13.50</p> <p>White Maple Cane, doz., \$2.25 24.00</p> <p>Crook-handle Chesterfield Cane, doz., \$2.00 22.50</p> <p>Crook-handle Bamboo Cane, doz., 90c 10.50</p> <p>Long Lash Whips, doz., \$1.20 13.50</p> <p>Lash Whip with Whistle, doz., \$1.25 14.50</p>	<p>CARNIVAL SUPPLIES</p> <p>No. 25 Daisy Cork Gun, ea. \$5.25</p> <p>Cork Gun Corks, per 1000 2.50</p> <p>Dart Boards, ea. 60c</p> <p>French Weighted Feather Darts, doz. 1.20</p> <p>Dart Balloons, gross, 70c, 10 gross 7.00</p> <p>Worth Special Baseballs, doz. 2.25</p> <p>Hoopla Rings (3 3/4" to 7"), doz. 70c</p> <p>Penny Pitch Chart, 4 1/2" square, each 4.95</p> <p>Wood Milk Bottles, ea. 65c</p> <p>Aluminum Milk Bottles, ea. 1.10</p>		
				<p>NOVELTY HATS</p> <p>Gross</p> <p>Spanish Hats, doz., \$2.90 \$34.50</p> <p>Chola Hat, doz., \$2.25 26.00</p> <p>Ten Gallon Cowboy Hat, doz., \$3.25 36.00</p> <p>Large Coolie Hat, doz., \$3.00 33.00</p> <p>Medium Coolie Hat, doz., \$2.00 22.80</p>	<p>CELLULOID FEATHER DOLLS</p> <p>Tinselled Dolls with Hat, Cane and Earrings—A REAL FLASH!</p> <p>Size Doz. Gross</p> <p>3" \$ 4.50</p> <p>4" 8.00</p> <p>5" 17.50</p> <p>6" 37.50</p> <p>7" \$ 9.60</p> <p>8" 19.20</p> <p>9" 28.50</p> <p>10" 42.00</p>

Prices do not include postage. 25% deposit with C. O. D. orders.

1950 CATALOG NOW READY. STATE YOUR BUSINESS WHEN REQUESTING COPY.

KIPP BROTHERS Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

ATTENTION! ENGRAVERS -- DEMONSTRATORS

<p>NO. 800</p> <p>5c EACH</p> <p>Least Shipped, 1 Gross</p>	<p>SAMPLE IDENT ASSORTMENT</p> <p>\$4.00</p>	<p>5c EACH</p> <p>NO. 767</p> <p>Least Shipped, 1 Gross</p>
	<p>GRAB BAG MERCHANDISE 5c EACH</p> <p>25% Deposit on all C. O. D. Orders</p> <p>PLEASE STATE YOUR BUSINESS</p> <p>2ND TO NONE FOR VALUES</p>	

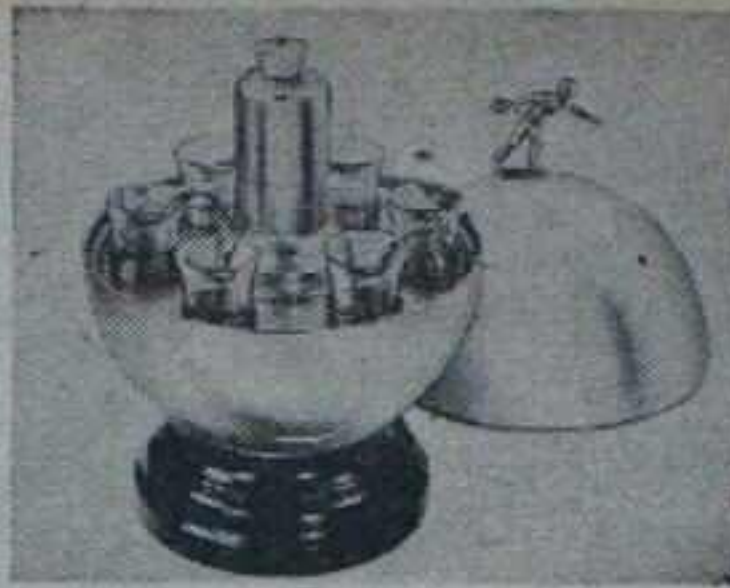
"Brisco Pete" 604 W. LAKE ST., CHICAGO 6, ILL. FOR SAME DAY SERVICE CALL
FRANKLIN 2-2567

ATTENTION ALL PREMIUM USERS!

BOWLING BALL LIQUOR SET

The newest novelty sensation of the year! High chrome satin finish ball, mounted on black enamel trophy base.

Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotate tray and fill glasses by pressing chrome pump down once . . . a jigger every time!



#4052B
\$7.25 Ea.
In Doz. Lots
SAMPLE \$8.00 Ea.

4-PC. PEN SET



Beautiful finish, high quality knife, pencil, ball pen and fountain pen. Complete in attractive gift box with gold embossed price tag. A flashy, fast-selling promotional item!

\$6.00 Doz.
Sample, 75c



PISTOL LIGHTER

Highly polished chrome plated with stag-like handle grips. Detachable base. Individually boxed. Pistol lighters are hot now, and look at this price!

\$9.00 Doz.
Sample, \$1

25% Deposit, Balance C.O.D. If not for resale, add Federal Tax.

WE CARRY A HOT PREMIUM LINE. IF NOT ON OUR MAILING LIST, PLEASE WRITE—YOU WILL FIND IT PAYS!

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

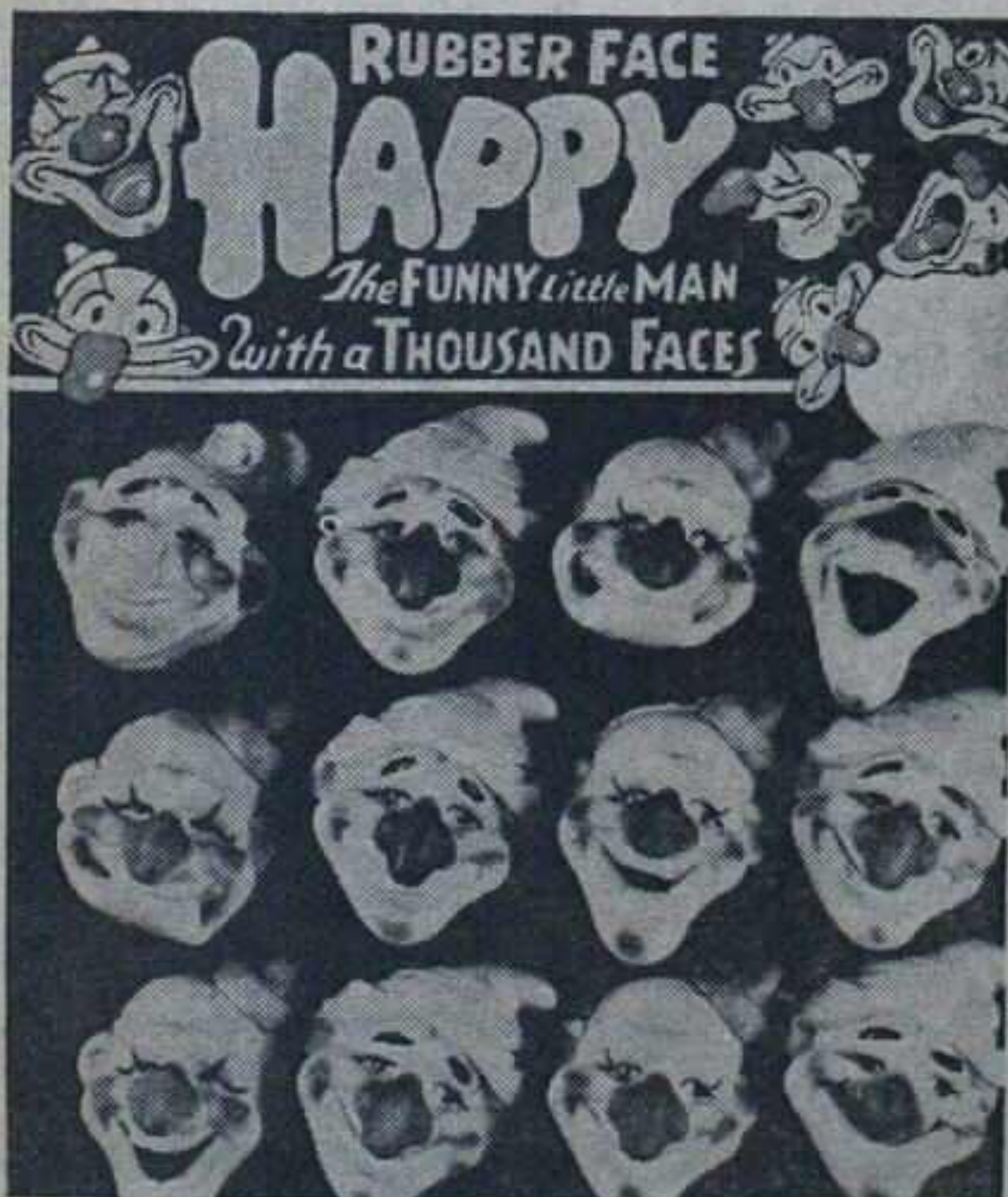
Hollywood's Newest Smash Hit!

The Comic Sensation

HAPPY

Finger Puppet

Now—Capitalize on television. T. V. has created terrific interest in puppets. Here is a real money-maker you cannot afford to miss.



Hand-painted pliable face changes expression at the slightest movement of your finger.

Easy to display this colorful counter card of a dozen assorted comic faces.

Suggested Retail Price, 35c Each

Dealer's Cost \$5.00 Box of 2 Cards (24 Pcs.)

ORDER NOW!

EVERYONE WILL WANT ONE—AND BUY!

Packed 2 cards to the box. 6 boxes to the gross. Weight per gross 9 lbs.

Regular trade discounts to jobbers and distributors. Contact us at once.

SATISFACTORY SALES COMPANY

1036 So. La Brea Ave.

Los Angeles 35, Calif.

Houghtaling will be sorry to hear of his sudden passing in Los Angeles Saturday (10). Johnny had been a novelty manufacturer and distributor and in recent years free-lanced. . . . Bob McDearmon, who with Harry Hesslein operates the Pico Novelty Company, is back at his desk following a fishing trip to Big Bear. McDearmon caught a couple of fish about the size of novelty ones. . . . Gene Hoffman at Wholesale Specialty is featuring a golden wheel "petite" lighter. This small lighter is what the women want for their purses, he says. . . . At Murray Sales Murray Hoffberg is getting quite a play with the automatic pistol lighter. The item shows signs of having a long life. . . . Martin Israel at Normandie Sales is also featuring a lighter. His is called Royaliter. Compact and durably made, the top is flush, giving it a neat appearance. . . . Wallace-Slade Novelty Company is featuring a complete line of soft plastic novelties and offering red devils, frogs, lizards and monkeys in this material. . . . Joe Neff at Southwestern Novelty Company is busy with the boys who are getting set for the Shriner convention. . . . Betty Hoffman at Wholesale Specialty has got her new car broken in. It has its first fender dent. . . . Herbert of Hollywood is bringing out its Christmas cards to round out the full line of greeting cards, party gifts and stationery. The Holly Laffs is one of the most popular items the company has issued. However, Hollywood Parti-Kits and Mandarin Notes are also products of this company. . . . L. Pickens, of Hollywood, is offering the Cutie Projector that fits in the palm of a hand. The item is complete with bulb.

Here and There:

Increasingly important is the use of merchandise premiums as play-promoters for shuffle games, a country-wide survey has indicated. Within the past few months many distributors and jobbers of coin machines in urban areas such as Chicago, Minneapolis, Indianapolis and Philadelphia have added merchandise lines in order to service operators of the amusement equipment who have found that use of premiums has kept play on the games at a high level after novelty value of the unit dropped. Use of merchandise premiums in connection with the shuffle games is only now beginning to come about in most rural areas, and in a majority of the smaller cities and towns, indicating that a "million-dollar market" for this merchandise is in the early stages of development. For further details, see story in the coin machine section of this week's issue of The Billboard. . . . Hollywood picture holders, a new development designed to hang pictures without risk of injury to the wall, are being marketed by Perma Products Company, Detroit. The holders have an adhesive on the back which attaches them firmly to the wall, and are attractive in themselves. They are especially designed for tenants where the landlord objects to nails or the usual hangers. Hollywood hangers are being put out in a sample portfolio of 4 units with 15 pictures of two sizes, at a sample price of \$2. . . . A novel Humpty Dumpty toy that breaks into eight non-shattering plastic pieces is manufactured by Playmaker Toys, Chicago. This tenite plastic toy can be made whole again, as eight interlocking parts fit together. . . . Kazooka is a large lightweight anti-tank toy gun, made of red tenite plastic, that shoots six table tennis balls. Turning the handle on the side of the toy causes the balls to pop out in rapid succession. Kusan, Inc., Nashville, is the manufacturer. . . . Two new models in its Fanette line have been announced by Fresh'nd-Aire Company, Chicago, as gift items. The models are decorated in ivory and gold to give them wider gift appeal. The eight and 10-inch a. c. fans feature grills to prevent injury to children's fingers.



NEW!

Big Profit LEG LAMP

Unbreakable latex • 19 1/2" overall • Mailable
Approved wiring • Plastic shade —
\$750 SAMPLE \$7200 DOZEN
CASH WITH ORDER F.O.B. New York City
25% deposit with order—balance C.O.D.

W. L. THOMAS Mfg. Co.

119 West 57th Street - New York 19, N. Y.
TELEPHONE: Circle 6-6343 ORDERS SHIPPED IMMEDIATELY



JUNE SPECIAL

We need volume buyers. Special men's watch only

\$2.61

(6 or more) Complete with metal stretch band. 30-day time limit on this offer.

- Removable push pins
- Written 1 year guarantee
- Radium dial
- Sweep second hand
- Brand new (not rebuilt)
- Chrome case
- Unbreakable crystal
- Genuine Swiss

WRITE FOR FREE CATALOG

10% Deposit, Balance C. O. D. SAMPLE \$4.00.

HOT SALES BOARD ITEM!

Never before have you seen a Precision Time-piece with all these features at this LOW PRICE! Order Now for Immediate Delivery.

MARVEL WHOLESALE WATCH CO.

501 PINE ST. ST. LOUIS 2, MO.

SEND FOR CATALOGUE

BUY DIRECT FROM IMPORTER!
Save from \$2.00 to \$4.00 per dozen



28 Styles of PISTOL AND TABLE LIGHTERS
Prices—\$5.46 to \$27.50 Doz.
HARRY MAHREN RING CO. 303 5th Ave. N. Y. 16, N. Y.

JOBBERS

THERE'S A

Big Deal

ON PAGE

143

OAK-HYTEX PATRIOTIC ASSORTMENT



Hit the Holidays with these Flashy, Fast Sellers Money Getters at any Spot... Any Time

No. 9 PATRIOTIC ASSORTMENT \$20 Gro. Plus Shipping Charges Order From Your Jobber Today



The OAK RUBBER CO. RAVENNA, OHIO.

Pipes for Pitchmen

By Bill Baker

FRANCES KNOWLES . . . is reported to be chalking up some good long green counts working gas savers at a Kansas City, Mo., location.

The pitchman is his own exploitation and advertising manager.

FRED LANGER . . . is still clicking with kitchen gadgets working McCrory stores in the East.

"THINGS HERE . . . aren't so hot in the pitch line," letters Big Al Wilson from Kansas City, Mo. "The Centennial is not for pitchmen and I've tried all the spots. They are hot and that's all. Closed my deal with Katz stores and made a pitch at some outside spots to fair business. I put on a pitch demonstration in front of the post office and lasted one hour."

There's nothing wrong with the pitch business that showmanship can't cure.

WILLARD C. MORGAN . . . is reported to have discovered a new item which he is working in Hot Springs to good herman counts.

ELEANOR DAVID . . . who is clicking with a pen demonstration in Kansas City, Mo., is making plans to play St. Joseph, Mo., and Little Rock with that item.

PHIL GREEN . . . is still going strong with the Morris Metric Slicer and attachments in the W. T. Grant store, Houston.

The pitchman is just an average person who likes his profession.

FRANK SCANLON . . . is making his headquarters in Cedar Rapids, Ia., after having been released from the hospital.

W. C. MORGAN . . . worked the Walgreen Drugstore at Beatrice, Neb., Saturday (10) with his new coupon deal on a test run and he reports it went over in a big way. He says he plans to work a few spots in Minnesota before making the big July 4th Celebration at Montevideo where he already has his layout booked.

The pitchman never worries about those hot weeks ahead. He just gets out and under.

"I READ WITH . . . interest the recent report from Buffalo from Fred Langer," cards Henry H. Varner from Akron. "Promotional work is essential. A good salesman can screen the undesirables and eliminate them at once. What Langer should do is take an educational course in this vicinity and then return to Buffalo and follow out the psychology used here. A set of standards should be drafted and lived up to by all. Buffalo can stand constructive criticism. Let's build it up, not tear it down. Here's for better salesmen, with more personality."

One of the toughest assignments in life is to judge another person accurately.

LET'S HAVE . . . some pipes from the following: Sam Lee, Tom Kennedy, Doc Curly Bartok, Al Burnett, Charlie Curtis, Blackie Kapusta, Chief Thunder Cloud, Sam Goldman, Ray Lankford, J. H. Rutledge, Joe Litkowsky, Mr. and Mrs. Carlson, Joe Lamadago, Walter Rice, Blackie Skiders, Dave Finkelstein, Sam Cook, Peanuts Cramer, Al Shean, Frank Hayden, I. W. Hightower, Jack Rushin, J. O. (Jimmy) Lusk, A. S. Lee, Harry Edwards, K. Max Smith, Irving (Doc) Livingston, Glenn and Marcia Hosberg, A. D. Powers, Eddie Diebold, Mabel and Ott Gerhardt, A. P. Curry, Pat Malone, Marty Lawless, Solly Kegsberg, Barney Kaplan, Parker Landry, Whitie Wheat, Charley Courteaux, Art Nelson, Harry Rutherford, Tommy Adkins,

Kid Carrigan, Joe Levy, Paul Lokey, Al Fenning, Charley Petin, Harry Belt, Guy Warner, George Earle, Bummy Carroll, Otis Benson, Joe Clark, Jimmie Miller, Lester Kane, Shorty Treadway and Paul Miller.

Impossible headlines: "Pitchman gets no squawks on locations."

"SINCE COMPETITION . . . has become so keen, everyone is looking for a sneak spot," fogs thru Joe (Oddie Dottie) Colby from Calgary, Alta. "A sneak spot this year might even turn into a convention, so pipe in so the true knights may detour around them. I'm currently battling the elements in Manitoba, Saskatchewan and Alberta. Winnipeg is still digging out. Most of the roads are so bad that when you go out to make a spot you have used up too much merchandise by the time you get to your location. I plan to round up a gross of tires and head for the Yukon. Let's have some pipes here from Fred Hudspeth, Madaline and Mary Ragan and Vernon Freed."

Give the pitchman a good, workable item and he'll stay ahead of his competition.

JACK (BOTTLES) STOVER . . . working the eastern shores of Maryland blasts from Centerville that "It seems like I'm in that dreamed of spot I have been looking for for a long time. I've been here six weeks single-o and I believe that I'd go for the sheet if another sheetie would show up. I'll be making the boardwalk at Ocean City in another week."

ELEANOR DAVIS . . . is reported to have hit the road following a successful run with pens in the Greene store, Oklahoma City.

ARTHUR BURNS . . . former partner of Chet Greeley, who quit the road some time ago, is reported to be operating a grab stand in Augusta, Me., to successful returns.

What few defeatists have been in Pitchdom are no longer in the business.

SPEEDY HASCAL . . . is reported to be convalescing in Lowman Pavalon City Hospital, Cleveland, and would like to read letters from friends.

THEY TELL US . . . that R. Guild Stewart, pitch wizard, is still peddling tomb stones around Portland, Ore., to highly successful results.

The pitchman's enthusiasm usually reflects on his profit and loss statements.

SAM FREED . . . continues working trade papers around New York to okay results.

CHET GREELEY . . . is reported to be corralling the long green working the potato country with peelers.

Get up to date. There's no percentage in living in the past.

MRS. ANNA MAE NOELL . . . comes thru with the jackpot letter of the week from Bedford, Va. "We left Florida a little ahead of the weather, but a little late as to date. We mixed all our friends up as to our whereabouts by playing a one-day stand on the Rogers Bros.' Circus and we enjoyed visiting such folks on the roster as George and Marquerite Barton, Mr. and Mrs. Eddie Mellon, Mr. and Mrs. Cason, Eddie and Charline Kuhu and family. We also visited with the Tuckers in Miami and Mike Mackay. We also ran into another old-timer, Doc Harry Woods, who has on his roster, Cliff Taust, tramp magus. Other visits included those to the Beers-Barnes family, Blondie Mack and Bill Ketrow in Miami. At Erwin, N. C. we found Doc Curly

OAK-HYTEX BALLOONS GET THE MONEY!

WORKERS AVAILABLE for these fast sellers

No. NM-10 MULTI-COLOR ASSORTMENT OF FLASHY SPIRALS and NOBBIES \$750 Gro.

Plus shipping charges

Sold by LEADING JOBBERS



The OAK RUBBER CO. RAVENNA, OHIO.

MEDICINE MEN! THE HOUSE THAT QUALITY AND SERVICE BUILT



For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work.

Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours. 31 years of continuous service.

By serving we grow!

We have doubled and tripled the speed and efficiency of our service because we have now installed new machinery — have large, new floor space—new labeling machinery — new filling machines — new and complete packing improvements, insuring our customers one-day service.

We invite you to see our new plant when in Cincinnati. Write, wire or call us for prices.

THE HOUSE OF SERVICE! CELTONSA MEDICINE COMPANY
Established 1918
1016 CENTRAL AVE., CINCINNATI 2, OHIO

PROFESSIONAL ELECTRIC PENCIL NO. 3

Great money maker for you wherever crowds appear. Favorite of Pitchmen, 5 & 10's, Insurance Agents, etc. Engraves gold, silver or colors on cards, leather, wood, plastics, silk, etc. Originated in 1931. Avoid clumsy imitations. Guaranteed. Sold on 5 days' approval. With 6 rolls superior gold foil, 1" by 400", \$7.25, money order. Postpaid. Extra foil, 6 rolls, \$2.50.



R. E. STAFFORD
3360 N. Meridian St. Indianapolis 8, Ind.

Social Security Workers

Over 40 million sold before the war. Now coming back very strong. We have the real pre-war brass Social Security Plates, also Leatherette Cases for same. Send 25¢ in stamps for both samples and wholesale prices. If you have no stamping machine, will advise where to buy one direct from the manufacturers.

C. GAMEISER
146 PARK ROW NEW YORK CITY

YOUR CINCINNATI HOME FOR OAK RUBBER PRODUCTS

25% dep. with order, bal. C.O.D.

BROWN NOVELTY CO.
303 West Court St. Cincinnati 2, Ohio
GA 0064

SELLS LIKE CRAZY at Sensational Profit!

CORN-GO CORN & CALLOUS REMOVER



Stops the Pain Instantly

LEONARD SALES COMPANY
233 N. 9th St. Philadelphia 7, Pa.
Phone: WAInut 2-5456

DeLuxe Quality T-SHIRTS

GUARANTEED FAST DELIVERY!

Hot-Selling Item. Men's and boys' sizes. Flock printed. Imprint includes name of place plus illustration of locality — Price includes imprint.

White \$6 dozen
Boy's T-Shirts . . . \$5.50 dozen

NO QUANTITY DISCOUNTS

Minimum Order: 3 doz. of one style
Please State Color of Print Wanted.

TERMS: 1/2 Deposit — Money Order or Cash — Balance C.O.D., F.O.B. N. Y.

If desired, send \$1 for postpaid sample!

VIN-MAR
21 E. 183d St., Bk., N. Y.
LUdlow 4-9150-5048

RUN MENDERS

Good clean 54-Gauge with Rubber Handles. Gross, \$4.32; 1,000, \$27.50. Directions furnished.

10 Samples, \$1.00. Order now for 10,000, won't last long.

Short Latch Long and Short Hooks, 4 Samples, \$1.00. 1/2 cash, bal. C.O.D. Send full amount we prepay.

RUN MENDER WORKS
Dept. G, Waukesha, Wis.

**NEW LOW PRICE!
STOCK UP NOW!**

**Pistol
Lighter**

Black Handle—Our Own Import.

Immediate Delivery.

Dozen . . . \$9.00

Doz. (in 6 doz. lots) \$8.40



Deluxe Pistol Lighter \$10.80

Automatic Type—Nickel Plated. Each Boxed. Doz.

NOW READY FOR DELIVERY



**Fully Automatic
Pistol
Lighter**

Press trigger it lights, release and it closes automatically—each boxed—large size with black handle. **DOZEN \$12.00**



**Bouncing
Fan Dancer**

with suction cup attached—she wiggles & shakes—used on auto windshield.

New GROSS Low Price! **\$18.00**

Additional Special
WALKING MECHANICAL BEAR. Sells on sight—Hotter than a fire cracker.
DOZEN \$7.20

25% Deposit with all C. O. D. orders. Send for free novelty catalog.

BENGOR PRODUCTS 119 5th Ave. New York 3, N. Y.

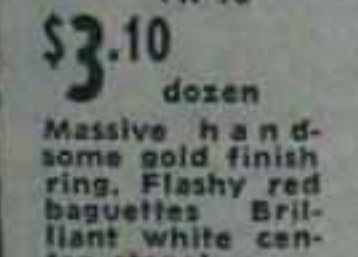
SUPERIOR JEWELRY CO.
740 SANSON ST., PHILA. 6, PA.

RING SPECIALS!



4 1/2 dozen **\$1.75**

Men's bright and gleaming gold plated ring. Huge multi-facet center stone. Engraved sidest!



\$3.10

dozen Massive hand-some gold finish ring. Flashy red baguettes Brilliant white center stone!

Write for low price ring brochure. Superior Jewelry Co., 740 Sanson St., Phila., Pa.



WATCHES

Bulova—Elgin—Benrus
Waltham—Swiss
Expertly Reconditioned.
Send for FREE Catalog.

PLYMOUTH JEWELRY COMPANY
Dept. B, 143 Canal St.
New York 13, N. Y.

Miller's troupe playing on Lonnie West's lot. Curly has a sharp unit and left this location with a good taste. He remained a month. My dad, J. S. Roach, was on the lot visiting Bronko, Kate and Lonnie. In Florida, Loren R. Wilcox joined with his boxing kangaroo. We still have our chimps, Snookie, Joe, Suzy, Butch and Kongo. We hope to visit E. S. Holland, SeaBee Hayworth and Bob Demorest soon. Velda Mae Noell is doing the ladder act on a rigging we added last fall. Marquerite Barton trained her for the act. Robert Noell is foreman. We added marionettes, which are used once weekly and which the children like. Mike Mackey built the cabinet and I obtained the figures from Slim Millikan. Roster includes Robert M. Noell, animal trainer, talker, vent and juggler; Anna Mae Noell, tickets, talker, cartoonist, marionettes; Robert E. Noell, aerialist and tickets; Velda M. Noell, aerialist and tickets; J. S. Roach, blackface comedian, vent and talker; Mary Roach, straights and tickets; Ninky Roach, parts, Punch and Judy; Johnnie Roach, parts; Loren R. Wilcox, boxing kangaroo; Ann Duefrene, candy apples; Dutch Duefrene, cotton candy, and Herman Gravely, drink stand and snow cones."

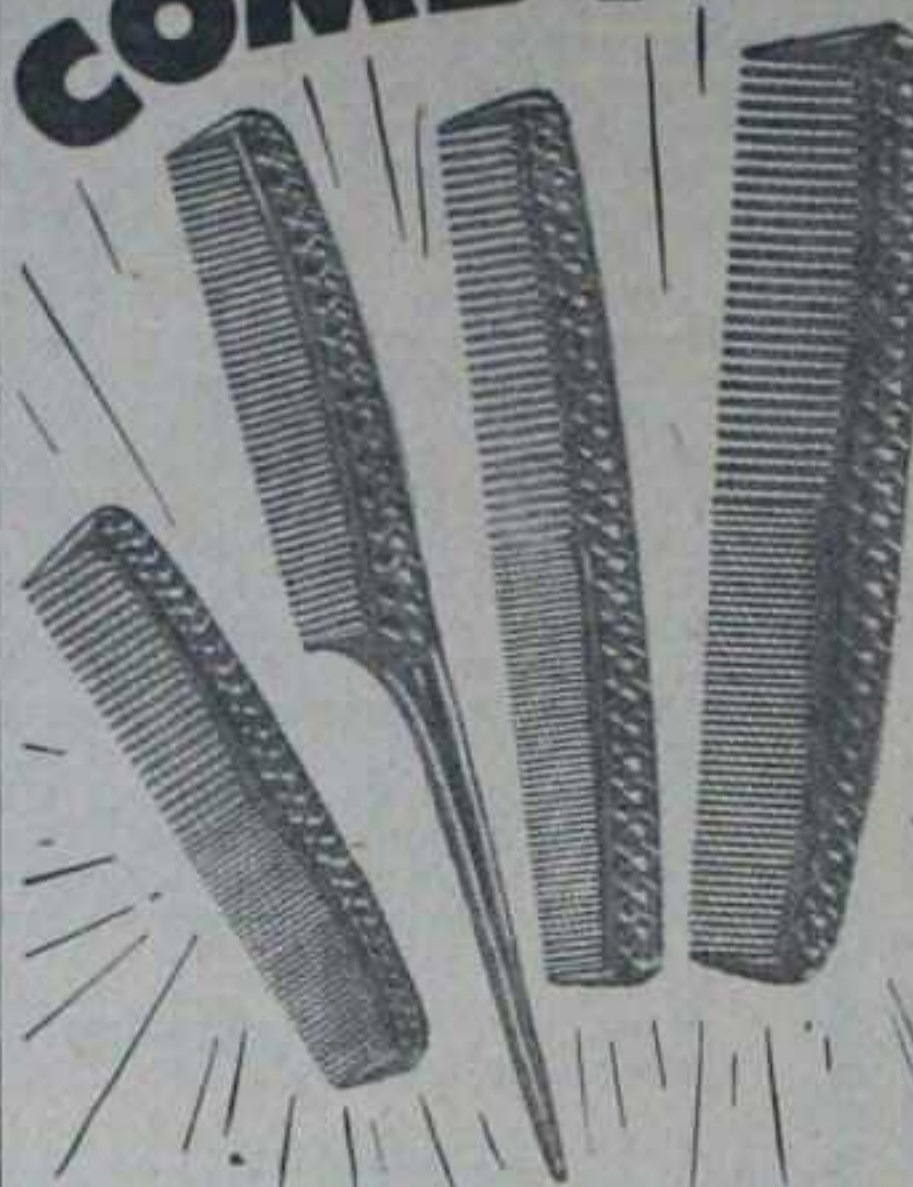
The successful plichman is thinking ahead and planning things with perfect timing right now.

FRED C. LANDRUS . . . magicker and ventriloquist, has the following to say about the Pearl Bartone med show, currently play- (See PIPES on page 150)

Pitchdom, 10 Years Ago

BYRON W. (FIDO) KERR, one of Pitchdom's foremost peeler workers, died in Elliott Memorial Hospital, Minneapolis. . . . Harry Randall was working shops in the Motor City. . . . Red McCool was operating two locations in Detroit. . . . Babe Sherwin Players opened their outdoor season in Bartlesville, Okla. . . . Bill Meador, of River Jordan herb note, was in Detroit. . . . Mrs. Robert Noell, of Noell's Ark., walk-around and free show, was in Bedford, Va., with an infected leg, the result of a chimp bite. . . . Despite four weeks of rain in Carthage, N. Y., Ray Herbers was still putting on the big scoffs and cutting up the big dough. . . . Patty Carragher left Niagara Falls and Buffalo after working glass cutters at Owasco, N. Y., Lake Park to good business. . . . Bob Posey was in Fairmount, Ill., learning that rain and inclement weather was keeping him from working half the time. . . . Doc Lydell was working oil in Owasco, N. Y., Lake Park to good results. . . . Dick Weith, foot remedy worker, was finding business only fair at Newberry's, Cincinnati five and dimer. . . . L. D. Powers was getting his share of the geedus working Youngstown, O., and surrounding locations. . . . Chicago spots were proving workable locations for George Hess and his sons with white shoe cleaners. . . . Art Robinson was working Butte, Mont., with the waffle irons. . . . Art Nelson, ace pitch exponent, was seriously ill with pneumonia in a Chicago hotel. . . . James L. Osborne was working sales days thru the Rocky Mountains. . . . Glenn Reeves was readying a new item for presentation at the Cincinnati Home Show. . . . Stanley Naldrett was working the H. L. Green Store, Des Moines. . . . Lunas Med Show, under direction of Doc Bates, was playing Missouri dates to good geedus counts. . . . Paddles McCullom was working downtown Cincinnati locations to fair-to-middlin' business. . . . T. W. Doyle was in Silverton, Ore. . . . Mr. and Mrs. Ben Moorehouse, knife-sharpener and glass cutter workers, rambled into Cincinnati to work those items in conjunction with George Haney at the latter's downtown pitch location. . . . Al (Pop) Adams was headed for the Dakotas. . . . Jay Ross was in Cook County Hospital, Chicago, suffering with arthritis.

COMB PITCHMEN!



PITCH THESE NEW SPARKLING COMBS

- ★ TWO YEARS IN THE MAKING
- ★ Quality at Low Cost
- ★ Beautiful Diamond Effect
- ★ Quality and Value Greater than Ever

**BEND THEM!
TWIST THEM!
HIT THEM!**



Amber colored combs beautifully designed for demonstrating purposes. Deliveries made same day order received. Also available, to help you with your demonstrating, are Breakable Combs at low cost per gross. Buy direct from manufacturer who understands your needs. Samples and prices sent upon request. To avoid sample seekers send \$1.00 for samples. This will be doubly refunded on your first order.

TAMOR PLASTICS CORP. LEOMINSTER MASSACHUSETTS

WIRE ARTISTS

SAVE TIME —SAVE MONEY

BUY YOUR ROLLED GOLD PLATE WIRE DIRECT FROM THE MANUFACTURER

No order too small or large that cannot be shipped immediately from our large stocks.

25% deposit on all orders, bal. C. O. D.



Write at once for a generous working sample of 1/60 12 Karat in size desired.

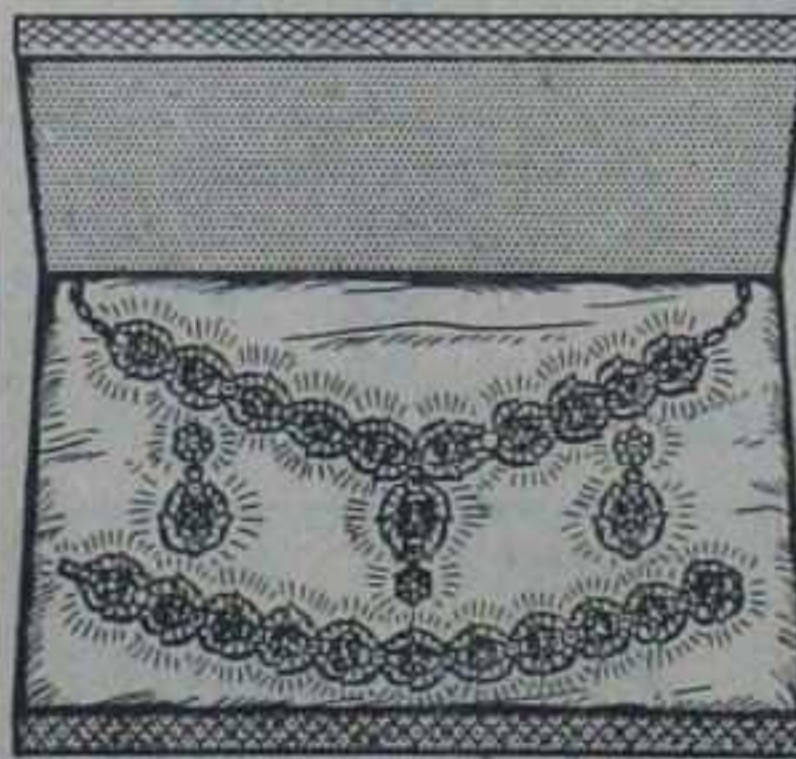
Sample will be shipped immediately entirely FREE OF CHARGE

THE IMPROVED SEAMLESS WIRE COMPANY

775 EDDY STREET

PROVIDENCE 5, RHODE ISLAND

THESE SELL ON SIGHT!



No. BE-1
Group #1224
\$4.50
Doz.

BASKET PEARL EARRINGS—in Gold Plate, hottest number in country, along with 5 other hot numbers, giving you 6 assorted styles, 2 of each number. Shipped 1 pr. on a card.
\$36 Doz. — #902 (left) — 3 Pcs. matching NECKLACE, BRACELET AND EAR-RING set. In fine Silverplate with brilliant Rhinestones. In satin-lined gift box. **\$3.50** sample set

25% with order, balance C.O.D. GUARANTY—Money back if they don't move.

JULWIN CO., 844 Sixth Ave., New York 1, N. Y.

Bankrupt Stock LAMPS

Less than manufacturers' price. Vanity Lamps, 70¢, 95¢, \$1.25 each. Table Lamps, \$1.50, \$2.25 each. All Lamps complete with Shades. 1/3 Deposit, Balance C. O. D.

Smith's Jobbing House

1388 Milwaukee Ave.

Chicago 22, Ill.

ZODIAC "LUCK" KEY CHARMS

Everyone wishes good luck, and will buy this attractive aluminum key charm. Assorted colors. Will not tarnish. ONLY KEY CHAIN OF ITS KIND ON THE MARKET. 2 doz. on counter card, only \$1.50 prepaid. No catalogue. No C.O.D.'s.

GEORGIA NOVELTY COMPANY

BOX 224

WALDEN, NEW YORK

**● PITCHMEN
● DEMONSTRATORS**

10 major expositions with 300,000 net sq. ft. of exhibit space indoors, paved midways, grandstand shows, free acts and many more feature attractions will GUARANTEE mass attendance. Choice space for demonstrators and pitchmen is limited. Literature and floor plans on request.

WRITE WIRE PHONE

Dept. of Connecticut
240 Fairfield Ave.
Bridgeport, Conn.
Bridgeport 3-3103

**CONN. STATE
EXPOSITION**

June 30
Thru
July 9

C-V PLANT
STRATFORD,
CONN.

PITCHMEN

Demonstrators—Med. Shows
10¢ Store Workers

ATTENTION

Something new in skin and foot preparation—Write for samples and price.

THE MYSAN CO., P.O. Box 908, Macon, Ga.

PIPES

(Continued from page 149)

ing Ohio spots. "Mrs. Bartone, whose husband died two years ago, has a modern outfit and she is doing the lecturing. Jackson Stevens is at the piano. Sid Householder is show's Toby, with Beulah Householder, the leading lady and character actress. John Frebaen, magician, is doing straight and bary vocals, with Millie Frebaen as the ingenue lead. Jean Maker is handling the song and dance specialties, with Charley Kerr, leading man; Lydia Gray, front door and tickets; Floyd Cunningham, canvasman, and George Tennyhill, popcorn stand. Tent is 55 by 70 feet, with a seating capacity of 500. Mrs. Bartone opens the show with a few acts and then makes five consecutive pitches with med and before going into the candy sales. Mrs. Bartone also has a new car and trailer, and from Bainbridge, O., the show goes to Frankfort, O. She plans to remain on the road until late in the fall."

Pitchdom's Highlight: The feel of real folding money.

WILLIAM C. CARMODY... is making his home in Springfield, Mass., and contemplating entering the ranks of Pitchdom.

J. P. (DON) FUREY... pitchman and specialty salesman, who spent three years in the U. S. prior to the war, advises from Manchester, England, that he's going to emigrate to America permanently in February, 1951. He plans to make his home in Springfield, Ill., and is anxious to read pipes here from any of the pitcheros who have worked Illinois in the past several years. He'd like to know what conditions prevail in the State. Accompanying Furey's contribution to this corner was a clipping from a supplement

to The World's Fair, British publication. Dated June 3, the following tidbit appeared in *The Grafters' Corner*, which is written by "Semi-Detached": "Don Furey reminds me of a saying that Gipsy (Pedro) Lee keeps dropping: 'A man's as old as he feels.' Don Furey says of Pedro: 'He has absolute mastery of his craft, always having a go whether it is cold or fine, and is an inspiration to many a grafter with his cheeriness and courage.' May I remind you that the operative words are 'always having a go.' From experience I know there is only one thing that will beat a real grifter—bad health. If he knows his stuff, he will always have enough courage to go and get his corner and he knows that cheeriness is an essential for all in our business. Don last wrote me in August, 1948 when he asked about the prospects in Eire. Now he tells me he went across the parney, but stayed most of the time in Dublin. He worked the ad sheets to stores and came back to Lancashire in January last. Since then he has been domiciled in Manchester, and has been taking sights around that city."

The Pitchman

By E. F. Hannan

So that's what you think, 'eh mister? That I'm just a downright fake; My goods you say are phony, And fools Folks' money I take.

Ah, well, I've met lots like you, sir, Disturbers, we call 'em, and yet; In all my world-wide experience, A game one I've never yet met.

You talk of downright honor, And that honesty always pays; Yet if you were only part human, You'd do as the good book says.

You'd give each man a chance, sir, To earn his daily bread; You wouldn't deprive any mortal, Of decent food, and a bed.

Well, how would I make people notice, That I had something to sell; If I didn't have lungs so strong, That I could cry my wares with a yell.

What's made the millions for others, On chewing gum, pills and soap; Don't they just keep on shouting, 'Cept they don't use their throat?

Life's just a game in business, Whether it's little or great; But you wouldn't call those big fellers, mister.

What you called me—a fake. Yet, if you'll listen to me sir, I'll quickly show you you're wrong; I'll convince you my goods are honest, Worth more than the proverbial song.

Now step in just a bit closer, So you can get a good view; I'm going to give a demonstration, Yes, sir, I'll give it mostly for you.

Now, in this hand I hold a razor, It's blunt dull, that you would know; But just so there'll be no deception, On this metal I'll strike it a blow.

Now you'll admit that it's dull, sir, 'Twon't make a notch in soft wood; You wouldn't use it to shave you, Gosh darn it, you couldn't if you would.

No, sir, here's where the trick comes, In this hand I hold the key; It's a stick of this wonderful paste here,

And you can buy it only from me. Now then, in a way almost magic, When the paste and the razor meet; There's what scientists call affinity, Now watch me, the job I'll complete.

Step closer, closer, right up, sir, While I pull a hair from my locks; Then cut it as quickly and completely, 'Fore you'd say, "Jack in the box."

See! There it goes, ain't it marvelous? Did you ever see its equal or like? It'll cost you merely a quarter, You'll start off the day being right.

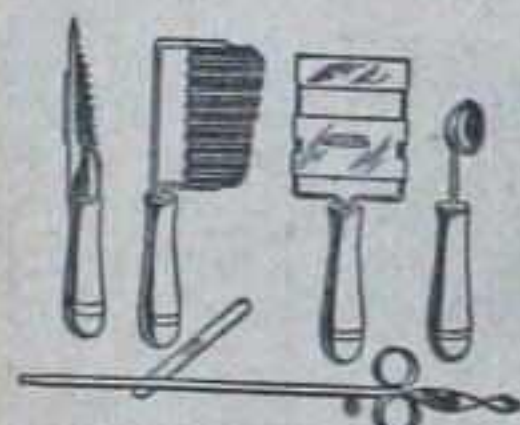
Thank you, you're a gentleman, And a scholar, too, that I am sure; I knew when I first addressed you, Yes, I knew it even before.

Well, sir, goodbye, many thanks, too, And may you always be blessed with good luck; Excuse me, here comes a copper,

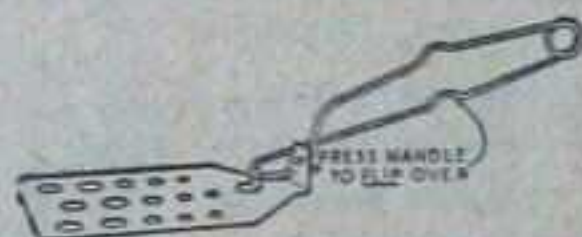
For the moment I'll make a quick duck.

**DEMONSTRATORS
PITCHMEN**

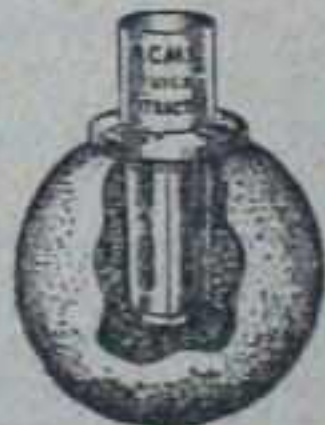
Always Get Money
with these
Popular Sellers



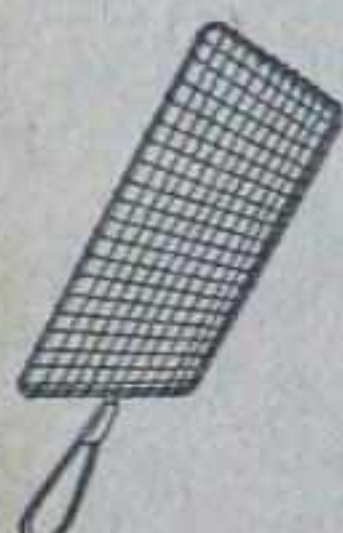
GARNISHING SETS



FLIPPER TURNERS



ROTARY MINCERS



SAFETY GRATERS



SPIRAL SLICERS

**MERCHANDISE RIGHT
PRICES RIGHT
Deliveries Prompt and Dependable**

ACME METAL GOODS MFG. CO. Dept. B, Newark 2, New Jersey

GIVE TO THE DAMON RUNYON CANCER FUND

Rodeo Dates

(Continued from page 69)

each event plus one for all around. Wallis Sullivan, secy.

Hoxie, Kan.—Hoxie Rodeo, Aug. 4-5, 5 events \$150 each, total \$750, 2 perfs. P. H. Gallagher, secy.; Lester Hines, Arapahoe, Colo. producer.

Estes Park, Colo.—Roof Top Rodeo, Aug. 5-6, 5 events \$250 each, total \$1,250, 2 perfs. Ward Rogers, secy.

Las Vegas, N. M.—Cowboys' Reunion, Aug. 4-6, 5 events \$500 each, total \$2,500, 3 perfs. Dale Jardicke, secy.; Beutler Bros., El City, Okla., producers.

Olathe, Kan.—Chamber of Commerce Rodeo, Aug. 4-6, 5 events \$800 each; wild horse race \$400, total \$3,400, 4 perfs. Amate bronk riding \$200. Howard McKee, secy. Ken Roberts, mng. dir., Roberts Rodeo Olathe, Kan., producer.

Sharon Springs, Kan.—Smoky Basin Rodeo Club Rodeo, Aug. 5-6, 5 events \$300 each, total \$1,500, 3 perfs. Art Seaverns, Box 199, secy.

Durango, Colo.—Spanish Trails Fiesta, Aug. 5-6, 5 events \$500 each, total \$2,500, 3 perfs. R. Franklin McKelvey, secy.

White Salmon, Wash.—West Klukitit Horse men's Rodeo, Aug. 5-6, 5 events \$400 each, total \$2,000, perfs. H. L. Triplett, secy.

Cusick, Wash.—Pend Oreille Co. Rodeo, Aug. 5-6, 5 events \$300 each, total \$1,500, perfs. Lloyd Crown, pres.

Brewster, Wash.—Derby Day Rodeo, Aug. 6 events, incl. wild horse race, \$50 each, total \$300, 1 perf. Martha Gebbers, Box 7, pres.

Colorado Springs, Colo.—Pikes Peak or Bus Rodeo, Aug. 8-12, 5 events \$1,200 each, total \$6,000, 5 perfs. W. Thayer Tutt, pres. Everett R. Conover, Box 1031, secy.

Ada, Okla., Elks' Club Annual Rodeo, Aug. 8-12, 4 events, no bareback, \$1,100 each, steer roping \$1,200, total \$5,600, 5 perfs. George Parrish, chairman.

Billings, Mont.—Midland Empire Fair and Rodeo, Aug. 8-12, 5 events \$1,000 each, total \$5,000, 5 perfs. H. L. Eitton, secy. mgr.

Caldwell, Idaho—Caldwell Nite Rodeo, Aug. 8-12, 6 events, including wild horse race \$1,000 each, total \$6,000, 5 perfs. Telephone Wright, Box 772, secy.

Bladen, Neb.—Webster County Agricultural Fair Rodeo, Aug. 9-11, 5 events \$225 each, total \$1,125, 3 perfs. Paul Long, Alden, Kan. producer.

Idaho Falls—Idaho, War Bonnet Roundup, Aug. 9-12, 5 events \$200 each, total \$1,000, 4 perfs. Harold West, chairman, rodeo committee, American Legion Post 55.

Burwell, Neb.—Nebraska's Big Rodeo, Aug. 9-11, 5 events \$1,250 each, total \$6,250, 4 perfs. All Around \$250, girl's clover leaf bare race \$700, entry fee \$20. W. G. Hall, a director, Paul Banks, secy.

Havre, Mont.—Hill County Fair and Rodeo, Aug. 10-12, 5 events, \$450 each, total \$2,250, 3 perfs. Earl J. Bronson, secy.

Rusk, Tex.—Lions Club Rodeo, Aug. 10-12, events \$225 each, total \$1,125, 3 perfs. O. M. Walker, president; Bobby Estes, managing director.

Chariton, Ia.—Southern Iowa Community Fair Championship Rodeo, Aug. 10-12, 5 events \$300 each, total \$1,500, 3 perfs. Clyde Hulet Coffeyville, Kan., Billie Veach, Lenah Okla., co-producers.

Kellogg, Idaho—Kellogg Rodeo, Aug. 10-12, events, \$300 each, total \$1,500, 3 perfs. Kelsey & Potts, Tonasket, Wash., producers.

Crossett, Ark.—Riding Club Rodeo, Aug. 10-11, 5 events \$225 each, total \$1,125, 3 perfs. Morris Kimbell, 1548 So. Church St., Paris, Tex., producer.

Deseret, Utah—Days of The Old West, Aug. 11-12, 5 events \$300 each, total \$1,500, perfs. Cecil Warner, secy.

Yuma, Colo.—Yuma County Fair and Rodeo, Aug. 11-12, saddle bronk riding \$300, events \$240, total \$1,260, 3 perfs. Frank Herman, secy.

Prineville, Ore.—Crooked River Roundup, Aug. 11-13, 6 events including steer busting, \$75 each, total \$4,500, 3 perfs. J. A. Cain, W. Third St., manager.

BIG PROFITS!

CANVASSERS. PITCHMEN. MAKE EASIER, BIGGER PROFITS!
Now! Exclusive! 14 Kl. G.P. SWISS 5 HAND MASTER CHRONOMETER

J. R., of Baltimore, says: "SOLD 221 of these SENATIONAL WONDER WATCHES LAST WEEK—NO EFFORT!" Has 2 push buttons, 3 faces, exclusive 45 min. & 3 hr. recorders. Independent movements (THE ONLY WATCH WHICH TICKS WHILE TIMING EVENTS!) EVERY RACING FAN A SURE CUSTOMER! Many extra features, formerly sold at \$45. Your cost \$5.95. All chrome model, \$5.10 in 100's, \$5.35 in dozens. Fully guaranteed.

AMAZING 7 JEWEL MASCULINE WATCH! Rugged, massive, the watch M-E-N are buying. All chrome case, broad sweep hand, removable lug, radium dials, takes tough wear. SURE FIRE SELLER! Costs you only \$2.65. Shockproof model, \$4.40. Fully Guaranteed.

JEWELLED STOP CHRONOGRAPH—2 push button, duplicate of \$78 model. Watch this number sell! Your cost \$3.25 in 100's, \$3.40 dozen.

CHOICE: Leather, expansion band, gift box, 10¢ add. Same day shipment! Written unconditional service guarantee! Sample watches, \$1 extra. YOU TAKE NO RISK! Send only 10% with order, pay postman the rest! YOU MUST BE SATISFIED OR MONEY REFUNDED! Send your order now! FREE!!! Write now for picture brochure!

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#61 New Money-Maker
 Polished Copper Finish
 White Enamel Dial
FRYING PAN "ELECTRIC CLOCK"
 Overall Size 8" Wide, 14 1/2" High. Individually Packed.



#3 HORSE CLOCK
 With quality finish and craftsmanship. The best value by comparison anywhere.
\$4.95 EA.
 In lots of 6 or more. Sample \$5.50
 "ELECTRIC"



We offer to the trade the only combination "ELECTRIC" Horse Clock FINISHED in statuary lustrous bronze. Gleaming gold or silver mounted on a smartly finished Swedish wood base—Horse 10 1/2" high. Overall size 11 1/2" high x 17" long. Individually boxed.

WESTERN HORSE FOUNTAIN PEN DESK SET
 Fountain Pen attached to Ball Swivel Rotating Holder.
\$2.00 Ea. in Lots.
#5A
 Samples \$2.50 Ea. Prepaid



Original 4 1/2" Western Metal Horse design complete with all-metal ornamented base. Finished in a high-lighted two-tone lustrous statuary bronze.

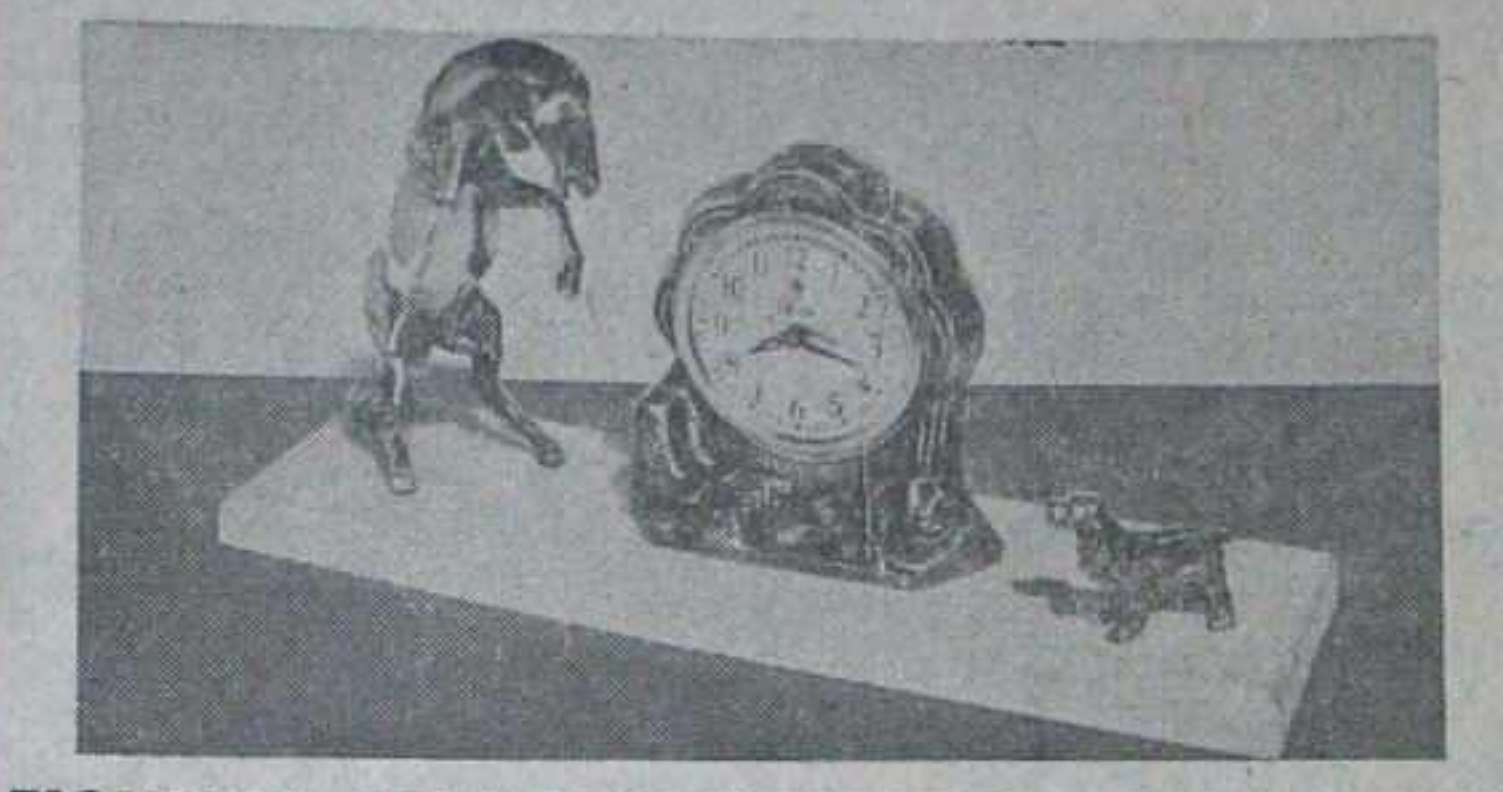
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 At This NEW LOW Reduced PRICE
\$5.50 Ea. in Lots of 6 or More
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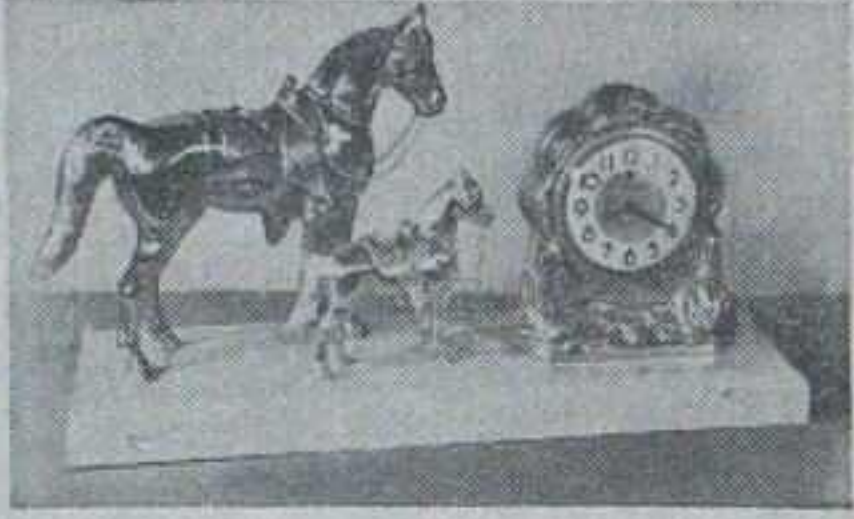
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GUARANTEED DELIVERY
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FIGHTING STALLION WESTERN HORSE CLOCK
 SENSATIONAL AT THIS AMAZING LOW PRICE **\$6.95**
 Newest, fastest-selling ELECTRIC CLOCK on the market.
 9 1/2" x 13" overall. Highly polished bronze finish. EACH



TWO-HORSE ELECTRIC WESTERN CLOCK
 Large gold finish horse, 8 1/2" high; silver horse, 4 1/2" high. Clock finished in silver and gold. Overall size 9" x 17".
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WRITE FOR TERRIFIC DOLL & CLOCK DEAL
 We really put them out where operators can make a profit and the customers go for real merchandise.



ALL ELECTRIC
Western Motif BOOT LAMP CLOCK
\$6.95
 Finished in high-lighted lustrous statuary bronze. Separate switch for lamp with 6' of wire. Modern long-lasting plastic shade. Overall 11 1/2" x 16".

WALKING BEARS DOZEN **\$6.25**
 Sure-fire sales. So realistic. We do have them in stock. Immediate delivery guaranteed. Sorry, no sample orders.

PLASTIC ZOOMERANG DOZEN **\$2.25**
 Do you like to play with Yo Yo's? Here is something twice as fascinating. A real concession item.

BINGO SPECIALS We have everything for the bingo operators. Low prices.

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| Libby Hostess Sets 8 Tall Mixed Drink Glasses. Colorful | \$2.25 Ea. | Pop-Up Toasters | \$10.50 Ea. |
| Dominion Automatic Waffle Baker | \$8.25 Ea. | Coffee Carafes | \$3.10 Ea. |
| G. E. Alarm Clocks Deluxe | \$7.25 Ea. | Automatic Percolator | \$7.50 Ea. |
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HI HAT CELLULOID DOLLS
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	GROSS
4 Inch	\$ 8.00
5 Inch	9.00
6 Inch	12.00
7 Inch	17.00
9 Inch	27.00
12 Inch, Doz.	\$3.50
9 Inch Sailor, Major or Cowboy Doll	40.00
13 Inch Jumbo Cowboy Doll, Doz.	\$3.60

FUR MONKEYS

5 Inch	\$ 4.50
6 Inch	6.50
7 Inch with Hi Hat	8.00
8 1/2 Inch with Hi Hat	10.80
10 Inch with Hi Hat	18.00

STREETMEN SPECIAL BALLOONS
 We are featuring the following numbers which we have selected as the best value. They are extra strong and most attractive in colors.

=9 Assorted Colors	\$2.00
=11 Pastel Colors	3.25
=11 Mottled Colors	3.75
=11 Mottled Colors with Animal Prints	4.50
=14 Kat Mottled	6.00
=15 Hep Kats	7.25
=10 Mouse Head w/inflated ears	5.00
=15 Mouse Head w/inflated ears	7.20
=10 Nosey Mouse, ears, nose inflate	8.50
Balloon Reed Sticks	.60

RUBBER INFLATABLE ANIMALS

Cowboy & Sailor	\$ 9.00
Standup Bear, Elephant, Dog	18.00
Assortment Circus Animals	21.60
Jumbo Circus Animals, Doz.	5.25

PARASOLS

Paper Parasols, 15 inch spread	\$ 9.00
Paper Parasols, 23 inch spread	18.00
Plastic Parasols, Doz.	2.65
Rayon Parasols, 24 inch spread, 8 Rib, Doz.	4.80
Large Rayon Parasols, Doz.	7.20

WESTERN COWBOY HAT

Adjustable Chin Cords	\$3.50 Doz.
	\$40.00 Gross
Heavy felt embroidered Western Hats, Dx.	\$8.50
Mexican Cholo Hats, Gr.	25.00
Spanish Hats, slight seconds, Gr.	22.50
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Metal Trombones, Gr.	\$21.60
Plastic Trombones, Gr.	21.00
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Plastic Bugles or Clarinets, Gr.	21.00
Plastic Foghorns, Gr.	9.00
Metal Trumpet with Handle, Gr.	8.50
Opera Glasses, Doz.	3.25
Telescopes, Doz.	1.75
Large Telescopes, Doz.	3.25
Long Lash Whips, Gr.	12.00
Batons RWB with Bells, Gr.	12.50
Flying Birds, best made, Gr.	7.50
Swords with Sheaths, Doz.	3.00
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Rubber Daggers w/Leatherette Sheaths, Doz.	1.20
Plastic Guns w/Holsters, Doz.	1.60
Bird Cages, Doz.	3.60
Bamboo Walking Canes, Gr.	10.80
Rubber Alligators, Gr.	8.50

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SCHATTUR NOVELTY CO.
 142 Park Row New York 7, N. Y.

Rodeo Dates

(Continued from page 150)

Centerville, Ia.—Appanoose County Fair Rodeo, Aug. 11-13, 5 events \$300 each, total \$1,500, 3 perfs. R. O. Durce, secy.; Clyde Miller, Rich Hill, Mo., producer.
Ogallala, Neb.—Ogallala Round-Up, Aug. 11-13, 5 events \$300 each, total \$1,500, 3 perfs. G. J. McGinley, pres. Beutler Bros., Elk City, Okla., producer.
Omak, Wash.—Omak Stampede, Aug. 12-13, 5 events \$400 each, wild horse race \$200, sulcide race \$100, total \$2,300, 2 perfs. Clarence Nash, secy.
Riverton, Wyo.—Jaycee Rodeo, Aug. 12-13, 5 events, incl. steer roping, no bull riding, \$375 each, total \$1,875, 2 perfs. Robert A. Finch, secy.
Norwood, Colo.—San Miguel Basin Fair Rodeo, Aug. 12-13, 5 events \$140 each, total \$700, 2 perfs. C. J. Nourse, secy.
Artesia, N. M.—United Vets Club Rodeo, Aug. 12-14, 5 events \$375 each, total \$1,875, 3 perfs. Buster Mulcock, pres., Howard Brown, Dublin, Tex., producer.

Akron, Colo.—Washington County Fair & Rodeo, Aug. 15-16, saddle bronk riding \$200, 4 events \$160 each, total \$840, 2 perfs. Brandt Wenig, mgr.
Ottawa, Kan.—Franklin County Agri. Society Rodeo, Aug. 15-17, 5 events \$300 each, total \$1,500, 3 perfs. John L. O'Neill, secy.; Clyde Miller, Rich Hill, Mo., producer.
Magnolia, Ark.—Magnolia Rodeo, Aug. 15-19, 5 events \$500 each, total \$2,500, 5 perfs. B. D. (Burr) Andrews, Clarksville, Tex., producer.
Sidney, Ia.—Iowa's Championship Rodeo, Aug. 15-19, 5 events \$2,700 each, total \$13,500, 10 perfs. Girls clover leaf barrel race \$1,400. Entry fee \$20, Royce Driskell, secy.
Vernon, B. C.—Kinsmen Vernon Days Stampede, Aug. 16-17, 4 events \$280 each, bareback \$200 wild cow milking—1 day—\$65, total \$1,385, 2 perfs. Don Berry, general chairman.
Colorado City, Tex.—Frontier Round-Up, Aug. 16-19, 5 events \$400 each, total \$2,000, 4 perfs. L. A. Chapman, secy.; Wood Bros., Red Wood, Mgr., 3400 Washington Ave., Houston, Tex., producers.
Casper, Wyo.—Central Wyoming Fair & Rodeo, Aug. 16-19, 5 events \$600 each, total \$3,000, 4 perfs. Leo Cremer, Big Timber, Mont., producer.

Canton, Kan.—Canton Rodeo, Aug. 17-18, 5 events \$200 each, total \$1,000, 2 perfs. M. D. Fisher, secy. Ken Roberts, mng. dir., Roberts Rodeo, Olathe, Kan., producer.
Logan, Utah—Cache County Fair & Rodeo, Aug. 17-19, 5 events \$450 each, total \$2,250, 3 perfs. M. R. Hovey, secy.; Western Rodeo Co., stock contractor.
Gooding, Idaho—Gooding County Fair & Rodeo, Aug. 17-19, 5 events \$450 each, total \$2,250, 3 perfs. Les Burris, secy.
Montpelier, Idaho—Bear Lake County Rodeo, Aug. 17-19, 5 events \$375 each, total \$1,875, 3 perfs. E. D. Earls, secy.
Penticton, B. C.—Canada, Penticton & Dist. Peach Festival Rodeo, Aug. 18-19, saddle bronk riding \$500, calf roping, steer wrestling, bull riding \$400 each, bareback riding \$300, wild horse race and mad scramble \$100 each, total \$2,300, 2 perfs. N. D. McKerracher, 66 Nanaimo Ave., mng. dir.
Russell, Kan.—Russell Rodeo, Aug. 18-20, 5 events \$300 each, total \$1,500, 3 perfs. O. G. Stearns, chairman. Beutler Bros., Elk City, Okla., producers.
Tucumcari, N. M.—Sheriff's Posse Rodeo, Aug. 18-20, 5 events \$450 each, total \$2,250, 3 perfs. Buck & Tommy Steiner, Box 216, Austin, Tex., producers.
Lamar, Colo.—Southeast Colo. Livestock Assn. Rodeo, Aug. 19-20, 5 events \$150 each, total \$750, 2 perfs. Allan H. Pett, mgr.
Kennewick, Wash.—Benton County Fair Rodeo, Aug. 19-20, 5 events \$300 each, wild cow milking \$200, total \$1,700, 2 perfs. Elmer Smith, secy.
Redmond, Ore.—Deschutes County Fair & Rodeo, Aug. 19-20, 5 events \$400 each, total \$2,000, 2 perfs. C. O. Galloway, mgr.
Abilene, Kan.—Wild Bill Hickok Rodeo, Aug. 21-24, 5 events \$500 each, total \$2,500, 4 perfs. Ladies clover leaf barrel race \$250. L. B. Pike, secy. Clyde Miller, Rich Hill, Mo., producer.
Altamont, N. Y.—JE Ranch Rodeo, Aug. 21-26, 5 events \$400 each, total \$2,000, 8 perfs. Col. Jim Eskew, Waverly, N. Y., producer.
Wakeeney, Kan.—Trego County Fair Rodeo, Aug. 22-23, 5 events \$200 each, total \$1,000, 2 perfs. Lew H. Galloway, secy.; Tex England, Ottawa, Kan., producer.
Boise, Idaho—Western Idaho State Fair Rodeo, Aug. 22-26, 5 events \$1,000 each, total \$5,000, 5 perfs. Bill Hendrix, Chairman. County Commissioners-Rodeo Committee.
Alexandria, La.—Fourth Annual Lions Club Rodeo, Aug. 22-26, 5 events \$625 each, total \$3,125, 5 perfs. 6 gold and silver belt buckles to winners in each event and all around. Jimmy Thompson, mng. dir., Jimmie Thompson Enterprises, producer. Homer Todd, Fort Smith, Ark., Arena Director.
Burlington, Colo.—Kit Carson County Free Fair Rodeo, Aug. 23-24, 5 events \$200 each, total \$1,000, 2 perfs. Earl Boren, chrmn., Board of County Comm's.; Heid and Matthews, Flagler, Colo., producers.
Graham, Tex.—Young Co. Livestock Show & Rodeo, Aug. 23-26, 5 events \$400 each, total \$2,000, 4 perfs. Charles Hipp, pres.; Darrell B. Sprott, mng. dir.; Double S Rodeo, Killeen, Tex., producers.
Dublin, Tex.—Dublin World Championship Rodeo, Aug. 23-26, 5 events \$800 each, wild cow milking \$600, total \$4,600, 4 perfs. C. E. Leatherwood, pres. L. R. Keller, director. Everett Colborn, mng. dir. and producer.
Burley, Idaho—Cassia County Fair & Rodeo, Aug. 23-26, 5 events \$800 each, total \$4,000, 4 perfs. Saul H. Clark, secy.
Longmont, Colo.—Boulder County Fair & Rodeo, Aug. 24-26, 5 events \$600 each, total \$3,000, 3 perfs. T. G. Thompson, City Hall, secy. Verne Elliott Rodeo Corp., Verne Elliott, mng. dir., Platteville, Colo., producer.
Vinita, Okla.—Will Rogers Memorial Rodeo, Aug. 23-27, 6 events, incl. steer roping, \$850 each, wild horse race \$400, total \$5,500, 5 perfs. H. B. Moore, secy. Ken Roberts, mng. dir., Roberts Rodeo, Olathe, Kan., producer.

Filer, Idaho—Twin Falls County Fair Rodeo, Aug. 30-Sept. 2, 5 events \$800 each, total \$4,000, 4 perfs. Thos. Parks, secy.—M. St. Francis, Kan.—Cheyenne County Fair & Rodeo, Aug. 31-Sept. 2, 5 events \$200 each, total \$1,000, 2 perfs. H. D. Shull, secy. Pomeroy & Hawkins, Sterling, Colo., producers.
Sidney, Mont.—Richland County Fair & Rodeo, Aug. 21-Sept. 2, 5 events \$360 each, total \$1,800, 3 perfs. D. G. Nutter, secy.

SEPTEMBER

Woodward, Okla.—Elks Club Rodeo, Sept. 1-4, 5 events \$600 each, steer roping \$200, total \$3,800, 4 perfs. girls event \$400. George Keller, secy. Beutler Bros., Elk City, Okla., producers.
Plains, Mont.—Sanders Co. Fair Rodeo, Sept. 2-3, 5 events \$300 each, total \$1,500, 2 perfs. Mrs. Viola F. Johnson, Box 373, secy.; Hellgate Rodeo Co., Bob Rooker, mng. dir., Missoula, Mont., producers.
Johnstown, Neb.—Brown County Fair Rodeo, Sept. 2-4, 5 events \$300 each, total \$1,500, 3 perfs. Kenneth Groff, Ainsworth, Neb., secy.
Ellensburg, Wash.—Ellensburg Rodeo, Sept. 2-4, 5 events \$1,200 each, wild cow milking \$600, total \$6,000, 3 perfs. Herb J. Smith, secy.
Walla Walla, Wash.—Southeastern Washington Fair Rodeo, Sept. 2-4, saddle bronk riding \$1,500, 4 events \$1,000 each, total \$5,500, 3 perfs. M. R. Loney, president; Leslie L. Stewart, secy.
Holsington, Kan.—Chamber of Commerce Rodeo, Sept. 2-4, 5 events \$300 each, total \$1,500, 3 perfs. Herb J. Smith, secy.
Brookfield, Mo.—Hoof & Horn Club Rodeo, Sept. 2-4, 5 events \$300 each, total \$1,500, 3 perfs. Bill Parks, 415 S. Livingston St., secy.
Fort Madison, Ia.—Chamber of Commerce World Championship Rodeo, Sept. 2-4, 5 events, \$1,800 each, total \$9,000, 6 perfs. Everett Colborn, mng. dir., World Championship Rodeo, Dublin, Tex., producer.
Marfa, Tex.—Marfa Rodeo, Sept. 2-4, 6 events, including team tying, \$300 each, total \$1,800, 3 perfs. Girls event \$200 Earl and Jack Sellers, Del Rio, Tex., producers.
Bridger, Mont.—Jim Bridger Rodeo, Sept. 3-4, 5 events \$200 each, total \$1,000, 2 perfs. Paul Holzum, secy.
Thermopolis, Wyo.—Thermopolis Rodeo, Sept. 3-4, saddle bronk riding \$800, 5 events incl. team steer roping \$600 each, total \$3,800, 2 perfs. Cecil R. Glover, secy.
Pratt, Kan.—Saddle Club Rodeo, Sept. 3-4, 5 events \$200 each, total \$1,000, 2 perfs. Pat Woolwine, secy. Paul Long, Alden, Kan., producer.
West Monroe, La.—North Louisiana Rodeo & Horse Show, Sept. 6-10, 5 events \$625 each, total \$3,125, 5 perfs. E. H. Gentry, 161 Coleman St., manager.
Jerome, Idaho—North Side Fair & Rodeo, Sept. 7-9, 5 events \$350 each, total \$1,750, 3 perfs. Virgil Cross, secy.
Cheyenne Wells, Colo.—Cheyenne County Fair Rodeo, Sept. 8-9, 5 events \$200 each, total \$1,000, 2 perfs. Byron Hudson, secy. Lester Hines, Arapahoe, Colo., producer.
Heppner, Ore.—Morrow County Fair and Rodeo, Sept. 8-10, 5 events incl. wild cow milking, no bull riding, \$300 each, total \$1,500, 3 perfs. N. C. Anderson, secy.
Hot Springs, N. M.—Hot Springs Rodeo, Sept. 8-10, 5 events \$350 each total \$1,750, 3 perfs. Cutting horse contest \$225. Earl and Jack Sellers, Del Rio, Tex., producers.
Dodge City, Kan.—Boot Hill Rodeo, Sept. 8-10, 5 events \$400 each, total \$2,000, 3 perfs. Mr. Perkins, care of Chamber of Commerce, secy.
Gordon, Neb.—Sheridan County Fair & Rodeo, Sept. 8-10, saddle bronk riding \$500, 4 events \$400 each, cow milking \$150, total \$2,250, 3 perfs. George B. Comer, secy.
Lewiston, Idaho—Lewiston Round-up, Sept. 8-10, saddle bronk riding \$1,000, 4 events \$750 each, all around cowboy \$150, total \$4,150, 3 perfs. Joe M. Skok, secy.
Natchez, Miss.—Natchez Rodeo, Sept. 12-15, 5 events \$500 each, wild cow milking \$400, total \$2,900, 4 perfs. Doris Ballew, secy.
Ardmore, Okla.—Carter County Free Fair & Rodeo, Sept. 13-18, 5 events \$700 each, total \$3,500, 4 perfs. Bill Sparks, president.
Wichita, Kan.—4th Annual Jaycee Rodeo, Sept. 14-17, 5 events, \$800 each, total \$4,000, 4 perfs. Junior calf roping, \$200. Harry Shepler, 452 N. Main, producer.
Merced, Calif.—Merced County Fair Rodeo, Sept. 16-17, 4 events \$450 each, bareback \$350, team steer roping \$400, local steer stopping \$50, total \$2,600, 3 perfs. W. C. Woxberg, Box 1352, secy-mgr.
Springfield, Mass.—JE Ranch Rodeo, Sept. 18-23, 5 events \$400 each, total \$2,000, 3 perfs. Col. Jim Eskew, Waverly, N. Y., producer.
New York—Madison Square Garden Rodeo, Sept. 27-Oct. 22, 5 events \$15,120 each, wild horse race or wild cow milking (optional) 42 perfs. \$8,400, total \$84,000, 43 perfs. Gen. John Reed Kilpatrick, pres.; Ned Irish, vice-pres.; Frank Moore, mgr.; Everett Colborn, mng. dir.; World Championship Rodeo, Gene Autry & Assoc., Dublin, Tex., producer.
Omaha—Ak-Sar-Ben Rodeo, Sept. 29-Oct. 8, 5 events \$2,300 each, total \$11,000, 11 perfs. J. J. Isaacson, 201 Patterson Bldg., mgr. Leo Cromer, Big Timber, Mont., producer.

OCTOBER

Little Rock—Arkansas Livestock Show & Rodeo, Oct. 2-8, 5 events \$1,850 each, total \$9,250, 11 perfs. Clyde Byrd, 823 Pyramid Bldg., secy-mgr. Homer Todd, Ft. Smith, Ark., producer.
Mojave, Calif.—Mojave Gold Rush Days Rodeo, Oct. 14-15, 5 events \$200 each, team roping \$100, total \$1,100, 2 perfs. Wm. R. Natta, Box 564, pres., Jack Pittman, arena director. Wilfred Cline, Lone Pine, Calif., producer.
Houma, La.—Terrebonne Livestock Agri. Fair & Rodeo, Oct. 14-15, 5 events \$120 each, total \$650, 2 perfs. Gibson Austin Jr., pres.; Irving George, Ranch Headquarters 96 Rodeo, Monroe, La., producer.
San Francisco, Calif.—Grand National Livestock Exposition (Cow Palace), Oct. 27-Nov. 5, 5 events \$2,800 each, total \$14,000, 14 perfs. Carl L. Garrison, secy-mgr.

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BUY DIRECT
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Complete combination, 7" square plush box, satin lined, with hidden 1 1/4" deep jewel compartment.



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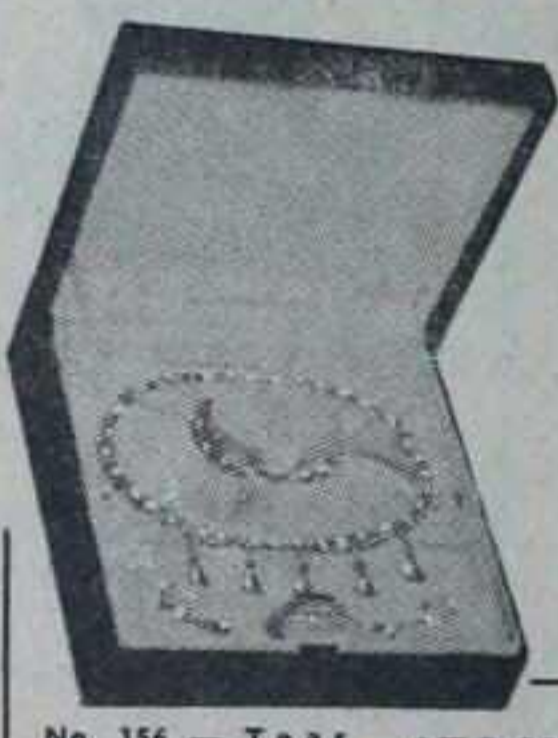
Bracelets

Earrings

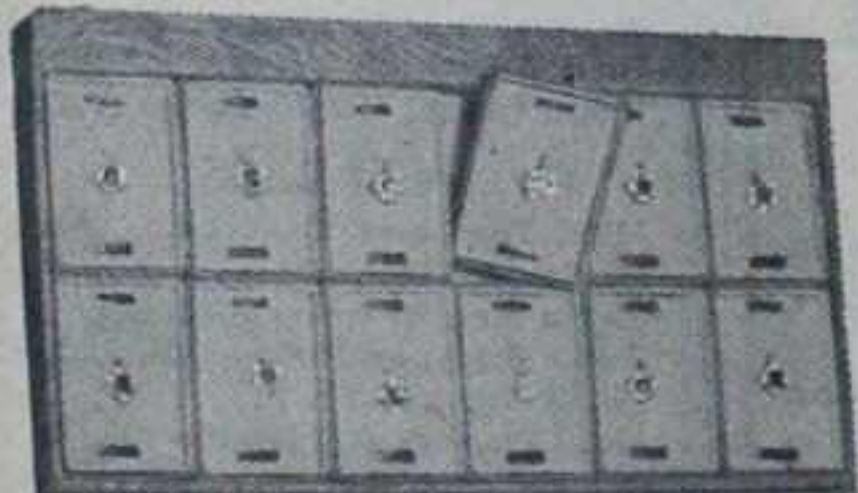
ALL FIRST AUSTRIAN STONES



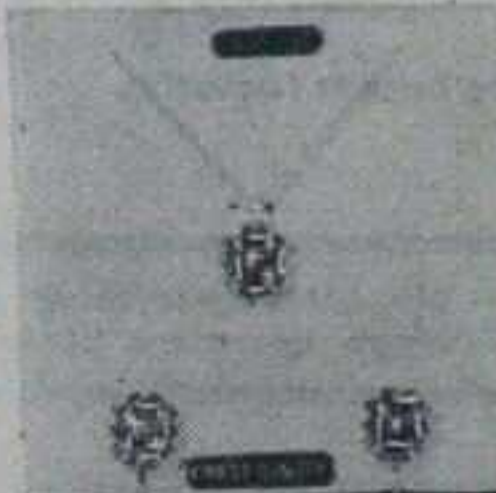
=154 — \$6.00 for Sample. Gold Embossed Price Tag \$29.95. 24 Karat. Gold Plated or Rhodium Plated. Available in All Birthstones. **\$66.00** Doz.



No. 156 — Tear Drop — rhodium plated, brilliant cut stones. Available in all birthstones. Gold embossed price tag, \$29.95. Sample, \$7.00. **\$78.00** Doz.



No. 158—1/20 12K Gold Filled Pendant Necklace. Individually boxed in velvet box. Birthstones for each month of the year make up the dozen.
15" Chain \$16.50 Doz.
18" Chain \$17.00 Doz.



No. 157—24K Gold Plated Necklace & Earring Set. Available in all birthstones. All stones are set with prongs — not pasted. 15" or 18" chain. **\$15.00** Doz.

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SALESBOARD SIDELIGHTS

Irving Sax, general sales manager of Superior Products, Chicago, tells of witnessing the impressive skating performance given by Carol Berg, daughter of board jobber Henry B. Berg, Great Falls, Mont. She's a star addition to the "1950 Ice Revue" currently touring the West, specializing in figure skating. Irv adds that Superior's new Glo-Board line, debuted at the salesboard exhibit, is hitting high on all sales fronts, with all six numbers in the series doing a full order-pulling stint.

Joseph Berkowitz, head of Bee Jay Products, Chicago, and Universal Manufacturing Company, Kansas City, Mo., reports the appointment of Jack Warren as sales manager for both firms in Illinois and Indiana. Warren, a long-timer in the board business, has started calling on accounts in both States. Berkowitz also announced the appointment of Morton Robinson as representative for both companies in Ohio and Michigan.

Gardner & Gardner, Chicago, is primed to cater to post-show business, and backs up its sales palaver with "plenty of punches," both board and production-wise, according to Joe Robinson. Joe adds that while the big three-day open house

showing is over, firm's open house hospitality for all visitors, come when they may, continues to be the company rule.

Sam George, Gam Sales Company, Peoria, Ill., emphasizes that operators will find no duplicate numbers in firm's Tally Cards, and that Tip Cards are guaranteed to offer 144 different tips in each gross. . . Consolidated-Container Corporation, St. Louis, reports it has another winner line in its new Glo Boards. Jack Morley says the new series follow thru on the hit series idea as worked up in the firm's Silver Top boards. Latter continue to pull order punches, he adds, while the Glo numbers are moving up the order ladder at a good pace.

R. C. Walters Manufacturing Company, St. Louis, is offering a full 18-board line for its improved coin cabinet. W. C. Walters pegs the numbers as nine quarter, five dime and four nickel play boards. He points out that the coin chute can be changed by the operator for anyone of the three play prices. . . A trio of high-stepping order getters in the Pioneer Manufacturing Company's (Chicago) board line are quarter play Play Ball, with five numbers on a ticket; nickel punch Two Beauties, and dime board Win A Sawbuck. Pioneer's Harold Boex and William Wollpert agree that the three-some, plus other leading numbers in the catalog, are prime play getters.

PERSONNEL SWITCHES

(Continued from page 49)

Lane offered the use of his theater and his own services as technical adviser without charge. Under his direction, the platform for use in the services was constructed, and microphone extensions and other details were prepared.

Louis Herman, South Dartmouth, Mass., has announced plans for a drive-in theater on a recently-purchased 10-acre tract at Westport, Mass. A \$250,000 700-car capacity drive-in theater is planned for Springfield, Mass., by Joseph S. Boero retired Springfield contractor.

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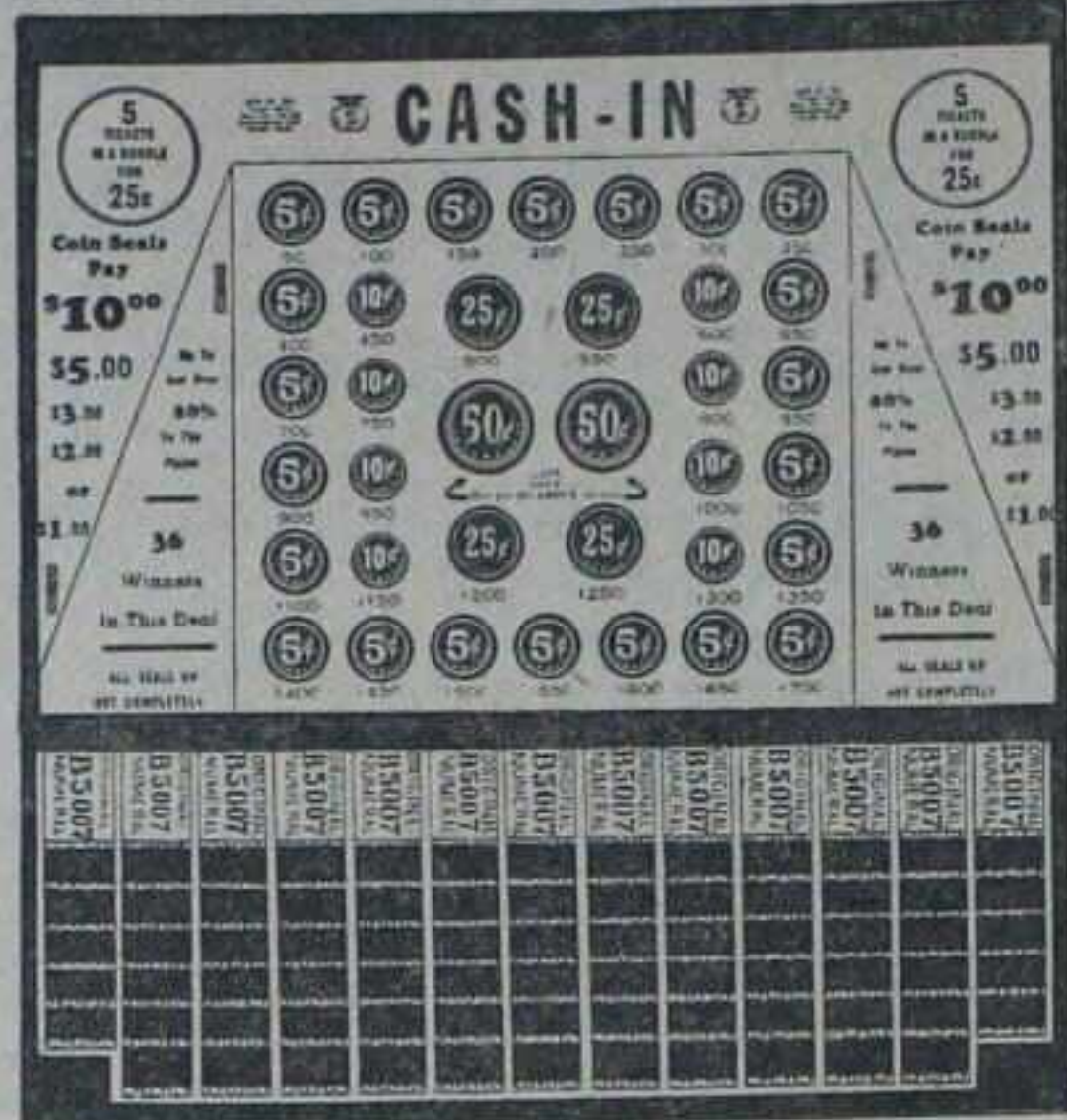
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(Continued from page 142)

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 Rubano, Joe
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 Rushton, Jack
 Russ, Elleen
 Rutledge, Josephine
 Rutter, Harry & Family
 Ryan, W. C.
 St. Clair, Bernard (Stoney)
 Sallust, W. W.
 Sam's Riding Devices
 Scott, S. W. F. (International Shows)
 Scott, Mr. & Mrs. Turner
 Seely, Joe
 Selter, Louis
 Sensational Ortons, The
 Sharkey, Thomas F.
 Sheen, A. C. (Smoker)
 Sheller, John J. Shepardson, Kenneth
 Shoreck, Roy D.
 Shuck, Pete
 Sillaway, John M.
 Sils, Rudolf
 Sisco, R. H. (Dick)
 Simpson, James
 Sisk, Jr., C. G.
 Slavin, Mrs. Ernie (Drome Rider)
 Sloan, M. C.
 Smith, J. L. (Slat Rock Red)
 Smith, Kitty M.
 Smith, Sammy
 Smith, Mrs. Shirley Mae
 Smith, Zulla (Red)
 Snyder, Carl D.
 Snow, Jr., Geo. Herbert (Snowball)
 Sorenson, Robert
 Sorsen, C. H.
 Sorensen, Mrs. Willie
 Speagle, Diamond Jim
 Spencer, Wm. (Tex)
 Spring, Tony
 Sproul, A. J.
 Stanko, Mack
 Stanley, Edward
 Stanley, Geo.
 Star, Howard (Stingaree Joe)
 Steele, Donald
 Stein, Sam
 Stephens, Mrs. E. A.
 Stevens, Mrs. Stella
 Stevenson, Dare
 Stone, Roy
 Stripp, Mrs. Hazel
 Sturgill, Hubert
 Sturms, Edward F.
 Sullivan, Arthur E.
 Sutton, Earl & Janice
 Sweeney, Edward
 Talbert, Edward
 Tara, Wm.
 Tate, June
 Taylor, Archie L.
 Taylor, Lillian
 Taylor, Morvin B.
 Temkin, Mrs. Nina
 Temkins, R. A.
 Terry, Mrs. Thexton
 Thomas, Francis M.
 Thomas, Robert L.
 Thompson, B. W.
 Thompson, George & Rachel
 Thornton, Buddy
 Thundersky, K. B.
 Tilner, Harry
 Tobell, Allen

Weintraub, Mike
 Weintraub, Sam
 Weir, Alexander D.
 Weir, Joe
 Welch, Slim
 Wells, Mush
 Western, S. J.
 Westfall, Sr., Wm.
 Westover, Mrs. Ruth
 Wheelock, Ray
 White, Richard & Mary
 Williams, Maude E. R.
 Williams, Richard
 Williams, Roy
 Wilson, Harry
 Wilson, Lloyd & Betty
 Winters, Mrs. Betty
 Winters, James W.
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 Wittin, Dannel
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 Zacchini, Lilyana Romance

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 Barry, Phillip
 Bazinet, Dwight
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 Beckner, Virgie
 Bell, Billie
 Batts, Eddie
 Betts, John
 Biles, Clyde
 Boudreau, Mr. & Mrs. Peter
 Bromley, Jessie
 Bruce, Mrs. Mary H.
 Brumley, W. T.
 Burge, Lloyd
 Burke, Raymond Charles
 Burt, Ray
 Burto, Leon
 Caloian, Carl
 Canipe, Walter Mrs.
 Carpenter, Clifford
 Chesser, Mrs. Elizabeth
 Coiella, Louis Joe
 Coleman, Alva
 Coleman, Charles
 Connors, Earl
 Connors, Wm. (Bill)
 Crye, Jacob D. Jr.
 Darpel, Joe
 Daughlin, John
 Davis, Edw. E.
 Davis, V. A.
 Doran, James
 Dennis, Donald
 Dermody, Harry Jr.
 Doan, Merle F.
 Doddson, "Curly"
 Duffer, James E.
 Dundee, John
 Dunlavy, Mrs. James H.
 Dunn, Jess M.
 Edwards, R. C.
 Evans, Della & James
 Evans, William E.
 Ferland, George E.
 Fitchett, A. L.
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 Freeman, Elsie Ned
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 Hinesman, Donzel
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 Holt, Frank K.
 Homa, Steven
 Hopkins, Lyle
 Hopper, Frank P.
 Howard, John
 Hox, Pete
 Hunt, George
 Hunsman, Donzel
 Jyland, Richard
 Jarvis, W. M.
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 Johnson, Ray
 Johnston, L. G.
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 Kelly, Mrs. Ruth
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 Kopelow, Jakob
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 Lambertson, Mr. & Mrs. Cal
 Lambrich, Archie
 Lampkin, Jack
 Lassiter, Fred
 Lavell, Frank X.
 Leitner, Carl
 Long, Ed
 Lorenzo, Jack
 Lynn, John J.
 McCrory, W. H.
 McKeown, Grace
 McLean, Ray
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McNaley, Mrs. Mae
 Males, J. G.
 Maron, Colleen & Bobby
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 Matejewski, Chester A.
 Mathis, Edward
 Mayberry, Wayne
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 Miller, Carl
 Minner, Clyde C.
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 Morgan, Miss Vera
 Mosher, L. C.
 Mosley, Herman G.
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 Parne, James
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 Peters, Loyd
 Petrie, Mrs. Nina
 Phelps, Fred
 Phillips, Ralph
 Prova, John S.
 Rea, Leoroy B.
 Redd, Mrs. D. E.
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 Renee, Candy
 Reynolds, Duke
 Rich, Arthur Allen
 Richard, Mr. & Mrs. William
 Richards, James T.
 Ringlin, George
 Robinson, Ralph & Lona R.
 Rose, Marty
 Rosier, Roy
 Ross, Jack R.
 Roth, Fred W.
 Rumble, Kenneth R.
 Russell, Philip
 Sadler, Mr. & Mrs. Harley
 Sanducky, Durb
 Saylor, Charley
 Schemel
 Schimoowski, Mrs. Ella
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 Smith, Stephen
 Smith, William A. A.
 Songer, D. E.
 Stacy, W. A.
 Stanley, George
 Stanley, Little Bud
 Starlight Am. Co.
 Steffen, John
 Strahl, Mrs. Iney
 Sullo, Michael
 Swift, M. B.
 Tabbert, C. H.
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 Valentine, H. E.
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 Ward, Harry C.
 Warren, Robt.
 Waters, Mrs. Jeanette
 Waters, Mr. & Mrs. Tim
 Watson, Mrs. John
 Weaver, Carl A.
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 Wendt, C. C.
 West, Ralph & Norman Fleiss
 Weston, Betty
 White, Elsie
 White, Worth
 Whitehurst, Pauline
 Whitehurst, Russell
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 Wiltse, Cash
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 Blumenthal, Lester
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 Burke, F. J. (Whitey)
 Cimae, Lydia
 Clamsy, George
 Conner, Ann
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 Goodrich, George & Betty
 Greer, Nick
 Gudoff, Maurice
 Guetary, George
 Hibler, Elsie
 Homan, Steven
 Hughes, Thomas
 Ice, George V. (Talker)
 Kelly, Kathleen
 Kelly, Phillip
 Maxwell, Chas. D.
 Mayfield, Ruth
 McGee, Thomas W.
 Patrick, Betty
 Pease, Joanne
 Purdin, Dewise (Handless Wonder)
 Smith, James John
 Thompson, Robert
 Tranger, Don & Alpha
 Turek, Walter
 Weinberger, Mr.
 Wellings, Bobby
 Wilson, Ted
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 Hutton, Howard
 Ireland, Henry A.
 Ison, Clyde
 Mack, Marquita
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 Punchboard Machines, \$22.50 each. 1 Five
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 Fortune Tellers, \$5 each; lot \$25. Eastern Nov-
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 100% improved, fully automatic, coin or
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 Fronts, \$40; Chrome Fronts, \$45; Black
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 Front, \$75; 50c Black Cherrys, \$125; 5c, 10c,
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 falls, free play or pay out, Mint Vender at-
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 Co., 1609 Delmar, St. Louis 3, Mo. np

USED CIGARETTE MACHINES — NATIONAL
 9/30, \$40; 9/50, \$50; not king size; 1/3 with
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 beautiful cabinet, \$350. Will consider trade on
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 J. Blash, 12611 Madison Ave., Lakewood, O.

WANTED—VICTOR MODEL "V", ANY CON-
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 Ill. aus

WANTED — GENERAL ELECTRONIC COIN-
 operated Wall Radios; we need these, used
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 Campbell, Springfield, Mo.

WANTED—COIN OPERATED RADIOS AND
 bulk vending machines of all types, new or
 used. Box 114, c/o Billboard, NYC.

6 MUTOSCOPE MOVIE MACHINES — COM-
 plete with reels, perfect condition, \$30 each;
 also 10 Scientific Poker Tables with Stools, per-
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 2956 W. 22d St., Brooklyn 24, N. Y., or call
 Coney Island 6-2021.

24 1/2 6 COLUMN ADAMS TAB GUM MA-
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 lot; 1/3 deposit. A. G. Briggs, Greenwood, S. C.

40 GOOD USED ADVANCE MACHINES FILLED
 with Gum and Charms, \$6.95; like new
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 Gum Machines, unfilled, \$8.75; 3 for \$25; write
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200 COIN-OPERATED RADIOS IN PAYING LO-
 cation; long-time lease; bargain price. Kash-
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PRICES
 No Job Lots or Close Outs
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NEW LOW PRICES ALL ORDERS SHIPPED SAME DAY RECEIVED

Holes	Play	Description	Profit	Price
300	25c	QUARTER KOLORS, THICK	Def. \$15.00	\$.50
400	5c	LUCKY BUCKS, THICK	Def. 7.00	.60
1000	5c	5c CHARLEY, THIN	Def. 17.00	.75
1000	25c	J.P. CHARLEY, THIN	Avg. 52.00	.80
1200	25c	TEXAS CHARLEY, THICK	Avg. 102.98	1.50
1000	5c	SOUTH PACIFIC, GIRL BOARD	Avg. 26.89	1.75
1000	5c	HOLD THAT LINE, GIRL BOARD	Avg. 27.20	1.75
1000	5c	FLAMING GIRL, GIRL BOARD	Avg. 27.00	1.75
1000	10c	TEN CENT SAW BUCKS	Avg. 45.00	1.75
1000	25c	SIX TWO BITS	Avg. 114.28	1.75

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
 Stating your requirements. Large stock. Plain Tip. Definite, Jackpot
 Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS—JAR TICKETS

Holes	Play	Description	Profit	Price
400	5c	WIN A BUCK, THICK	Def. \$ 7.00	\$.45
300	25c	Quarter Kolors, Thick	Def. 15.00	.45
1000	25c	Charley Board, Thick	Def. 50.00	.80
1000	25c	Jack Pot Charley, Thick	Avg. 52.00	.90
1200	25c	Texas Charley, Thick	Avg. 102.90	1.50
1200	5c	Squealie, Thick	Avg. 34.15	2.00
2592	5c	Jack in Barrel, Thick	Avg. 49.75	3.00
300	25c	Fin & Sawbuck, Thick (5-25c)	Avg. 33.15	1.85
2000	10c	It Grows on Trees (Die Cut)	Avg. 71.00	4.00

Jar Tickets—Bingo Tickets, 1000, 1200, 1260, 1600, Tip Boards.
 All orders shipped same day received. 25% deposit, balance C. O. D.
LUBIN SALES CO., 625 Fifth Ave., Pittsburgh 19, Pa.

WANTED
Experienced Salesboard & Machine Salesmen
 To represent manufacturer of new counter
 game. Absolutely no competition. Excellent
 commission. Give full details, including
 territory now covering, and experience in
 first letter. All replies confidential.
 BOX 362, c/o The Billboard Pub. Co.
 188 W. Randolph Chicago 1, Illinois

BLACKHAWK BOARDS
JAR DEALS
 Write for list
Galentine Novelty Co.
 South Bend 24, Ind.
GIVE TO THE
RUNYON CANCER FUND

MILLION \$ MARKET A-BORNING

A Century of Know-How:

Happel Builds Badger Sales Co. Activities Around Men Who Know Coin Machines Thru Experience

By Sam Abbott

LOS ANGELES, June 17.—In nine years William R. Happel Jr. has developed his Badger Sales Company into a most modern firm. The recent addition of a phonograph department manager rounded out a long-time plan to departmentalize the business, with the result that the company has more than 100 years of coin machine "know how" behind it and is the only West Coast concern of its kind to have a full-time export manager.

Badger has been in its new quarters for four years and it has already found need for extra storage space. When Happel moved from his original location with 4,000 square feet to his up-to-date quarters at 2251 West Pico Boulevard with 9,000 square feet, he felt that the space problem had been solved for all times. Only recently he found need to add another warehouse, which gives the firm an additional 5,000

NCMDA Skeds New Program Of Meetings

To Hold 4 a Year

CHICAGO, June 17. — Beginning September 30, the National Coin Machine Distributors Association (NCMDA) will hold quarterly meetings in Chicago it was announced at NCMDA headquarters, this week. The new policy was adopted following a special meeting of committees here under the direction of President Lou Wolcher.

The decision to hold quarterly sessions instead of a single annual meet and periodic special meetings was made because a majority of NCMDA members visit Chicago plants at regular intervals to view new products and confer with manufacturers. Therefore the new meeting plan was designed enabling distributors to hold meetings and transact business during the same visit. They will be held the last Sunday of each third month.

Prior to the September meet, NCMDA is expected to announce new membership rules as well as a new assessment program.

Name La. Distrib For Hollycrane

CHICAGO, June 17.—Bill Billheimer, vice-president of Como Manufacturing Company, has announced the appointment of the Arcadian Amusement Company as distributor of Hollycranes in Louisiana.

Arcadian is headed by Denis Burke Roche and has headquarters at 1208 Carondelet Street, New Orleans.

square feet of space in the vicinity. Because of adequate storage a complete stock of the lines it represents are always on hand. Manufacturers' lines include Keeney, Northwestern, Williams, Evans and Universal.

Started in 1928

The coin machine experience of William R. Happel Jr. just about (See Happel Builds on page 175)

House Committee To Meet June 20 on Johnson Bill

WASHINGTON, June 17. — The House Interstate Commerce Committee announced yesterday (16) that the full committee will meet in executive session Tuesday (20) to consider the Johnson-Preston legislation to restrict interstate shipment of gambling devices.

Top controversial point in the bill is the definition of the gambling devices that are to be banned in interstate commerce except for States where they are legal. During the recent hearings, the general sentiment of committee members was that the definition should be narrowed so as to include only machines equipped or designed for cash payouts. Expected to be left out of the ban are pinballs, and other amusement games, toys, and carnival equipment.

Jennings Predicts Future Bell Design in Pegler Open Letter

CHICAGO, June 17. — Bell machines of tomorrow will be even more liberal than those of today and will feature a metal casting of winning percentages on the cabinet fronts, according to a prediction made this week by O. D. Jennings.

Jennings made this statement in an open letter to Westbrook Pegler, columnist for King Features Syndicate, who recently wrote two articles on the O. D. Jennings firm in which Pegler indicated some doubt of the liberality of bell equipment.

The manufacturer wrote in part: "I feel that it is your (Pegler's) sincere desire to pass along information to the public thru your column that is based on facts not skepticism, innuendo, hearsay or imagination. That's why I am prompted to write this letter.

"Had I known, when you were in my plant, that you were skeptical of my statement as to percentages paid out by slot machines having been stepped up, in many instances, within the past five years, to 90 per cent—and in some cases as much as 96 per cent—I would have shown you the files containing the names and addresses of purchasers. These records would have convinced you that

Distrib's, Jobbers, Ops To Participate in Merchandise Melon; Giveaways Hypo Play

Ops Find Premiums Can Boost Shuffle Game Grosses

By Norman Weiser

CHICAGO, June 17.—Distributors and jobbers of amusement equipment have, within the past few weeks, developed what was formerly a minor sideline into a "million-dollar business." This new and lucrative field is the handling of merchandise or "premium" lines. Just as shuffle games opened up an entirely new era for the operator of amusement equipment last September, these same games have now brought about a new market, with the distributor and jobber augmenting his equipment sales with premium orders, and the operator boosting his income on shuffle games as much as 30 to 50 per cent thru the use of the giveaways.

Actually, the use of premiums by operators is one of those things, which, like Topsy "just grew." Up until early spring, shuffle game play was so good that no stimulant was required to hold grosses at peak levels. Then, with practically no fanfare, several distributors in various sections of the country, noting sales tapering off on new equipment, began talking about ways and means of boosting the operator profit so that (See Million \$ on page 168)

Also due for intensive committee study is the portion of the bill outlining the mechanics whereby States may certify that certain types of machines are legal within their boundaries. The bill specifies that the State governor must so certify to the attorney general, but it has been suggested that the certification be done by the State legislatures.

After it completes executive sessions on the bill, the committee has several alternatives. It can send the measure in its present form or an amended bill to the House floor with a recommendation for passage or with a recommendation that it be voted down. The committee can also vote to table the bill, which would have the effect of killing it for this season.

Westchester Ops Elect Temporary Exec Committee

WHITE PLAINS, N. Y., June 17.—Operators, meeting here Saturday night (10) to organize a new association covering Westchester County and adjacent parts of Connecticut, elected five route owners to a temporary executive committee and named three others to serve as alternates.

It was also decided to broaden the scope of the organization to embrace operators of all coin machine equipment, including venders, games and phonographs. The initial announcement would be restricted to juke box operators (The Billboard, June 10).

Those named to head the budding association were Max Klein, of Yonkers; Harry Smethurst and Louis Tartaglia, of Port Chester; Lou Herman, of Mount Vernon; Karl Pavese and Ralph Fabozzi, of White Plains; Herbert Chacon, of New Rochelle, and Seymour Pollak, of Tarrytown. Fabozzi was elected treasurer, with Pollak as secretary. An initiation fee of \$25 per operator was voted.

Malcolm Wein, attorney, presided at the meet. He said the group would get together again shortly to further organizational plans. Tentative name chosen for the association was the Westchester County Operators' Guild.

Bells Go West

LAS VEGAS, Nev., June 17.—A feature of the new Diamond Lil Casino here will be specially designed bell machines, molded in the form of owner Mae West's famed figure.

facts are facts, and you would not have been confused as to whether it was true or not true.

"In your column of June 12, you plainly state that I told you that we did not have tools to make a percentage payout lower than 80 per cent, which is exactly what I said. But in your column of June 13, you state, 'It seemed a little odd that Mr. Jennings should ask me to believe that his firm has never made a machine that paid out less than 80 per cent.' Now, I am confused as to why you should make this statement.

Future Units

"Before starting to step up percentages, which I stated was about five years ago, we did make some machines a few points under 80 per cent. But I am thoroly convinced that the machines of today are a great deal more liberal than they were five years ago, and that machines of tomorrow will be even more liberal than the slot machines of today, and the slot machines of tomorrow will have inscribed on the top of the metal casting the mathematical table of the percentages paid out by the machine, which will enable anyone to know how many times one cherry or the jackpot or any other winning com- (See Jennings Predicts on page 175)

VACATIONS NO OP PROBLEM

Set Fill-Ins, Plus Coverage For Routemen

Stress Top Service

CHICAGO, June 17.—Operators of vending and music equipment here reported this week that employee vacations were not expected to pose special problems this summer. A survey of local firms revealed that most were planning to institute fill-in and double coverage programs when staffs are reduced by scheduled time-off. In practically all instances such plans were found to be identical to those used during the past several seasons.

Handling of the vacation problem differs in large and small companies. However, both, with the exception of isolated cases, plan no decrease in operations or lowering of service standards during the period when routemen or mechanics are vacationing. Most firms contacted stated they had not hired extra help in the past, and would not this summer. Addition of untrained, temporary employees to tide over the vacation weeks is deemed unprofitable, it was pointed out, because they are not equipped to furnish a satisfactory service. Such an employee's impersonal interest in the firm was another reason given for the veto.

Larger operators find the employee vacation schedule less of a problem than the smaller firms, it was indicated. The greater number of workers in a larger company permits the time off to be arranged more systematically and with less real disruption to other workers' pattern of duties. One large candy, gum and nut operator reported that he would either close down and give all employees a vacation or stagger time off, depending upon business conditions and plant shut-downs. When staggering time off, routes of those servicemen on vacations were not taken over by others. As only one week at a time vacations are the rule and machines emptied out late in the week normally, this plan was found feasible.

Add Temporary Help

A soft drink operator declared he was forced to break the no-extra-help pattern and add temporary employees during the summer, when vacations plus the normal upswing in drink sales during June-August period made the move necessary. While regular routemen take time off in rotation, a helper is assigned those servicemen who work the unattended routes. Usually, high school students are selected.

One of the major candy operators with 900 machines in industrial locations only, emphasized that summer vacations were no problem in his operation. He explained candy sales drop between 15 and 40 per cent during July and August. This means that in every group of three adjoining routes, the servicemen handling those routes can stagger their vacations with no hardship on the remaining two men who then cover one-half each of the third route. This firm has an inside and an outside mechanic, who also rotate their vacations, each taking on the most urgent work in the other's department while he is away.

A major confection, beverage and cigarette operator with city and suburban routes declared he had a sufficient number of employees to adequately cover routes of men on vacation with no lessening of service on (See VACATIONS POSE, page 164)

NAMA Skeds Special Days for 3 Vender Fields at 1950 Meet

CHICAGO, June 17.—Special days have been planned to honor each of the three major branches of the automatic merchandising industry (candy, beverage, cigarette vending) at the National Automatic Merchandising Association's (NAMA) 1950 convention and exhibit at the Palmer House here November 12-15.

Tabbed "candy day," "beverage day" and "cigarette day," the three special programs were planned so that operators with more than one type of equipment could take part in all sessions, Ernest H. Fox, convention chairman, stated.

He explained that each day's session will open, however, with gen-

eral subject matter pertaining to all branches of vending. "Thus there's no need for any operator whose business is exclusively devoted to one branch to feel that only one day of the convention applies to him and that other sessions will be of no direct interest to him," Fox said.

In addition, the program will give ample and proportionate recognition to such phases of vending as milk, fruit, ice cream, nylons, etc. On "candy day" penny-bulk operators will have a place on the program; likewise, on "cigarette day" an important topic will be cigar vending and on "beverage day" sessions will cover both cup and bottle equipment.

Loew's Okays Cup Venders; Inks Pact With Confection

NEW YORK, June 17. — Loew's, last major theater chain to hold out against placement of cup venders, has reversed a long-standing policy and signed a pact with the Confection Cabinet Company calling for general installation of beverage machines thruout its nationwide string of movies.

This was learned from authoritative sources here last night (16), altho both Loew's management and Confection Cabinet declined comment.

Since about six months ago, several Loew's theaters here permitted a few machines to be installed on a test basis. Several Refresh-o-Mat still-drink units, as well as a few carbonated machines (among them Au-

tomatic Product, Colespa and Sparcarb models) were installed.

The pact between the movie chain and the large concession company was inked within the last two weeks, it was learned. It is understood to give Confection Cabinet exclusive rights to theaters in the Loew's and Poli chains, comprising some 225 theaters.

Both carbonated and non-carbonated units are called for. Refresh-o-Mat, it was learned, is already delivering machines in quantity to the concession firm, as is Cole Products. Nehi flavors will be used in the Refresh-o-Mats.

It is believed placement will be at a rapid rate, with a major segment of the theaters covered within the next few months.

Cameo Vending Named Distributor By Silver King

CHICAGO, June 17.—Silver King Corporation announced the appointment this week of Cameo Vending Service, New York, as distributor for New York, New Jersey and Connecticut. Move marks expansion of a three-State level for Cameo, which will handle the Silver King bulk vender line for that area on an exclusive basis for the next three years.

Cameo plans to open branch sales offices in each State, according to Edward Barnett, firm official. The first branch has been opened at 8 Oranwampum Street, White Plains, N. Y. to handle Connecticut and Southern New York trade.

H. L. Burt, head of Silver King and Barnett claim Cameo's three-year order (amounting to \$100,000) is one of the largest placed for bulk venders.

Juice Bar List Slashed; Sets Financing Plan

NEW YORK, June 17.—The list price of Juice Bar's 546-capacity canned beverage vender was cut \$9 Wednesday (14), reducing the operator cost of the machine to \$695, including changer. At the same time, a national finance plan was announced as set thru the Walter E. Heller organization.

Jack Cross, Juice Bar president, said production economies instituted at the firm's plant in Matawan, N. J. made the cut in selling price possible.

Vender Posters Boost Volume

Candy Ads On Canteen Units Up Bar Sales

Claim Tests Successful

NEW YORK, June 17.—Point-of-sale advertising of candy on vending machines has hit the jackpot for Vend-Ads, Inc., here, a new firm using Automatic Canteen machines as its billboards, the operating company, candy manufacturers and even the servicemen.

With the effective start of the program (May 14) a month in the past, results of test runs by two candy producers already have shown remarkable increases in sales volumes. In one area automatic sales of Mason Au & Magenheimer Peaks tripled. In another, the ad program plugging George Zeigler's Giant Bar lifted total sales thru the Canteen machines in that area by 25 per cent.

At the base of the plan is the placing on each candy machine in a restricted area a small poster directing

Good PR

PHILADELPHIA, June 17.—Eastern Engineering & Sales Company, manufacturers of Kenro ice cream vending machines here, received a well-placed publicity break in the weekly cartoon feature, *It's Philadelphia*, drawn by Robert Vance for the *Sunday Bulletin*, which has a circulation of better than a half million.

Cartoon feature put the spotlight on a "Little Girl's Wish for Ice Cream Started \$8,000,000 Business." The illustrated color cartoon strip told how Sam Rogove conceived the idea for an ice cream vending machine when he was balked in his efforts to get ice cream for a sick niece in a Philadelphia hospital. " . . . He worked on the scheme with engineer James E. Kendig and today the machines are rolling off the production line at Lansdale, Pa."

attention to one of the confections stocked. All posters in that area during a four-week period plug only that particular brand. Then, the point-of-sale ad, exerting its own influence on the impulse buying habits of the (See VENDER POSTERS, page 160)

Wilcox-Gay Set On New Recordio

CHARLOTTE, Mich., June 17.—Wilcox-Gay Corporation announced this week production would start on a new model Coin Recordio unit July 10, with first deliveries to be made by August 1. Called CR-2, it will feature a vacuum-type disk pick-up and a more colorful cabinet. It will list for \$295, according to E. W. Morey, assistant sales manager.

As in the earlier CR-1 model, which was priced at \$266.67 for the recording play-back unit alone and \$495 with stand and envelope vender, the two latter items will be offered as extra, optional equipment.

The new vacuum pick-up, which carries the disks from the supply stack to the turntable, is said to have undergone extensive tests both at the Wilcox-Ray plant and in the field. It is designed so that 50 per cent of the lifting power of the mechanism can be inoperative and still permit perfect operation of the pick-up, Morey stated.

While cabinet dimensions remain the same (29½ inches high, 21¼ inches wide and 28 3/8 inches deep), the former yellow with brown trim color scheme will be changed. New model is finished in blue enamel with silver trim.

NAMA Balto Meet

BALTIMORE, June 17.—Problems affecting the industry in general were discussed by a four-man panel at the regional meeting of the National Automatic Merchandising Association, held here Friday (9). The panel was composed of Marcus Kaplan, Charles Ashley, George Duckett and J. B. Delbridge.

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New
Northwestern
CABINET STAND
FOR MODEL 49



WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR
THE NORTHWESTERN CORPORATION
29A ARMSTRONG STREET, MORRIS, ILL.

VICTOR'S Victory Basketball Game

First new counter game since the war—Plenty of action—return ball feature—1c or 5c play—**REAL MONEY MAKER!** 22" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.
\$32.50 EA.

Topper Deluxe
Single, \$12.95
Topper Standard
with Plastic Globes,
\$11.25
JUMBO
1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.
\$13.95

WEST COAST DISTRIBUTOR
ACE VENDING CO.
2702 W. Pico Blvd. Los Angeles 6, Calif.

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES	
S.K. Hunter	\$45.00
S.K. Target King	45.00
A.B.T. Model F	47.50
A.B.T. Skill Gun	49.50
Kicker & Catcher	34.50
Electric Shocker	22.50
A.B.T. Strikalite	47.50
Victory Basketball	32.50
Mills Vest Pocket Bells	65.00

Groetchen Yankee, 1c or 5c	\$36.50
Groetchen Klux, 1c or 5c	36.50
Groetchen Imp, 1c or 5c	21.00
Groetchen Wings, 1c or 5c	36.50
Groetchen Pok-O-Reel, 1c or 5c	36.50
Comet King, 1c or 5c, 3 RI. Cig.	21.50
Comet Cub, 1c & 5c, 3 RI. Cig.	21.50
Comet Marvel, 1c or 5c Cig. Rls.	39.50
Comet Meteor, 1c or 5c Fr. Rls.	39.50
Comet Buddy	24.50

Specify 1c or 5c When Ordering

NEW VENDING MACHINES	
S.K. Charm King, case of 4	\$42.00
S.K. 1c or 5c Bulk, case of 4	42.00
N.W. Model 49, 1c & 5c	13.75
N.W. Deluxe Comb., 1c & 5c	27.00
Adams Model N. 1c Gum	22.50
N.W. Stamp Roll Type	69.00
Marion Scale	79.50
Watling Scales	Write
Shipman Stamp, 3 Col.	39.50
Acorns, 1c or 5c	13.95
Acorn All Charm	17.95
Master Novelty, 1c	13.95
Master #2, 1c & 5c Comb.	17.50
Match Box Vendors	4.95
Model GV, 6 Col. Adams Gum	19.50

RECOND. CIG. & CANDY VENDORS	
Col. Model	Cap. Coin Price
6 Natl. 6-30	180 25c S/Q \$49.50
7 DuGr. 5	210 25c S/Q 55.00
9 DuGr. W	308 25c S/Q 69.50
9 DuGr. WD	386 25c S/Q 69.50
7 DuGr. V	238 25c S/Q 69.50
7 DuGr. VD	298 25c S/Q 69.50
4 DuGr.	100 25c S/Q 29.50
8 Rowe Candy	120 Bar 5c 75.00
U-Select-It	72 Bar 5c 35.00
5 U-Need-a-Pak Candy	100 Bar 5c 59.50

ACCESSORIES & SUPPLIES	
Vendor Stands, heavy	\$3.95
Cross Bars, Two Vendors	1.00
Cross Bars, Three Vendors	1.35
Coin Counting Scales, 1c & 5c	18.50
Route Cards, per 100 postpaid	1.25
Pocket Coin Counters, 1c & 5c, postpaid	1.25
Salted Virginia Peanuts, per 30 lb. carton	9.00
Salted Spanish Peanuts, per 30 lb. carton	7.50
Ball Gum, per 25 lb. carton	6.25
Licorice Lozenges, per 30 lb. carton	6.60
Rainbow Peanuts, per 30 lb. carton	6.60
Boston Baked Beans, per 30 lb. ctn.	6.60

Write for Circulars and Price List on Complete Line.
1/3 Deposit With All Orders, Balance C. O. D.

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OPERATORS AGREE "IT'S A HONEY"

The NEW ACORN 5c
ALL CHARM VENDOR

Yes, this smooth working vender is a honey of a money maker in all locations. Place the Acorn 5c All Charm today and you'll operate many more tomorrow. For it is certain to produce the biggest profit harvest of 1950.
ORDER TODAY!
Complete Details on Request



DISTRIBUTORS
A few choice territories are still open. Write, wire, phone
M. J. ABELSON
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Pittsburgh, Pa.
Phone: ATLantic 1-6478-6479

Pacific Coast Dist. OPERATORS VENDING MACH. SUPPLY CO.
1023 S. Grand, Los Angeles 15, Calif.

OAK MFG. CO., INC. 11411 Knightsbridge Avenue Culver City, California



EMPTIES MACHINES FASTER!

Rain-Blo

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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.

Div. of Leaf Brands, Inc.
Chicago, U. S. A.

WE'VE GOT ...

TOPPER

Victor's Terrific Vender



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case. \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

Birmingham Vending Co.
540 2ND AVE., N.
BIRMINGHAM 4, ALABAMA

VICTOR'S Victory Basketball Game

First new counter game since the war—Plenty of action—return ball feature—1c or 5c play—**REAL MONEY MAKER!** 22" High, 18" Wide, 5" Deep. Simple mechanism—guaranteed trouble-free.
\$32.50 EA.

1/2 dep., bal. C.O.D.
DEVICES NOVELTY CO.
467 Milwaukee Ave. Chicago 10, Ill.
Phone: MOndroe 6-7533



BIG MONEY MAKER
1c or 5c
ACORN ALL PURPOSE BULK MERCHANDISER
Immediate Delivery

COIN MACHINE EXCH.
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Chicago 22, Ill.

EMPIRE

NEW CHARMS

READY FOR YOU NOW

They're Really Beauties, Too

KNIFE (Scout). Per 1000 \$10.00
BASEBALLS, 1 1/2", with team names, white with black seams. Per 1000. 5.50
BASEBALLS, 3/4", white with black seams. Per 1000. 8.00
All Postpaid.
Write now to get on our mailing list.




CHARMS, INC.
MANUFACTURERS AND DISTRIBUTORS
BRILLION - WISCONSIN

BALL GUM

Bubble or "Chicle"
All Sizes
From 3/8ths to new 1-inch Jumbo

NEW CHARMS

Brilliant colors
Opaque or Translucent

BARKER BRANDS, INC.
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HART BUBBLE BALL GUM!

Highest quality, colored centers in 140-170 & 210 count per lb. 23c per lb. 40c cartons only. Freight prepaid in lots of 120 or more, 25c to 40c lots, 27c per lb. plus freight, postage or express charges. Sorry, no C.O.D.'s.
HART'S PREMIUM NON-BUBBLE GUM in 140-count only 35c per lb. in 120c lots, freight prepaid. Lesser quantities 20c, 30c or 40c, 37c per lb. plus freight charges.
GET ON OUR MAILING LIST FREE!
A. GRAEFF, 1232 Broadway, Toledo 9, O.

30 MODEL 200 KANDY KING VENDING MACHINES

Two column, bulk candy or peanuts, like new. Used only six months. A real asset for better locations. Due to sickness in family, am unable to service them. Will sacrifice at half price. Only \$775 at Mt. Pleasant.

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"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"



CUTS SERVICING TIME AND COSTS IN HALF

INTERCHANGEABLE SANI-CARRY GLOBE

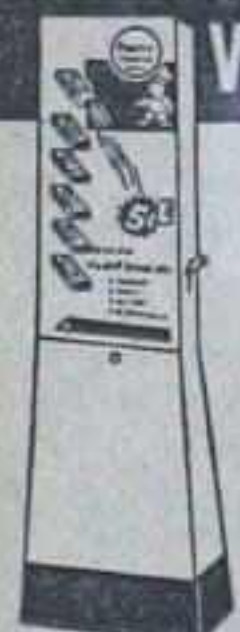
Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

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BIG PREMIUM PROMOTION!
A 5c SELLER WITH A 100% Mark-Up

Purity Pretzel Stix are a golden brown, crisp and tasty food confection. Men, women and children go for them in a big way.

Write for Prices and Details

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METAL TYPER MACHINES PARTS AND SUPPLIES



FINEST ALUMINUM DISCS
Plain or Colored
BUY DIRECT FROM THE MANUFACTURER

STANDARD SCALE CO.
1609 Delmar Blvd. St. Louis 3, Mo.

Legal Probing in Calif. Has Cig Ops as Target

WASHINGTON, June 17.—Justice Department announced here this week that a San Francisco federal grand jury has handed down an indictment charging five corporations and nine individuals in the cigarette vending field with "conspiring to suppress and eliminate competition" in the West San Francisco Bay area.

The vendors, who do 90 per cent of the cig vending in the area according to the Justice Department, were accused by the jury of "knowingly and continuously" engaging in a wrongful and unlawful combination and conspiring unreasonably to suppress and eliminate competition in the business of distributing and selling cigarettes thru vending machines, and by dividing and allocating locations among themselves.

The indictment is the first official notice to the trade that cigarette vending is considered to be in the realm of interstate commerce. Justice's reasoning, backed by the jury, is that "there is a regular, continuous, and uninterrupted flow of cigarettes in interstate commerce from the plants and warehouses of manufacturers and wholesalers located in States other than California to consumers who purchase the cigarettes from vending machines located in the West San Francisco Bay area."

Justice estimated the sales of the defendant operators at 50,000,000 packs annually at a retail value of \$10,000,000. The agency estimated their total machines at approximately 7,000. In handling 90 per cent of the cigarette vending business, the defendants distributed nearly 20 per cent of all cigarettes sold in the area. According to Herbert Bergson, assistant attorney general in charge of Justice anti-trust division. Bergson commented in Washington that "the government will continue to prosecute competitors who agree to fix prices and allocate customers among themselves to the detriment of those customers and general public."

The true bill handed down by the jury accused the operators of being in violation of the Sherman Anti-Trust Act in entering into agreement to do the following:

1. Fix and maintain a scale of maximum commissions to locations. (See Cig Ops on page 160)

LOS ANGELES, June 17. — With the postponement of the assembly's committee on public morals hearing on the cigarette vending business following a meeting Wednesday (14), Sen Jack B. Tenney charged that it (the committee) has operated illegally and asked Attorney General Fred Howser to launch an investigation of the activities of the State's group.

Senator Tenney, in a letter to Attorney General Howser, wrote in part: "The harrassment—and great expense placed upon legitimate business by the action of such a committee would seem to indicate that the impelling motives of the committee were not confined to the protection of public morals."

The postponement was affected due to the absence of a quorum, with the reopening of the case hinging upon the naming of four additional committeemen. The committee last week was made up of Assemblyman Lester McMillan as chairman, with Thomas Maloney, San Francisco, and Carl Fletcher, Long Beach. It was to examine claims that proper control was not exercised over cigarette vender operation in some locations frequented by teen-agers.

Wednesday's session was attended by about 50 persons, ready to testify. None had been asked to take the stand when the meeting ended with McMillan's statement that testimony could not be accepted under the committee's present status.

Pa. Soft Drink Tax Collections Increase

HARRISBURG, Pa., June 17.—Pennsylvania's controversial soft drink tax yielded a surprise return of \$14,536,608.91 during the 12-month period ended May 31, State budget secretary Dr. Edward B. Logan reports.

The soda pop collection was \$1,036,608.91 over the \$13,500,000 estimate set up by budget officials.

An excise levy of 1 cent on each 12 ounces of bottled drinks and 1/2 cent per ounce on fountain sirups, the Pennsylvania levy has in effect taken the complexion of a sales tax, with retailers adding 1 cent on 5-cent drinks and 2 cents on drinks which previously sold for a dime.

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. \$ 5.43
100 lbs. or more 21.90

CHARMS

Plastic Charms, small, 1,000 \$2.25
Metal Colored Charms, small, 1,000 4.25
Plastic Charms, large, 1,000 2.95
Copper & Nickel, large, 1,000 5.60
Silver Wedding Rings, 1,000 5.95
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.75
"Hep Cat" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50

STANDS

All steel—aluminum finish. No need to add sand, gravel, cement etc. Ready for locations. Weight 17 lbs.

\$2.99 each

We are factory distributors for all leading makes of VENDING MACHINES.



VICTOR 5c ALL CHARM VENDOR

The newest sensation for vending charms. Never in the history of bulk vending has any one machine made as much money for as many operators as our famous Victor All Charm Vender. It has unlimited possibilities and has opened tens of thousands of new locations.

1 to 23, \$13.95 each; 24 to 47, \$13.75 each; 48 to 99, \$13.50 ea.; 100 or more, \$12.95 ea.

All other Victor models on hand available for immediate delivery.

Victory Basketball Game

Plenty of action—return ball feature—1c or 5c play
Real Money Maker!
22" High,
18" Wide
5" Deep
Simple mechanism—guaranteed trouble-free



\$32.50 EA.

1/2 DEPOSIT ON ALL ORDERS

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

ATTENTION —25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

- UNEEDA, 8 Cols. \$100.00
- UNEEDA, 6 Cols. 90.00
- Uneeda Model 500, 9 Col., 350 Pack Cap. 100.00
- 8 Col., Model E, 240 Pack Cap. 62.50
- National 9-50, 350 Pack Cap. 95.00
- DuGRENIER MODEL W, 9 Col., 308 PACK CAP. 62.50
- Rowe Imperial, 6 Col., 180 Pack Cap. 60.00
- Special 4 Col., 100 Pack Cap. 32.50

CIGAR MACHINES

- 7 Col., 175 Cap. \$27.50
- 1 Col., 50 Cap. 17.50

CANDY MACHINES

- ROWE, 120 Bar Cap. \$75.00
- CANDYMAN, like new, 72 Bar Cap., Enclosed Base 62.50
- VENDIT, 150 Bar Cap. 57.50
- U-Select-It 35.00
- UNEEDA 105 Bar Cap. 75.00
- UNEEDA, 40 Bar Cap. 23.50

ROWE ROYAL

10 Col., 400 Pack Cap. **\$85.00**

8 Col., 320 Pack Cap. **\$80.00**



SALE NATIONAL CANDY VENDER \$100.00
9 Col., 162 Bar Cap.

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

WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER

(Illustrated)
Lots of 100. \$10.00
Sample, \$11.25.

Victor's Universal

JUMBO

1 1/2" Ball Gum Vender. Best Location-Getter in Years!
immediate Delivery.

1/2 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1445



IT'S SENSATIONAL THE NEW ACORN 5c

ALL CHARM VENDOR

Immediate Delivery

RAKE

COIN MACHINE EXCH.

409 Spring Garden St. Philadelphia 23, Pa.
Lombard 3-2676

Branch Office: 2120 Fifth Av., Pittsburgh, Pa.

VICTOR'S AMAZING NEW TOPPER
Special June Offers
 1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only **\$50.00** (with plastic globes) \$52.00
 1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$36.00**
 1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only **\$51.25**
 Samp. Topper, \$11.25

Get today's top money maker—Topper DeLuxe 5¢ all Charm Vender. Sample\$13.95

RAIN-BLO GUM
 140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150 or more with freight prepaid, 25¢ lb. less 2%

COLORED BALL GUM—All Sizes 25¢ or 40¢ carton, 25¢ lb. 160¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER

PISTACHIOS
 25 lb. carton Large 55¢ lb. Full Cash With Order.

Plastic Auto-graphed Baseballs, \$5.00 per M Metal plated, \$8.00 per M.
 Write for our FREE Complete Charm List.

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 2-7992



ROY TORR

SANDY MAC TIGHT Says . . .

It makes my Scottish blood boil to see some operators pay high prices for machines when they can secure a TOPPER for as low as \$10.00 in lots of 100 and on time payment too from . . .



LANSDOWNE, PA.

EXPERIENCED PROMOTIONAL VENDING MACHINE SALESMEN WHO CAN TRAVEL
 To sell the world's finest and most versatile bulk vendor which has been location tested for over two years. A NATIONAL SALES ORGANIZATION with good rating and banking and Chamber of Commerce references will cooperate 100% with men selected. Need one for Kansas City area to cover about 8 States; one for the West Coast to cover all of California, Oregon and Washington. Also need one for the Eastern seaboard including New England. Only men who can sell clean; have had actual experience establishing new operators through Business Opportunity ads, have car and can finance themselves for at least a month will be considered. Possible to earn from \$25,000 to \$40,000 per annum gross. For consideration write fully. No wires, please. WRITE BOX 549
 The Billboard, 1564 Broadway, New York 19, N. Y.

Pistachios
 FOR GREATER PROFITS THIS SUMMER
ask for ZALOOM'S
4 STAR "JUMBOS"
 Perfect. The Finest and Fastest Selling Grade of Pistachios. Red and White. DELICIOUSLY ROASTED & SALTED.
 Also Ask for ZALOOM'S **INDIAN NUTS**
 Golden Polished. DELICIOUSLY ROASTED.
 Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.
 RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES, WRITE US TODAY
ZALOOM'S PISTACHIO NUTS
JOS. A. ZALOOM & CO.
 America's Original Masters in Roasting and Salting of Pistachio Nuts
 8 JAY STREET NEW YORK 13, N. Y. BEekman 3-7646

NOW!
 turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**
MANLEY INC., KANSAS CITY, MO.
 "The Biggest name in Popcorn"
 POPCORN MACHINES AND SUPPLIES

POPCORN
 Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.
 WRITE, WIRE, PHONE
'POP' CORN SEZ CO.
 8329 Delaware Ave. UPPER DARBY, PENN. Phone: Allegheny 4-1019

FOR 1,000 BUCKS!
 We will ship you 100 Brand New "Topper" vending machines set for either merchandise or ball gum vending. F. O. B. Chicago. Smaller quantities of vendors start at \$10.75 per machine. Send for free descriptive leaflet!
R. H. ADAIR COMPANY
 6926 W. Roosevelt Rd. Oak Park, Illinois Phone: EUclid 6-9219

FOR SALE
9 SPACARB SINGLE DRINK DISPENSERS
 Just off location. Reasonably priced.
Carl Klarnet & Sons
 1201 Surf Ave. Brooklyn, N. Y. ES 2-8861

GET * NEWER CHARMS
 Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.
PENNY KING CO.
 615 Neptune Street. Pittsburgh 20, Pa.

SENSATIONAL NEW LARGER-TYPE COMB AVAILABLE NOW FOR WHITE'S COMB VENDER
 In Assorted Colors. A tried and proven vender product that sells with steady profits. A very attractive compact machine with a capacity of approximately 200 combs. Coin returns when vender is empty. Contact us immediately. Be first in your territory.
 SEND FOR COMB SAMPLE AND PRICE LIST
WHITE'S COMB VENDER CO.
 865 Grace St. ELGIN, ILL. Phone: Elgin 7692
 Sole U. S. Distributor

NEW GUNS NEW
 THEY'LL DO A BANG-UP JOB FOR YOU! NOW! THE HOTTEST CHARM ON THE MARKET!
 (Same size as illust.)
 PLASTIC (6 Bright Colors) .. \$4.25 per M
 NICKEL PLATED 6.50 per M
 SILVER PLATED 7.50 per M
 GOLD PLATED 7.50 per M
Large Ass'd. SPORT CHARMS
 (Baseball, Basketball, Boxing Gloves, Roller-Skate-on-a-Shoe, and Football)
 PLASTIC (6 Bright Colors) .. \$3.75 per M
 COPPER PLATED 6.00 per M
 GOLD OR SILVER PLATED .. 7.00 per M
ALPHABETO CHARMS
 (A to Z and 10 Numerals)
 PLASTIC (Assorted Colors) .. \$2.00 per H
 COPPER PLATED 4.00 per M
 No charm on the market will empty machines as fast as our new guns. Be convinced. Order Now!
 Opportunity for Distributors
PAUL A. PRICE CO. Dept. B
 220 Broadway, New York 7, N. Y.

CHARMS . . .
Proven Sales Boosters!
 Write for Complete Price List!
Karl Guggenheim INC.
 33 UNION SQUARE, NEW YORK 3, N. Y.

NAPKIN DISPENSER
Quizzette
Introductory Special Only \$15.95
 WITH \$50.00 WORTH OF MERCHANDISE BIG RETURNS—SMALL INVESTMENT
 Buy one Napkin Dispenser Quizzette, plus ten refills, total 5,000 cards, for only \$15.95.
 Let dispenser work for you in any location food is served, it will return \$40.00 net to you in a short time. Your profit starts at once. Works day and night for you. Send \$5.00 down each machine, we will ship at once, or write today for "FREE" details on starting a route of these FAST BUGPROOF, DURABLE MONEYMAKERS.
CONTINENTAL SERVICE & EQUIPMENT CO.
 3630 Holbrook Avenue Detroit 12, Mich.

Vender Posters Boost Volumes; Candy Ads Hypo Bar Sales

(Continued from page 156)

consumer, is relied upon to complete the sale.

Vend-Ads, headed by F. Le Moyne Page, entered into its contract with Canteen in January. With Page also the head of Transportation Displays, Inc., active management of the vending agency is in the hands of Sherman D. Gregory.

Gregory told *The Billboard* this week that the deal with Canteen was not exclusive, altho the task of selling the plan to candy manufacturers and getting it running under its own power may hinder expansion to other operating firms for a time. While cigarette vending was not viewed by Vend-Ads as a field suitable for similar promotion, cup vending was indicated as an active prospect.

Under the set-up with Canteen, the country has been divided into 22 districts, in each of which an average of 4,500 Canteen candy venders are located. Depending on the actual number of units and the sales record in the district, a basic rate for the advertiser is determined. This averages \$3,600 per district for a four-week period. But until September, when the program is expected to get into full swing, a 25 per cent discount is allowed.

Canteen gets an undisclosed portion of the fee as rental for use of the machines. And its servicemen are reimbursed for the added work of putting up the posters, replacing them when necessary, and taking them down at the end of the allotted time. They benefit, too, by earning bigger bonus checks due to the increased volume of the machines.

The posters are miniature car cards, measuring 4 by 9 inches. Copy is kept to a minimum, with a multi-colored illustration of the candy featured. At present, the cards are attached to the venders by an adhesive, altho permanent frames will be installed later.

New accounts signed up by Vend-Ads thus far include Switzers and Euclid, Gregory disclosed. Switzers' licorice is due to be plugged on Canteen machines in the New York metropolitan area beginning this week, while the program with Euclid won't break until the fall.

Gregory said the limited time schedule (four weeks) in any one area was chosen since it was felt the plan would lose effectiveness if a single bar was promoted indefinitely. Advertisers, therefore, cannot sign up for two consecutive time slots in a single district. They will be advised to rotate districts for maximum effect.

The program is being promoted to potential advertisers as an economical method of introducing confections in new areas. Gregory claims a manufacturers' minimum cost in bowing a new bar is \$1 per outlet, and then control cannot be maintained. The storekeeper may or may not display it properly, he may or may not order a second box.

Under the Vend-Ad program, he emphasized, the candymaker is as-

sured his bar will be featured for four weeks in some 4,500 venders for a cost of less than \$1 per outlet.

Advertisers, too, will be discouraged from buying concurrent time in all districts, Gregory asserted. This would lift sales to a level that would dip sharply once the four-week period was over. Rather, it is planned to rotate districts so that the candy maker's volume is lifted to a new and more permanent plateau, he said.

With Canteen said to have close to 100,000 candy venders on locations it is claimed the machines are exposed to some 8½ million persons who make about 25 million purchases weekly. And for every buyer, it is estimated some four persons pass by the machine.

Cig Ops Target In Calif. Probing

(Continued from page 158)

2. Refrain from giving gratuities and special inducements to locations to install machines.

3. Notify each other of the locations in which each defendant operator has installed cigarette venders.

4. Refrain from seeking to install machines in any location in which another defendant operator has machines.

5. Refrain from seeking to install machines for a period of 60 days in any location lost by another defendant operator.

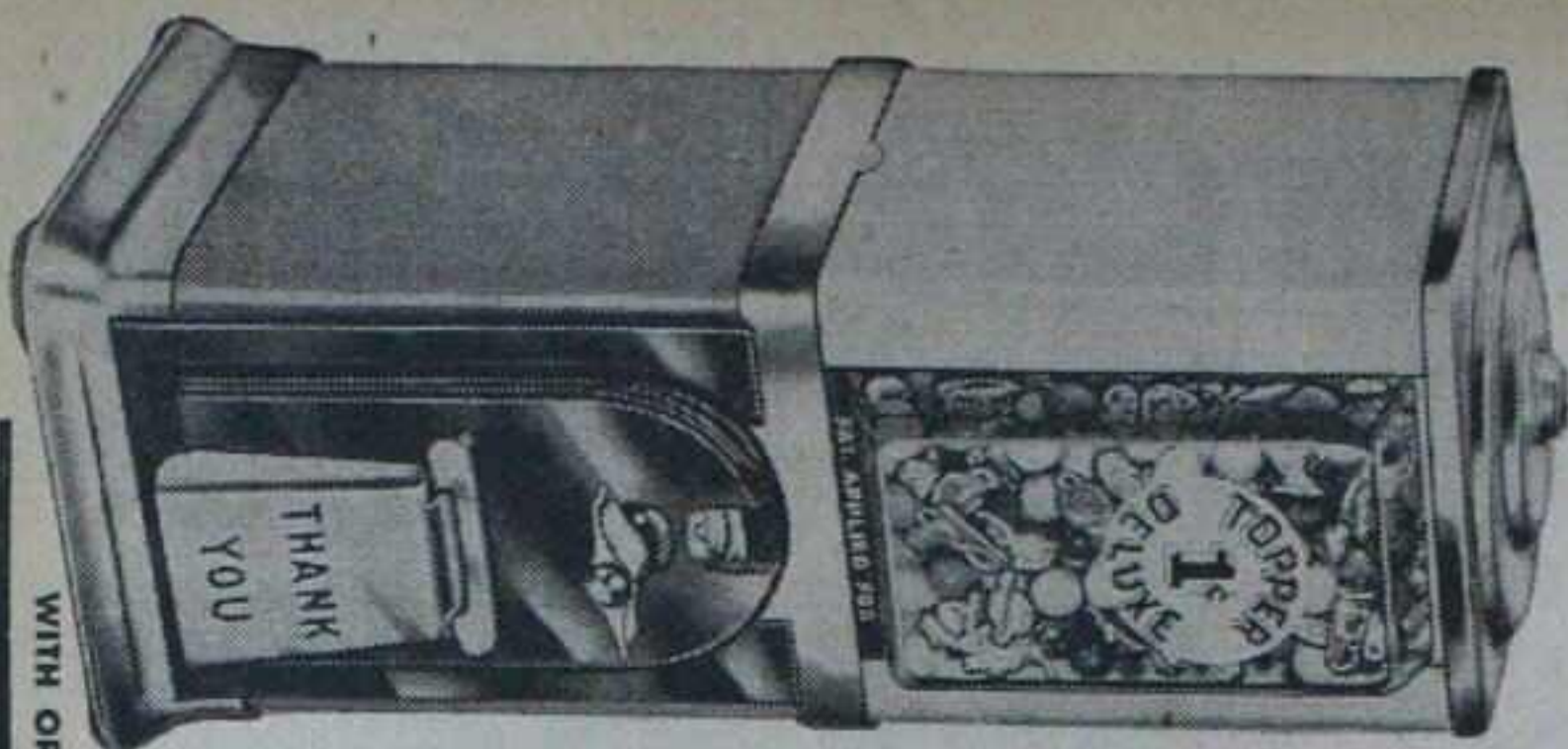
6. Agree to arbitrate differences of opinions among defendant operators as to which is entitled to serve a particular location.

7. Induce locations to remove venders of non-defendant operator and install machines of one of the defendants for the purpose "of driving such other non-defendant operators out of business or of compelling them to join the said combination and conspiracy."

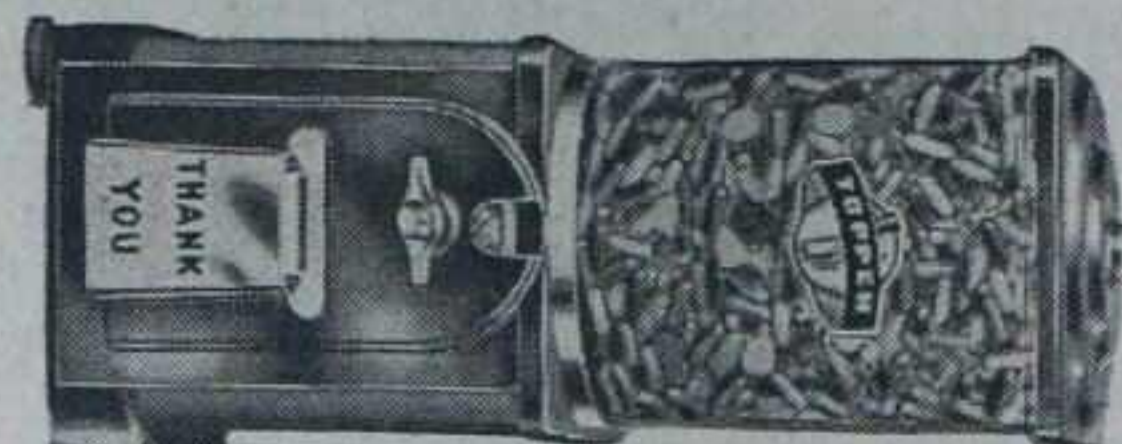
8. Agree to levy fines upon any defendant operators failing "to adhere to the terms of said combination and conspiracy."

Named as defendants in the indictment were the following firms: Glenn-Rowe Vending Company, Inc.; Automatic Merchandising Company; Coast Cigarette Venders, Inc., doing business as N. B. Cigarette Vending Company; Allied Automatic, Inc., doing business as Baxter Cigarette Service, and San Jose Cigarette Service, Inc.

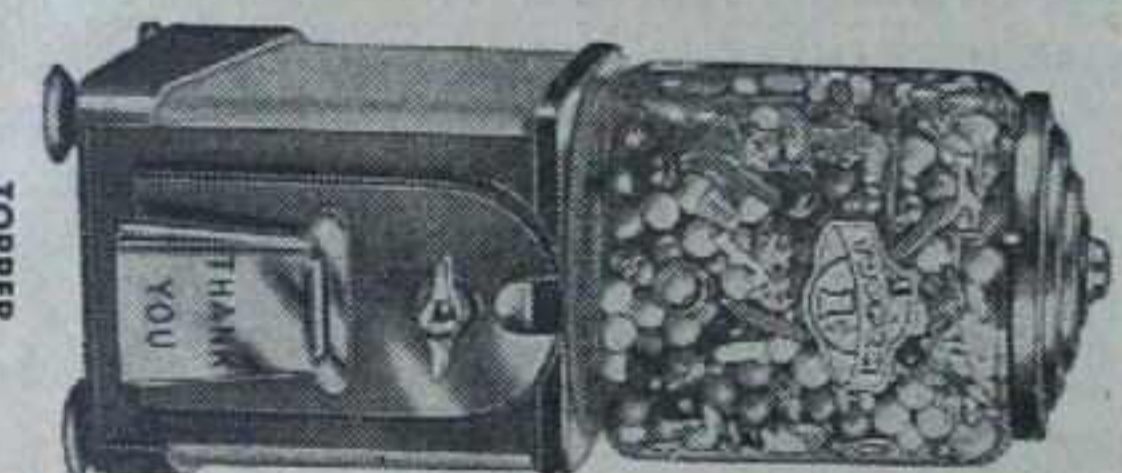
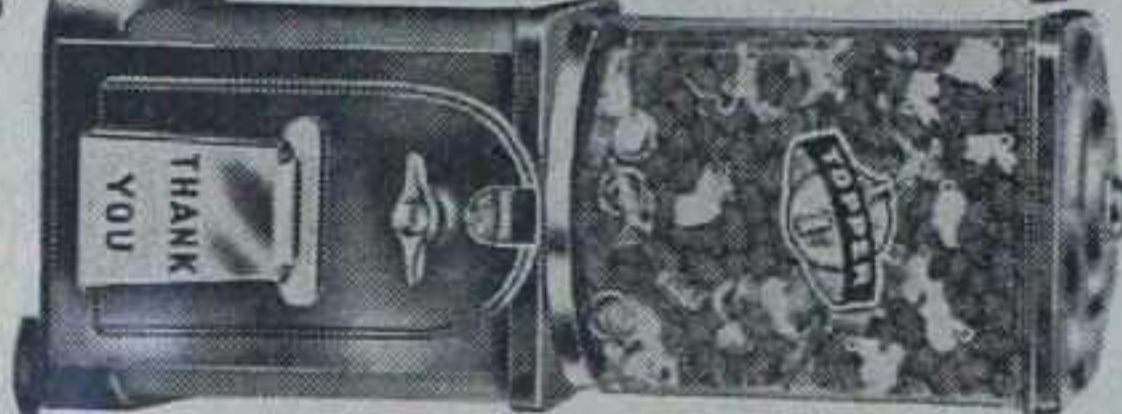
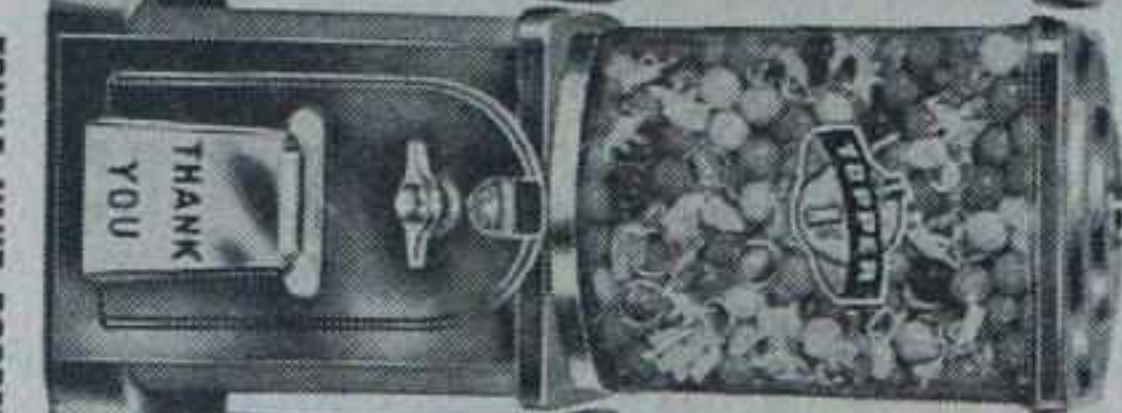
Individuals named were Jack Gordon, Glenn-Rowe; Richard Parina, Automatic Merchandising; Harold Tosetti, Coast Cigarette; K. A. Baxter, Allied; Harry Mishkind, Cigarette Vending Service; Robert Bone, Western Cigarette Service; Spiros Lavdiotis, Exposition Tobacco & Candy Company; Charles Robert Weiner, doing business as Bob Weiner, and John Casey, listed as executive secretary and arbitrator for the other defendants.



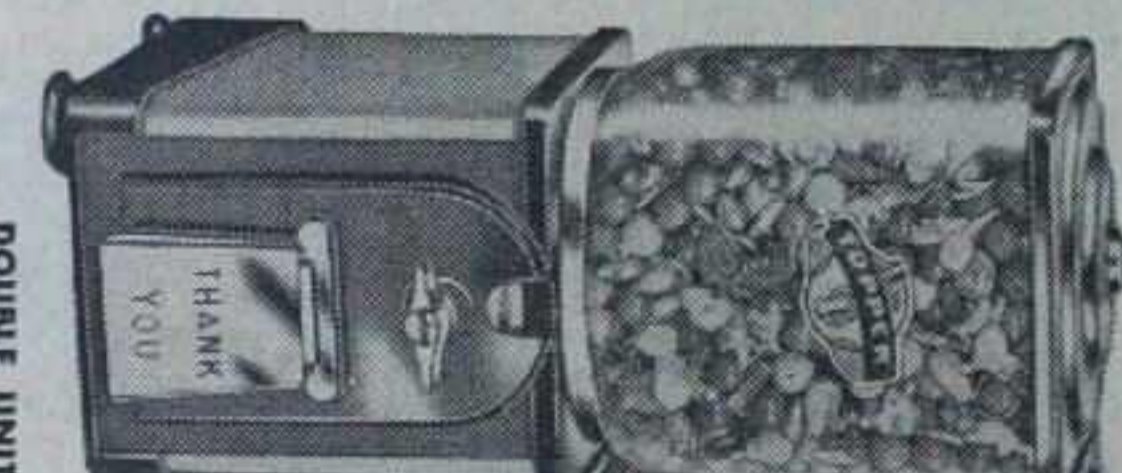
TOPPER DELUXE 1c WITH OR WITHOUT SIDE DISPLAY WINDOW



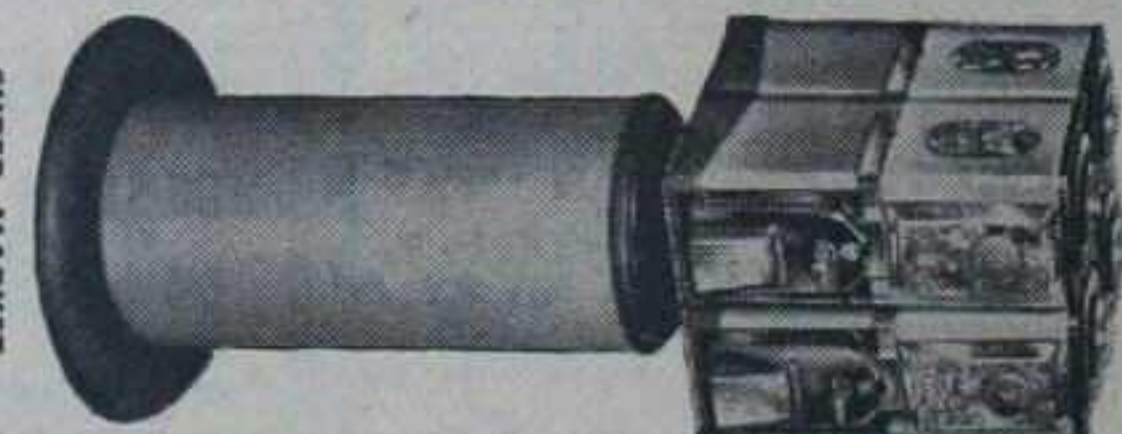
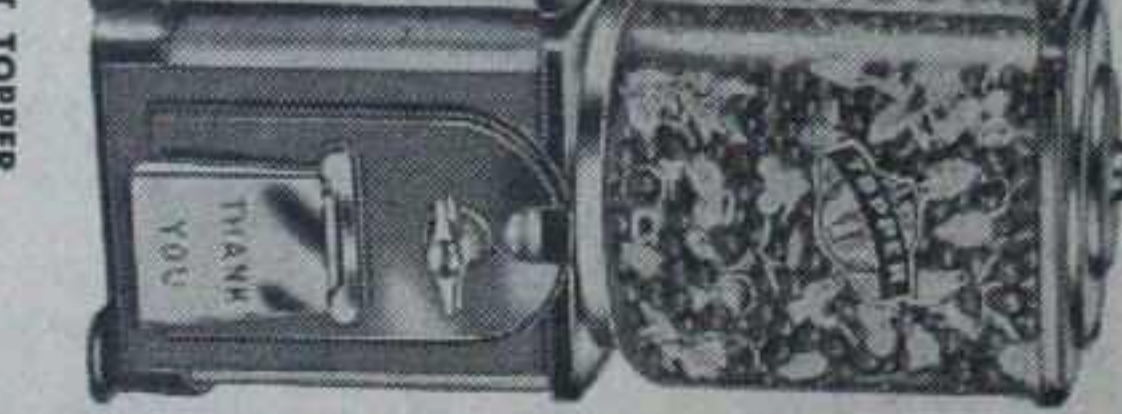
TRIPLE UNIT TOPPER



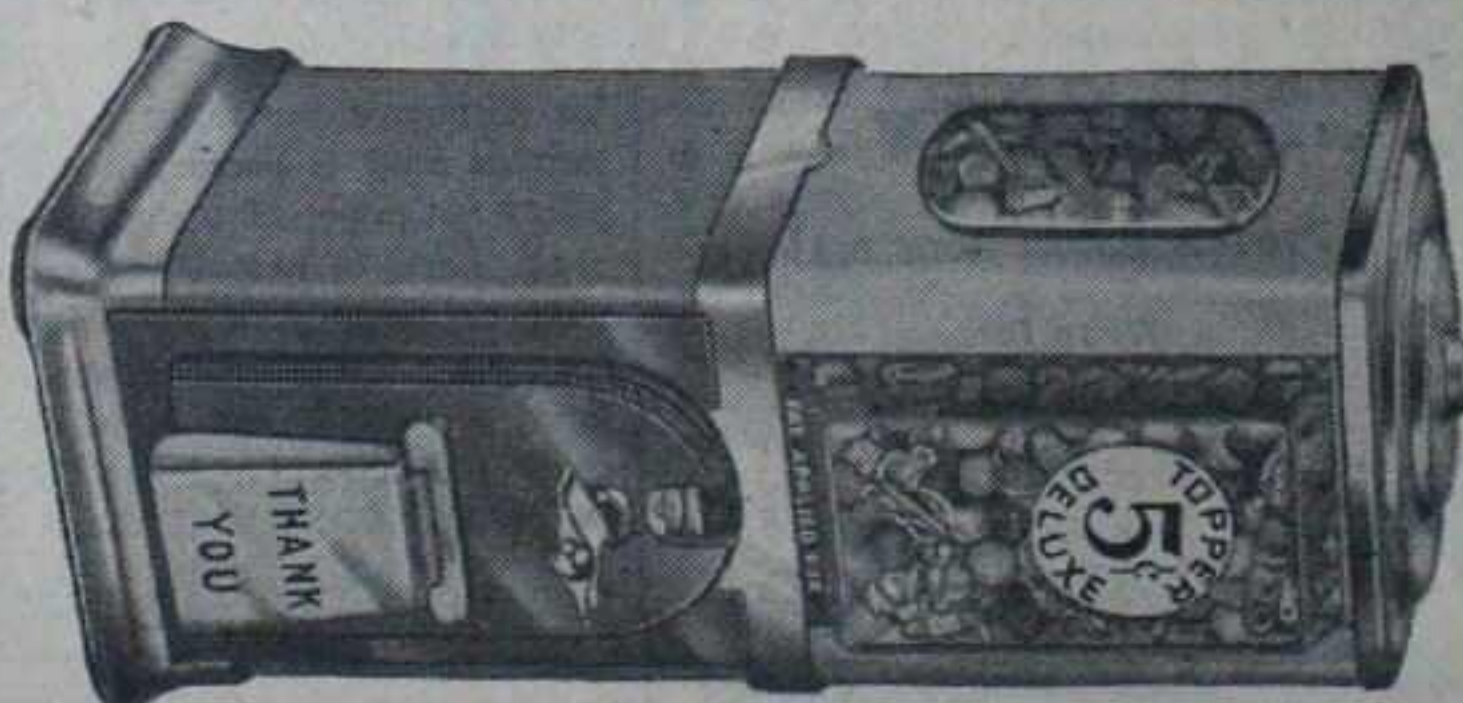
TOPPER



DOUBLE UNIT TOPPER



SUPER MARKET



TOPPER DELUXE 5c ALL-CHARM VENDER

A Bulk Vender to meet your every purpose and requirement. Beautiful, sturdy and with economy of operation. Today's greatest value in bulk-vending equipment.

VICTOR'S FAMOUS TOPPER LINE

Guaranteed Trouble-Free Mechanisms. . . . A demonstration today will convince you. The low prices on this quality equipment will amaze you!

VICTOR VENDING CORP. 5701-13 W. GRAND AVE. CHICAGO 39, ILLINOIS

SEE THEM AT YOUR VICTOR DISTRIBUTOR TODAY

ATTENTION, VENDING MACHINE MANUFACTURERS

We are a NATIONAL SALES ORGANIZATION with offices in New York City, Kansas City and Los Angeles. We now travel 25 experienced producers throughout the U. S. A. and plan to add more men. We are open for good machines that have not been offered to every distributor and kicked around. Must lend itself to promotional selling. If you have anything of real merit and are willing to talk about a National Contract, we shall be very happy to hear from you with full details and pictures. We are amply financed and well regarded by bank, Chamber of Commerce and Dun & Bradstreet and will only do business with a responsible concern. Write Box 550, The Billboard, 1564 Broadway, New York 19, N. Y.

THE MARKET IS "HOT"
SO CASH IN TODAY ON
JUMBO-SIZE BALL GUM



Vended Perfectly with
VICTOR'S JUMBO UNIVERSAL

Thousands of locations waiting for JUMBO UNIVERSAL and Jumbo-Size Ball Gum. Also the JUMBO UNIVERSAL SPECIAL with the tremendous capacity of 2,375 balls. SEE THEM TODAY AT YOUR DISTRIBUTOR

VICTOR VENDING CORP.

5701-13 W. Grand Avenue
Chicago 39, Illinois

**ATTENTION
CHARM USERS**

**SENSATIONAL
NEW • TERRIFIC**

"Bring Your Dead Machines
Back To Life"

SCATTER PINS **COSTUME JEWELRY**

Each a Terrific Sales Booster
Eleven New Items

\$11.52 Gross; Quantity Buyers, Write
11 Samples, Postpaid, \$1.00

Terms: 1/3 down, balance C. O. D.,
F. O. B. Pittsburgh, Pa.

Sidmor VENDING CO.

2035 FIFTH AVE. • PITTSBURGH 19, PA.

STRAWBERRIES and CREAM

in the **TOPPS BOZO BALL GUM**

8 OTHER DELICIOUS FLAVORS AND COLORS

A Perfect Combination
BOZO and the
NORTHWESTERN MODEL 49

NORTHWESTERN SALES and SERVICE CO.
438 W. 42nd St. 4105 16th Ave.
New York 18, N.Y. Brooklyn, N. Y.

**GIVE TO THE
RUNYON CANCER FUND**



Some Far Eastern potentates may still depend upon underling-manned fans for cooling breezes on sluggish summer days. Today's MODERN business man gets MODERN relief from excessive heat with ELECTRIC air conditioning units.

Until Electro appeared, cigarette operators were almost the only American business men who could not apply the advantages of modern electric perfection to their own profit. Electro opened new fields, new profit possibilities and new locations for alert operators everywhere. Electro's popularity has steadily increased and today ELECTRO, the first electric cigarette machine, tops all other electric machines in sales!

**OPERATORS
PREFER . . .**



because of . . .

MODERN

. . . CONSOLE STYLING (ONLY 44" HIGH) IN COLORS AND COMBINATIONS TO CUSTOM FIT EVERY LOCATION

MODERN

. . . MAGIC TOUCH DELIVERY. SELECTIVITY WITH THE MEAREST TOUCH OF A BUTTON AT NORMAL, NO-BEND HEIGHT

MODERN

. . . ELECTRIC CASH REGISTER DEPENDABILITY MEANS THE LOWEST RATIO OF SERVICE CALLS TO SALES IN VENDING MACHINE HISTORY

Order Electro Today...

Despite its exclusive, operator-pleasing features, it's the **LOWEST PRICED ELECTRIC CIGARETTE MACHINE ON THE MARKET!**

EASTERN ELECTRIC INC.
New York 19, N. Y.
General Motors Bldg.

Electro-10
400 pack capacity.
Only

\$217.50

Electro-8
320 pack capacity.
Only

\$198.50



Topper Deluxe

Single, \$12.95
Topper Standard with Plastic Globes, \$11.25

JUMBO

1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.

\$13.95

ASCO

VENDING MACHINE EXCHANGE

VICTOR'S Victory Basketball Game

First new counter game since the war — Plenty of action — return ball feature — 1¢ or 5¢ play — REAL MONEY MAKER! 22" High, 18" Wide, 5" Deep. Simple mechanism — guaranteed trouble-free.

Orders Filled in Rotation Received.

\$32.50 EA.



55-57-59 BRANFORD ST. NEWARK 5, N. J. BIGELOW 3-7744-5



Topper Deluxe

Single, \$12.95
Topper Standard with Plastic Globes, \$11.25 and

JUMBO

1-inch Ball Gum Vender opens a new field. You can locate as fast as you fill.

\$13.95

1/3 dep., bal. C.O.D.
DEVICES NOVELTY CO.
467 Milwaukee Ave. Chicago 10, Ill.
Phone: MOonroe 6-7533

10 NEW ITEMS! NEW LOW PRICES

COMIC-STRIP CHARMS,	Price per M
Plastic	\$ 4.00
Metal-Plated	6.75
GROCERY STORE CHARMS	12.50
SCOUT KNIFE, With Metal Blade	10.00
METAL SCISSOR, That Actually Cuts.....	10.00
LICENSE PLATE CHARMS	7.50
BOWLING PIN CHARMS	
Plastic	4.00
Metal-Plated	6.50
ANIMAL HEADS, Metal-Plated ...	7.50
PIRATE COINS, Metal-Plated	7.50
WILD WEST TELESCOPE VIEWERS	12.50
EPHY SUPER-CHARM MIX	
400 Ass'td in Bag.....	2.00
EPHY FORTUNE BALL MIX	
1 Gross Ass'td in Bag.....	1.75
FAMOUS #1 CHARMS	
Plastic	2.50
Metal-Plated	now 4.25
BIG FAMOUS #2 CHARMS	
Plastic	3.00
Metal-Plated	now 5.00

EPHY

Samuel Ephy & Co., Inc.
91-15 144th Place, Jamaica 2, L.I., N.Y.

Mint Replaces Worn Coins; Ops See Less Trouble With Chutes

WASHINGTON, June 17.—Despite predictions by the Bureau of the Mint that the demand for coins is slackening, the value of coins in circulation increased in March for the second consecutive month. At the end of March, the total amounted to \$1,468,000,000—an increase of \$9,000,000 over the preceding month. The March figure, however is \$16,000,000 less

than the record high posted in November of last year.

The Mint still figures that coin demand will level off at around \$1,400,000,000 during the next couple of years. Signs, the agency says, are already showing up in the amount of defaced and worn coins returned by the banks for melting. During peak years, few coins were returned, the demand being so great that poor coins had to remain in circulation.

Should Help Ops

Now that worn coins are gradually being replaced, operators should have little trouble with jammed coin chutes or with patrons complaining that their coins are being rejected by the mechanism. When worn coins are returned, the mint melts them and makes new coins, losing an estimated \$1,000,000 annually in the process.

The March increase in coinage was mainly in half-dollars, quarters, and dimes—which collectively rose \$8,000,000 over February figures of \$936,000,000. Nickels and pennies in circulation increased \$1,000,000 to a total of \$356,000,000. Silver dollars remained stable at \$168,000,000.

Heyward Quits Pin Money Post; Firm Continues

CHICAGO, June 17.—Harold Heyward, general manager of Pin Money Exchange, Inc., severed his connection with that company recently. Harold Lachman, executive of Pin Money and president of John Plain & Company, said no one has been named to Heyward's post but that Pin Money will be continued.

Pin Money Exchange offers a premium program for cigarette operators, selling coupons with a 1-cent retail value for 1/2 cent and redeeming them thru John Plain's facilities.

Lachman pointed out Pin Money's growth has not been rapid, that the premium program works well in some areas, not so well in others, and that vending machine coupon plans—lacking general coverage—would have to prove themselves over a long period of time.

Electro Plant Sets Vacation Shut-Down

NEW BEDFORD, Mass., June 17.—Eastern Electric, Inc., manufacturers of the Electro cigarette vender, will shut down its plant here the first two weeks in July to permit mass vacations for its production workers.

A skeleton staff will remain on duty to maintain service and to fill emergency parts orders. Field servicemen and sales representatives will take their vacations at another time.

Searles Reduces Kalva List \$37

CHICAGO, June 17. — Searles Welding & Manufacturing Company announced a price reduction of \$37, effective immediately, on its Kalva 3-Way vender.

Machine, formerly selling for \$335, now lists for \$298, Walter Ashton, general manager, reported.

New G. E. Bulb

CLEVELAND, June 17. — General Electric's lamp department introduced a new ozone lamp last week, designed to eliminate objectionable odors. It is claimed the ozone produced by a single bulb is sufficient to mask odors in areas of up to 1,000 cubic feet.

Operating in a standard fixture the lamp is being built into such units as beverage venders, clothes dryers, refrigerators, etc.

GREATEST TIME-SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL
BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE
Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.



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There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

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FANCY TULIP, Large	40¢	MIXED NUTS	30¢	ADAMS, All Flavors	42¢
INDIAN NUTS	40¢	BOSTON BAKED BEANS	26¢	WRIGLEYS, All Flavors	46¢
CASHEW, Whole	48¢	LICORICE LOZENGES	25¢	TOPPS, All Flavors	42¢
CASHEW, Butts	44¢				

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ROCK-OLA ROCKETS ON SKED

Ops Talk 45 R.P.M., Disk Life Aid at Assn. Meeting

CHICAGO, June 17.—Thirty members of the Music Operators of Northern Illinois (MONI), at the group's monthly dinner meeting at the Wing and Fin Club near Fox Lake Wednesday (14), heard reports of on-location experience with the 45 r.p.m. record and details of a new process whereby one member tripled the play-life of regular disks.

The meeting, led by Chairman Robert Lindelof, General Music Corporation, Skokie; Co-Chairman Anthony Hesch, A. H. Entertainers, Arlington Heights, and Secretary-Treasurer Richard Aronson, Ace Music, McHenry, got under way with discussion of "wax to watch" as potential hit material (which included mention of *The Billboard's* music popularity charts) and then shifted to member experience with 45 r.p.m.

45 Ups Gross

H. A. Hopperstad, Hopperstad Music, Woodstock, reported a 10 per cent increase over the average week-

ly gross when one phonograph was converted to 45 r.p.m. He said the higher earnings remained steady for the five weeks since the machine was converted, writing off the possibility that the hike was due to novelty appeal. If the wafer-disks prove they can resist highest summer temperatures without warping, he plans to (See OPS TALK on page 164)

Longer Week-Ends

CHICAGO, June 17.—As has been its policy the past three summers, Atlas Novelty Company here will close Saturdays in July and August, Eddie and Morrie Ginsburg, owners, announced this week. Put into effect in 1947, Atlas officials have found the move has not resulted in a loss of business volume.

Production To Continue Thru Vacash Period

To Debut in August

CHICAGO, June 17. — Despite a two-week plant closing for vacations beginning July 10, Rock-Ola Manufacturing Company executives this week said the firm was maintaining its schedule on the recently announced Rocket 50 phonograph (*The Billboard*, June 3) and that the country-wide unveiling would be held during National Rock-Ola Days late in August.

With the tooling program nearing completion, the firm said tooling and design departments would work thru the vacation period in order to maintain the schedule set up for the Rocket 50. This means the pilot run set for July 15 should materialize as scheduled, and production on the new (See *Rock-Ola Rockets* on page 169)

Ristaucrat Non-Selective 45 Juke Now in Production

APPLETON, Wis., June 17.—The Ristaucrat Company, formed here last October by a group of local business men, is now producing and delivering a counter model, non-selective juke box which plays 12 45-r.p.m. records. J. J. Cohen, sales manager, said this week that the box had not been definitely priced, but it was understood to list for well under \$200.

Small, the plywood cabinet with illuminated plastic dome, is 12½ inches deep, 12 inches wide and 14 inches high; the phonograph has a 6-inch Jensen & Oxford speaker, a Sonotone cartridge with a sapphire needle and a National coin mechanism and rejector.

Cohen said his company is in proc-

ess of setting up distributors who will offer the box to operators. (Earlier reports had it Ristaucrat would sell the phonograph direct to locations, but Cohen denied this, saying sales would be made thru distributors to operators in the usual fashion). Actually, a number of distributors have already received shipments of the miniature juke box to determine the potential in their area.

Potential Locations

Small locations which cannot accommodate larger juke boxes, and Marginal stops which cannot be profitably operated with more expensive equipment, are the spots which Ristaucrat expects operators to supply. (See *RISTAUCRAT JUKE*, page 167)

Trad Company Produces New Coin TV Unit

Offered at \$199.50

ASBURY PARK, N. J., June 17.—The Trad Television Corporation is now in production on a new coin-operated video set to be offered to operators thru a net of distributors currently being appointed, Victor Trad, president, announced this week.

The set, a console model, uses a 12½-inch picture screen and a built-in antenna, with the design said to preclude tampering with the timer and cabinet. List price is \$199.95. Trad said a "national finance plan is being set up and will be announced within 30 days."

With his brother, George, Victor Trad is also co-owner of Tradio, Inc., one of the first companies to engage in the manufacture of coin radios. The television company was set up originally to produce large-screen sets for commercial use, but more recently added home sets to its line. However, it was understood that the coin-operated unit was in the development stage for many months.

Turret Tuner

Victor Trad stated the design of the new set was frozen following a survey of operators and distributors, made to determine standards most suitable for "best operation under location use." Among its features he listed "a turret tuner with additional RF selectivity, a synchroguide for perfect picture lock, automatic gain control, high anode voltage and a 4½ megacycle trap."

The standard unit, which will carry the Tradio name, offers a half-hour of viewing time for 25 cents, altho a dime timer will also be made available. If desired, the console may be obtained with 14 or 16-inch screens at additional cost.

The company will furnish field engineers to authorized distributors to assist them in setting up service organizations, it was said. The console will be shown publicly July 10-13 at the National Association of Music Merchants' Exposition in Chicago.

Seeburg Distrib Pacts Test Route in Whelan Drug Chain

NEW YORK, June 17.—Seeburg Select-o-Matics have been placed in two Whelan drugstores here in a test which may lead to large scale installations in United-Whelan chain stores across the country. The machines were installed by the Atlantic New York Corporation, local Seeburg distributor, which promoted the idea to store management.

Meyer Parkoff, Atlantic topper, said that similar tests will shortly be run in other cities. After receiving the nod from the Whelan executive office here, he relayed the plan to the Seeburg factory which, in turn, informed its distributors in areas where tests have been authorized.

The installations here, in two mid-Manhattan stores, are custom designed, featuring concealed wiring and the liberal use of wall boxes.

They are engineered to produce the sound equally in all parts of the store. Pendant, double-backed speakers are used, similar to the type used in industrial music 100-selection jukes set-ups. They have replaced music systems using counter speakers of limited volume.

Parkoff asserted about 30 of the chain stores will gradually get similar installations during the trial period the machines here will be operated by Atlantic for the duration of the test, but they may be sold to established routes when the program is stabilized. Another plan being mulled by the distributing firm is to set up a subsidiary operating company just for the Whelan locations in its territory.

Atlantic has contracted to make another installation next week.

Wurlitzer Uses TV Promotion To Fight Video Competition

(Continued from page 3)

"and we intend to keep the program under way as an important adjunct to our selling campaign."

Station Breaks, Too

Wurlitzer also furnishes 20-second station-break spots which are used along with the minute-long features for maximum effect. No stipulation is made by the manufacturer on how often the films have to be used, and all arrangements with stations have to be negotiated by distributors.

The firm does recommend, however, that the shorts be spotted preferably at the end of sports telecasts. Often, at that time, the location-

owner shuts off his television set, and patrons might thus be impelled to get the juke box playing immediately.

Baxtresser, Inc., of Buffalo, which produced the films, is now at work on a third short, to be shipped to distributors soon.

While the Wurlitzer campaign is believed to be the first of its type—where a major manufacturer of phonographs seeks to stimulate sales and play via video—the medium has been used with success by promoters of shuffle games and Q-Ball here and in Philadelphia. But in those cases live shows were produced, featuring tourney play.

Detroit Distrib Hosts at Disk, Tele Open House

DETROIT, June 17.—Ben Okum, former vice-president of the Michigan Automatic Phonograph Owners' Association, and his partner, Al Ashe, were hosts to the industry at a two-day open house Saturday and Sunday (10-11) marking the grand opening of their new Mercury Distributors' showrooms on Woodward Avenue. Event was devoted to a display of records and television, with a large attendance of industry figures.

Roberta Quinlan, and her husband, Jack, and Two-Ton Baker, Mercury recording artists, made personal appearances. Irv Green, president, and Morry Price, sales manager, of Mercury, came in from New York for the occasion.

Tony Vance, disk jockey on CKLW, assisted by Ed Durham, recorded the opening for a half-hour show given as a delayed broadcast Monday, with vocalist Dave Ferris doing some numbers for this event.

Fellow-distributors, operators, and musical celebrities also attended, including Benjamin Rosenthal, Mexican distributor for AMI.

Covideo Boosts Coin-TV Output

NEW YORK, June 17.—Covideo, Inc., has stepped up production of its coin-operated television set by 50 per cent during the past month, Lou Brown, president, disclosed here this week. With its sales effort since the beginning of the year concentrated on the West Coast, he said the firm is now ready for expanded promotion in other television markets.

Brown stated that more than 800 coin-TV sets were sold in the Los Angeles area alone since January 1. Sales efforts there were backed up with newspaper advertising and the appointment of four distributors for intensive local coverage.

Since the middle of March, Covideo has limited its production to sets with 14-inch screens. Prior to that time it turned out a 10-inch unit.

Ops Talk 45 R.P.M., Disk Life Aid at Assn. Meeting

(Continued from page 163)

add about 15 additional 45 r.p.m. conversions the latter part of August. There was no trouble encountered supplying selections wanted on the slow-speed unit, Hopperstad pointed out. He added that the conversion was made for under \$10.

Another firm, Western Automatic Music, reported thru Manager William Nyland, that its single 45 r.p.m. conversion was removed after disk warping. However, it was admitted that the back of particular machine used for the experiment in front of a window, was exposed to the sun. When 78 r.p.m. disks continued to function on the machine, it was not moved for the test. Nyland indicated the new speed was not being written off because of the single test, due to the unusual circumstances under which it was operated.

Interest was high in the method employed by Harvey Holz, Harvey Music Company, Park Ridge, to prolong record life. Stressing that it was still in the test stage, Holz said after about two months of on-location use, disk life was upped about three times normal.

He uses a silicone preparation (H.S.O.) developed by the Dow Corney Company, Chicago, costing \$6 a pint (or \$30 a gallon) which is applied to each side of the record. Application is simple; a drop of the liquid (which is non-soluble and will not evaporate) is placed on a cloth and wiped over the record surface in a circular motion. When applied, the solution will not "run" but remains fixed to the record surface. Holz said the solution proved especially valuable when used on disks placed on older juke boxes with heavy tone arms.

One application only is required to effect the triple-wear results, Holz

declared. He pointed out, however, that disadvantage was the rapid accumulation of dust on the disk surface and the needle, due to the silocone.

Other points of discussion included a spot review of the suggestion that operators offer one-for-a-nickel, three-for-a-dime and seven-for-a-quarter play. This was almost unanimously written off as an impractical suggestion.

The meeting ended with the setting of the next meeting for July 12 at Louie Preganza's Resort, Grass Lake, Ill.

Southern Automatic Confabs in Cincy

CINCINNATI, June 17.—Southern Automatic Music Company today held its regular quarterly meeting at its new quarters here which now comprise 20,000 square feet of floor space, plus a large adjoining parking lot. Sessions ran thru this afternoon and tonight, with a dinner at the Hotel Sinton sandwiched in between the meetings.

Dinner guests, Leo Weinberger said, included John Haddock, Jack Mitnick, William Fitzgerald and John Stewart, of AMI, Inc. Matt Maley and Paul Himburg attended from Southern Automatic's local staff. Indianapolis office was represented by Sam Weinberger, George Burch and Herman F. Perkins. Fort Wayne reps on hand were Sam Dicter, John Stocksdale, Fred J. Allen. Dayton, O., execs included A. K. Nigh and Jack Bohardt. Homer Sharp came in from the Lexington, Ky., headquarters, while the Louisville office sent Leo and Morton Weinberger, B. M. Radford, L. E. Pippinger, Ed Zoeller and John Sheridan.

Classical Record Reviews

(Continued from page 28)

is recorded at a low-level, true-to-life sound would help considerably. The Symphony, which is more like a concerto grosso with its use of solo instruments, is a minor gem, very well recorded. Plenty of interesting stuff for the average longhair collector if merchandised properly.

ALAN HOVHANESS: PIANO CONCERTO AND CHAMBER WORKS—Maro Ajemian-Manhattan Chamber Ork, Alan Hovhaness, director (1-12") **60**
Dial (33) 6

The Dial diskery here continues its worthy policy of providing fine LP recordings of contemporary music which the larger companies may not, for reasons of economy, tackle. This diskery utilizes the best performers of the avant garde—people like Maro and Anahid Ajemian, Saul Goodman, Philip Kaplan, New York Philharmonic strings, with the composer directing. Both the concerto and the three chamber pieces exemplify Hovhaness's forte—utilizing Oriental materials while yet composing in the contemporary Western tradition: no repetition, disregard for key, emphasis on continuous development. Yet, the music falls easily and logically on the ear, a delightful stylization of Oriental music, much more of a piece with tradition than the really "difficult" Schoenberg school. Might be a good introduction to modern music for the traditionalist collectors.

TCHAIKOVSKY: SYMPHONY No. 6 IN B MINOR, OP. 74—Vienna Philharmonic Ork—Herbert von Karajan, director (1-12") **81**
Columbia (33) ML-4299

This highly popular work has been much recorded, but the version at hand should have little trouble in reaching a wide market. Von Karajan conducts with a searching brilliance and exquisite clarity, and gets a glowing performance from the Vienna ork. The shading and dynamics throughout are impeccable, and in the gay third movement, the performance is a liquid incandescence, with the strings, especially, pouring forth a beautiful, single sound. Recording is excellent, in general effect and detail.

ZOLTAN KODALY: TE DEUM and THEATER OVERTURE—Vienna Symphony Ork—The Weiner Chor-H. Swoboda, conductor; S. Jurinac-S. Wagner-R. Christ-A. Poell Westminster (33) WL-50-1 **70**

Kodaly has been near forgotten in the current vogue for his bolder late contemporary Bartok. But this superb recording should bring attention to him among more serious minded longhair

devotees, particularly followers of moderns. His "Te Deum" is a powerful, majestic, emotional and highly musical work for chorus and orchestra. It is an inspired expression of reverence and faith which is performed with guts and conviction by the Vienna orchestra and Weiner Chor under the sure hand of Swoboda. Recording is technically top drawer. The "Theater Overture," which fills the backside, is trivial Kodaly compared to the "Te Deum." Current vogues for massive liturgically inclined works should also help draw attention to this very fine disk.

MANUEL DE FALLA: CONCERTO FOR HARPSICHORD IN B MINOR—VITTORIO RIETI: PARTITA—Ralph Kirkpatrick-Sylvia Marlowe (1-12") **66**
Mercury (33) MGM 10012

Two modern works centrally focused on the harpsichord, and essentially chamber music in conception and texture, form the quite appropriate coupling for this interesting disk. The de Falla work, a fascinating piece, accents dissonance and is more or less a modern conception of Spanish music forms of two and three centuries ago. Kirkpatrick plays the solo harpsichord forcefully. The Rieti Partita is a pleasant and engaging piece which is the modern Italian composer to be a writer of merit with influences stemming strongly from the French moderns. This diskery will be dependent on collectors and pursuers of the modern to make its way.

D'INDY: SYMPHONY ON A FRENCH MOUNTAIN AIR and FRANCK: SYMPHONIC VARIATIONS—Robert Casadesu-Philharmonic Symphony Ork of New York and the Philharmonia Ork—George Weldon and Charles Munch, conductors (1-12") **80**
Columbia (33) ML-4298

A gratifyingly opposite coupling of late 19th century works, superbly performed, makes a highly marketable LP item. Both are piano-cum-symphony, but not in formal concerto fashion, both are soaring works of spirit, both are in a penetrating Gallic tradition. The "Variations," by Franck, the master, and the "Mountain Air," by D'Indy, his student, are melodious, rich, and drenched in color and light. Casadesu plays with brilliance and deep sincerity on both. Munch and the New York Philharmonic on the D'Indy, and Weldon and the Philharmonia (of London) provide felicitous ork support. Here is easily comprehensible, melodic music that is nevertheless unsentimental and spiritual—calculated to appeal to the greatest common denominator of buyer.

Vacations Pose Different Problems for Music Firms

(Continued from page 156)

their own route or the route of the man vacationing. Company ruling is that only one serviceman may be off at any one time, so vacation time brings no special problems, he pointed out.

Another vender operator with suburban cigarette routes meets his vacation schedule by staggering his servicemen's vacations. One man at a time is given time off, and others each do a part of his route. When the firm's single shop mechanic is off, routemen are instructed to call in periodically while servicing their territory so that the office may report over the phone any repair work to be done on their route. Each serviceman must be able to do extensive machine repairs. As the office also keeps a schedule of individual routemen's calls, it is possible to phone ahead to pass on information about needed repairs.

Double Duty

Music operators queried reported different solutions of the vacation problem. For example, one major Chicago juke box operator assigns his contact man (who ordinarily concentrates on good will calls and solicits new locations) to collection duties when regular routemen are on vacation. This firm has three shop mechanics, who take their vacations separately, thus always leaving two men on hand to make juke repairs. When more than one routeman is on vacation during the same week, other routemen split up one man's territory while the contact man services one entire route.

Another music operator, who has one shop man and who operates on a smaller scale, requires that all routemen be expert in repairs. This firm gives employees a two-week vaca-

tion, and while the regular shop mechanic is off, routemen take over his duties, concentrating on the equipment on their own routes. When a serviceman is on vacation (only one at a time is off) the shop man takes over collection and servicing of that route while machine repair is again a matter for individual routemen. When serious breakdowns occur during a time the shop man is either vacationing or filling in for an absent routeman, the inoperative machine is brought into the shop and a spare juke substituted until the original machine can be repaired and returned to the location. This, usually, is not until the shopman returns from his route work or from his vacation.

A small operator limits vacations to one man at a time, while remaining employees split the route equally and service it by working longer hours. All men are able to repair machines, so no shopman is employed. While stressing that service and repairs are kept on a high level despite reduced personnel, the operator said he had noted that reduced play has often cropped up the week after such a route was divided. He claimed this was due to the unfamiliarity with disk preference on that particular route by those servicemen "filling in."

Long Week-Ends

One three-man juke operation solves its vacation problem in another manner. The owner and his two assistants have no regular time off, and in order to maintain top service and play on the three routes each man has a three-day holiday every third week-end during June, July and August (in lieu of a full week vacation). The other two men work regular weeks with Sunday off. Sunday service calls are routed to the owner's home phone.

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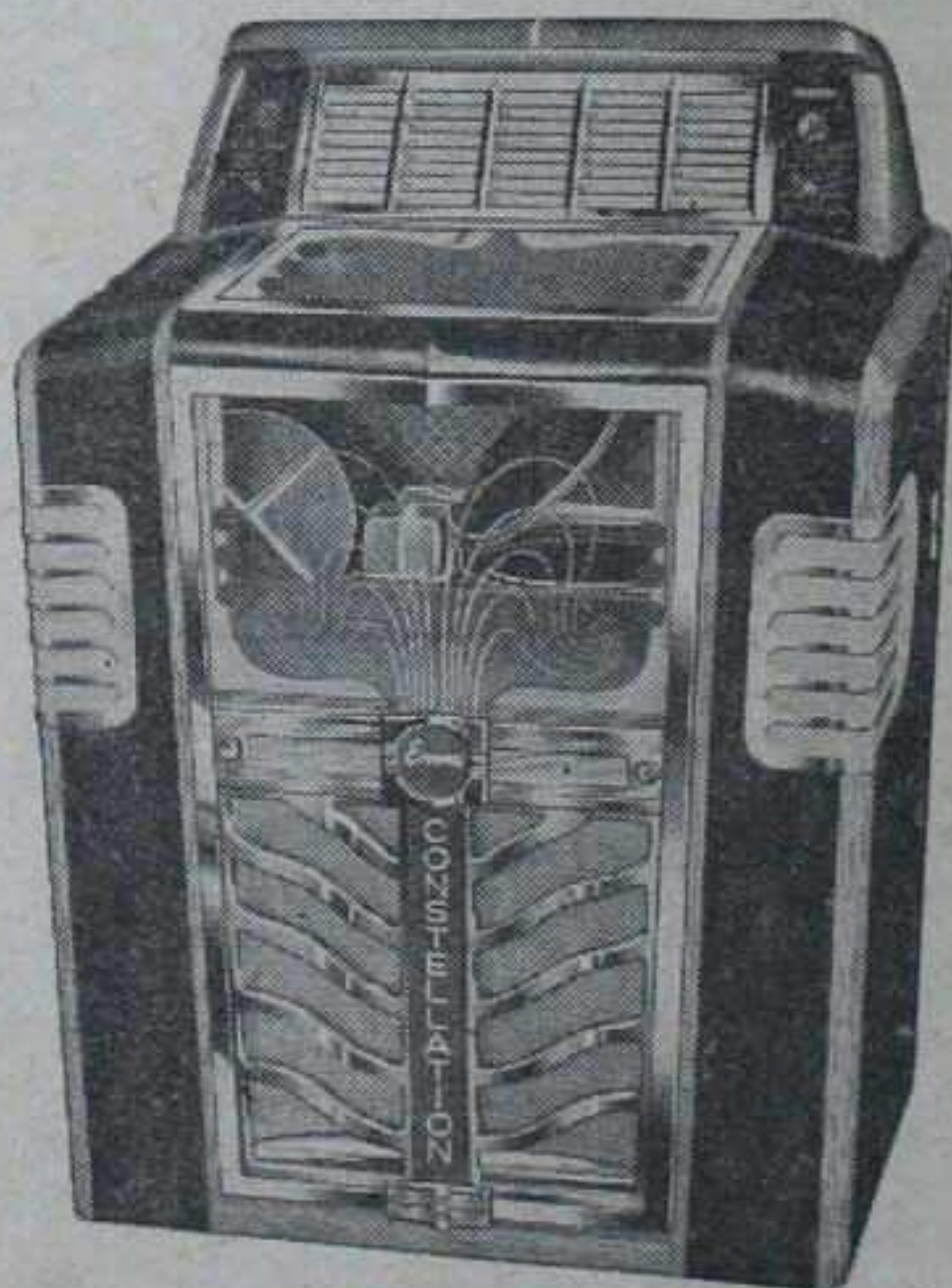
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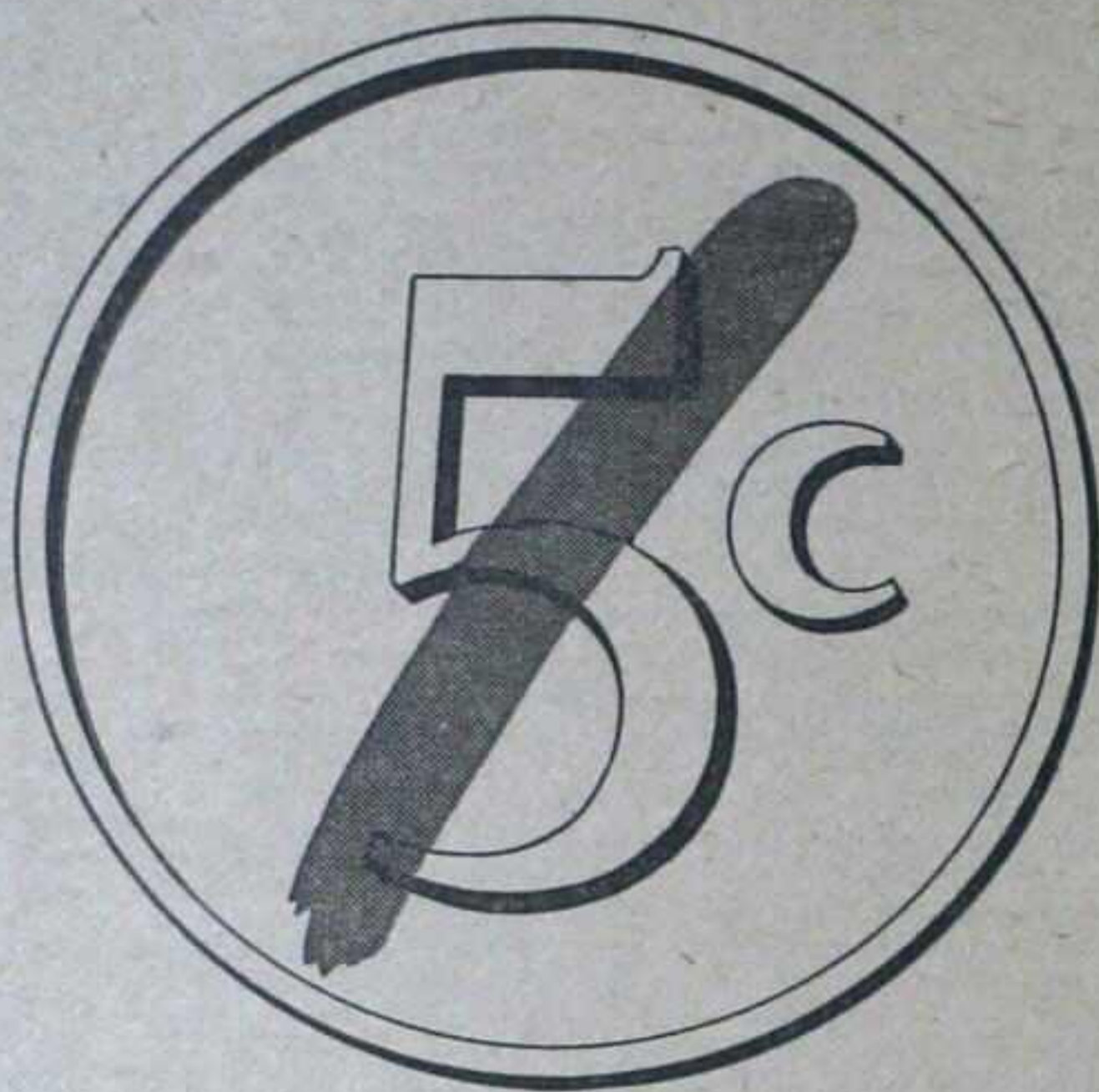
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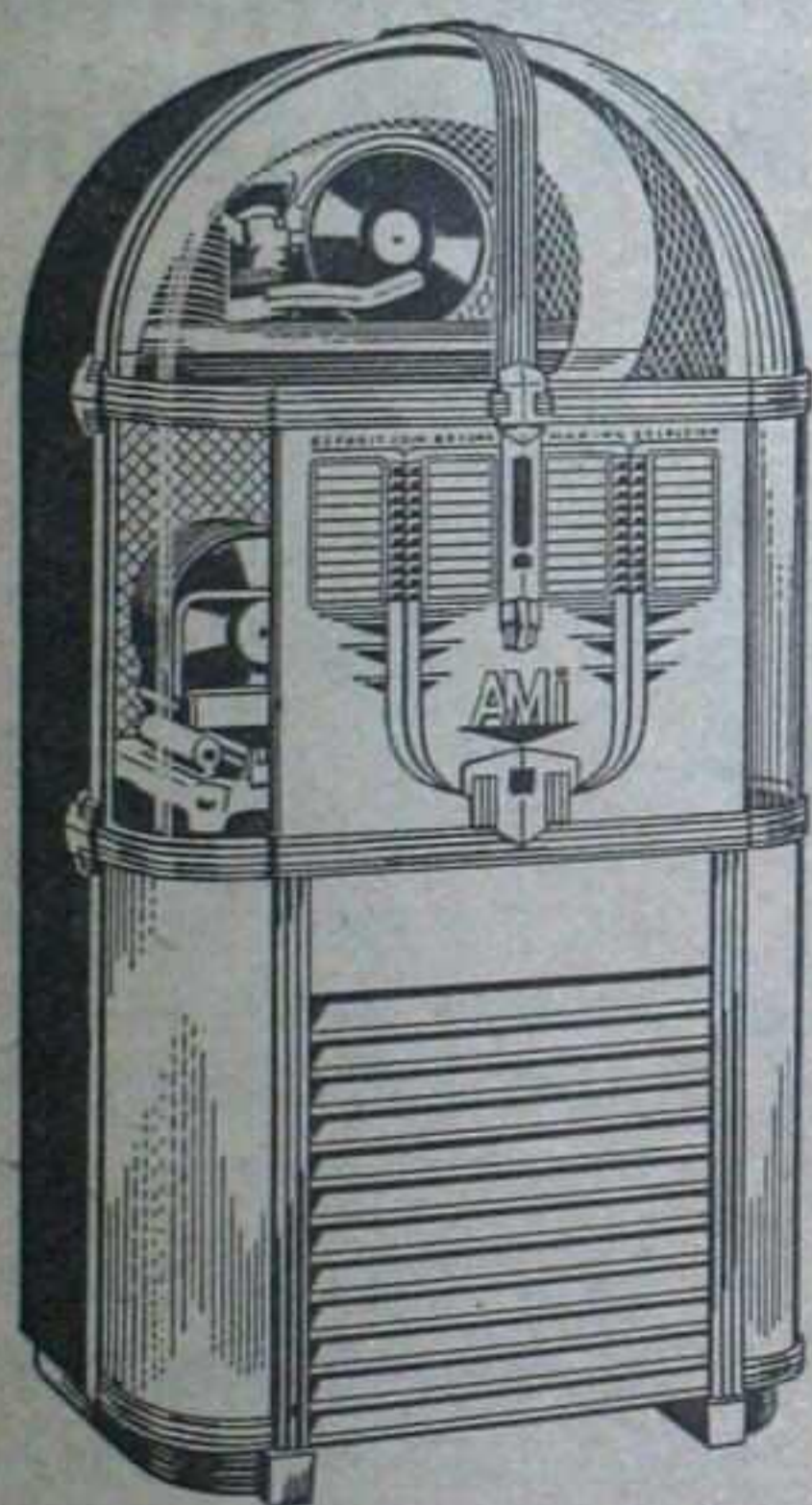
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SEE OUR COIN MACHINE AD, PAGE 187





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To start the "C" you don't need a red nickel or any special promotional help from location owner, waitress or bartender. Such help is useful if you can get it—but the "C" is designed as an *automatic music salesman* and can always be trusted to attract crowds with its multi-colored plastic; its extra visibility; its flashy, jukey appearance; its two separate effects—before playing and while playing.



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Please Your Customer:

Catering to John Q. Public 1st Rule for Successful Business, Says Bus-Driving Juke Box Op

DETROIT, June 17.—Pleasing the customer is an important part of any operation, according to Arthur Ernest, one of the city's young post-war coinmen, who heads the Erdos Music Company. Ernest has an unusual dual connection—he is a bus driver for the city-owned transit system, and has learned much from meeting the public in his daily job.

Specifically, he likes to give the location owner the type of equipment which he wants, tho admitting that there are limits which must be imposed when the location will not justify an elaborate set-up. Typical of this is his handling of remote boxes. He has been fairly generous on occasion in putting them in when the location owner insists.

Extreme Installation

Probably the extreme case was an installation that required 19 remote

boxes. In order to meet the needs of the staff, one was installed in the kitchen, and "even one in the wash-room." The location owner operated a grocery store next door, and, to please him and provide music service for his customers, an opening was cut in the wall and a speaker was installed. Ernest did draw the line, however, at providing a remote box in the next store.

Arthur Ernest is a keen student of new models and all the different makes of machines, and utilizes his knowledge in selecting the specific machines that will do the job.

Location Selection

Ernest is keenly aware of the need for increased business acumen. Location selection is a major problem now, he points out. A year or more ago, it was relatively easy to get a location—new business places were springing up thruout the Motor City area, and many of them proved good potential spots for juke boxes.

Today, however, the reverse is the case—many places have closed, and there is a substantial number of vacant stores for rent. Locations are disappearing, and insufficient new ones are coming up to replace them. This trend is verified by a comparison of the legal registration of new businesses with that of last year, and the result is reflected in the need for careful location prospecting to get good new spots.

ADVANCE RECORD RELEASES

(Continued from page 36)

RELIGIOUS

Look for Me in Heaven—Prof. J. Earl Hines (Yes, God) Gotham G-650
 Little Boy—Antloch Female Singers (John the) Gotham G-643
 My Eternal Home—R. Martin Singers (Satisfied) Apollo 227
 Our Lady of Fatima—L. Vincent (Peace of) Pearl 600
 Peace of Mind—L. Vincent (Our Lady) Pearl 600
 Remember Me—Prof. J. Earl Hines (He's a) Gotham G-661
 Road of Sin—Stewart Family (Little Community) 4 Star 1488
 Satisfied—R. Martin Singers of Chi (My Eternal) Apollo 227
 Shine Shine on Me—R. B. C. Campbell (What Could) Apollo 228
 What Could I Do?—Rev. B. C. Campbell (Shine) Apollo 228
 When I Take My Vacation in Heaven—Sister Rosetta Tharpe-M. Knight-J. Roots Quartet (You Gotta) Dec 48161
 Yes, God Is Real—Prof. J. Earl Hines (Look for) Gotham G-650
 You Gotta Move—Sister Rosetta Tharpe-M. Knight-J. Roots Quartet (When I) Dec 48161

LATIN-AMERICAN

Amor Prohibido—F. Fernandez (Verguenza) V(78)23-5122; (45)51-5122
 Amor Y Mas Amor—C. Martinez (Tic Tac) V(78)23-5127; (45)51-5127
 Aqui Hace Falta Un Yango—R. Quiroga (Yo Tengo) V(78)23-5123; (45)51-5123
 No Es El Momento—A. Landin (Pideme Lo) V(78)23-5119; (45)51-5119
 Pideme Lo Que Quieras—A. Landin (Ne Es) V(78)23-5119; (45)51-5119
 Tic Tac—C. Martinez (Amor Y) V(78)23-5127; (45)51-5127
 Verguenza—F. Fernandez (Amor Prohibido) V(78)23-5122; (45)51-5122
 Yo Tengo Una Novia—R. Quiroga (Aqui Hace) V(78)23-5123; (45)51-5123

INTERNATIONAL

Autumn Picnic—I. Peterson (Minneapolis) Standard F-5045
 Be Silent My Sorrow—Russian Male Quartet (Driver Don't) Standard F-2003
 Ciribiribin—M. Tomaco (O Sole) Standard T-160
 Dacka Wa Nus—T. Byad (Takseem Rust) Standard F-17007
 Driver Don't Drive Your Horses—Russian Male Quartet (Be Silent) Standard F-2003
 Enzian Blau—Musette Ork (Mein Schones) Standard F-11042

Igra Kola—J. Batistich (Sto Ce) Standard F-12010
 Jak-Sie-Mas—J. Vadnal Ork (Would Ya) V(78)25-1162; (45)51-1162
 Jedzie Marys—W. Ossowski Ork (Bo Ja) V(78)25-9224; (45)53-4506
 Jestem Sprzgniony—B. Witkowski Quartet (Oberek Zi) Standard F-3063
 Kerryman's Reel—M. Griffin (Stack of) Standard F-14006
 Lee Damatan—N. Simon (Parts I & II) Standard F-17005
 Mein Schones Garmisch—Musette Ork (Enzian Blau) Standard F-11042
 Midnight Waltz—Six Fat Dutchmen (Shoemaker Polka) V(78)25-1163; (45)51-1163
 Minneapolis Express—I. Peterson (Autumn) Standard F-5045
 My Love Is Like a Red, Red Rose—R. Wilson (Beautiful Dreamer) V 26-9502
 Noriu Miego—Lietuwiska Orkestra (Vestuvliu) Standard F-19002
 O Sole Mio—M. Tomaco (Ciribiribin) Standard T-160
 Oberek z Warszawy—B. Witkowski Quartet (Jestem Spragniony) Standard F-3063
 Pittsburgh Way Polka—F. Zeitz (Waltz of) Standard T-159
 Scandinavian Dances—Folk Dance Ork (Parts I & II) V 26-0059
 Shoemaker Polka—Six Fat Dutchman (Midnight Waltz) V(78)25-1163; (45)51-1163
 Stack of Barley—M. Griffin Shamrock Ork (Kerryman's Reel) Standard F-14006
 Sto Ce u Lipom Vrtu—J. Batistich (Igra Kolo) Standard F-12010
 Takseem Rust—T. Byad (Dacka Wa) Standard F-17007
 Tanz a Rbulgar—Allen Street Gypsies (Zlat Nir) Standard F-8017
 Vestuvliu—Lietuwiska Orkestra (Noriu Miego) Standard F-19002
 Waltz of the Little Red Shoes—F. Zeitz (Pittsburgh) Standard T-159
 Would Ya Love Me?—J. Vadnal Ork (Jak-Sie-Mas) V(78)25-1162; (45)51-1162
 Zat Mir Frailach—Allen Street Gypsies (Tanz a) Standard F-8017

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Realigned and resurfaced, 50¢ each, plus postage. Original tone and performance guaranteed or money refunded. 10 days' service via air mail P.P.

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 8911 N. 1st St. Phoenix, Arizona

LOWEST PRICES

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Plastic and Bubbler Tubes for Wurlitzer 1015 and Seeburg 146-147-148

FOR WURLITZER 1015

FOR SEEBURG

Lower Side ... \$5.95 ea.
 Top Right and Left Corner \$7.95 ea.

146-147-148

Top Dome \$14.95 ea.

BUBBLER TUBES FOR WURLITZER 1015

Long Straight Side Small Curve Large Curve

\$3.90 Each

TERMS: 1/3 Dep., Bal. C. O. D. Express
 MASON DISTRIBUTING CO.
 184 PAINE AVE. IRVINGTON, N. J.
 ESsex 5-6458

Here at Last! THE MUSIC BOX for THE SPOT YOU FORGOT!

The New

RISTAUCRAT

★★★★★

45 RPM

MUSIC BOX

THE FIRST JUKE BOX BUILT EXCLUSIVELY TO PLAY "45" RPM RECORDS

FEATURES

Everything the Big Juke Box Has But the High Price!

- PLAYS TWELVE 45 RPM RECORDS
- COMPLETELY AUTOMATIC
- NATIONAL COIN MECHANISM AND SLUG REJECTOR
- JENSEN AND OXFORD SPEAKERS
- BRILLIANT PLASTIC GLOBE
- WEIGHS ONLY 32 LBS. COMPLETE

DISTRIBUTORS

WRITE FOR DETAILS ON EXCLUSIVE TERRITORIES

OPERATORS — YOU CAN STOP WISHING FOR THE BOX FOR THOSE SMALL STOPS—HERE IS THE JUKE BOX BUILT TO YOUR NEEDS.

WRITE FOR ILLUSTRATED CIRCULAR GIVING COMPLETE DETAILS AND SPECIFICATIONS

RISTAUCRAT MUSIC BOX

1216 E. Wisconsin Ave.

Appleton, Wisconsin

RHYTHM & BLUES RECORD REVIEWS

(Continued from page 31)

HARRY DARNELL Regal 3274	I Love My Baby Persistent background figure lends rock and drive to a somewhat off-the-beaten-track slow blues which Darnell sings convincingly.	83--83--83--83
	My Kind of Baby Another excellent side by Darnell this one a jump blues which earns distinction in the delivery and the swinging orking.	83--83--83--83
NAH WASHINGTON (Teddy Stewart's Ork) Mercury 8181	Love With Misery Another standout blues job by the thrush who rarely misses. She sells hard, gets sock big-ork support.	82--82--82--82
	I Wanna Be Loved Thrush's excellent job should make the revival a hot r & b seller	85--85--85--85
ESTER WILLIAMS Macy's 5006	Dowling Street Hop Hearty warbling, fine recording, and a great beat make for a substantial blues side.	73--74--73--72
	Don't Treat Me So Low Down Another mighty effort, tho the material is fairly routine.	74--74--74--73
WALTER DAVIS & HIS BULLET HOT SHOTS Bullet 326	So Long, Baby Primitive blues is for the Southern market.	61--62--62--60
	Stop That Train in Harlem Feeble side doesn't get anywhere.	43--42--44--44
THE GREAT GATES 4 Star 1475	Sad and Lonesome Promising warbler cuts some ordinary material here.	63--64--62--62
	Evening Blues Crude effort offers nothing special.	58--59--58--57
THE ROBINS-JOHNNY OTIS QUINTET Savoy 752	I'm Living O.K. Sub-par effort for the vocal group is this attempt at a rhythm novelty with small combo jump backing.	52--52--51--53
	There's Rain In My Eyes Ballad material here is a strong improvement over flip. Tho treatment is lagging, group achieves little tension.	62--62--61--63
THE CAROLS Columbia 30210	Please Believe Me Unimpressive male vocal group doesn't register on this uninspired hillbilly ditty taken at medium jump.	40--40--40--40
	Drink Gin Group is utterly unable to carry thru a would-be comic vaude material of a would-be comic novelty.	28--28--28--28
BOB MITCHELL ORK Derby 751	My Girl Wants a Millionaire Jump blues with male vocal and swinging combo work is not distinguished tho competent in material and performance.	63--63--61--65
	Red Beans One of those comic Southern menus set to jump orking is done with verve and humor, with band chanting responses to vocal lead.	74--74--74--74
FREDDIE MITCHELL ORK Derby 739	Fish Market Boogie A neat package of instrumental boogie here, with Mitchell's characteristic percussive piano, moaning saxes and a durable old Benny Goodman riff—should do blz.	83--83--82--84
	Till Tom Boogie Measures up to flip handily. Another boogie, this one a Goodman-Hampton riffer, done with excitement and build.	83--83--82--84
BULL MOOSE JACKSON King 4373	Sometimes I Wonder Bull Moose tackles one of his characteristic sweet ballad jobs, but misses fire with uninspired material. Loose orking doesn't help matters.	58--58--58--58
	Time Alone Will Tell Very like flip in all respects.	58--58--58--58
HIMMIE MITCHELLE King 4375	I'm So Tired Warbler displays okay voice and style, but dull ballad and listless rly uacing deter.	54--54--52--56
	That's What I Thought You Said Tepid material and weak combo work prevent Mitchelle from getting anywhere on this light rhythm ballad.	40--40--40--40
BUDDY TATE ORK Columbia 30209	Heart Breakin' Baby Deep blues feeling is built in this nicely done slow blues which spots a feelingful Eddie Banks' shout and some earthy Tate tenor and Tyree Glenn tram.	77--79--75--77
	Rock With Me Mamma Banks shouts a neat blues of rather ordinary substance with swinging small crew backing and a taste of the rich Tate tenor sax work.	67--67--66--68

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of *The Billboard* are: ROYALTY IN THE WORKS. Scott Bill to okay performer royalties and juke box bill may be delayed in Congress (Music Department).

MUSIC BIZ SEES RAINBOW AHEAD. Many hit tunes are looked for with an imposing list of legit and film musicals in the fall (General Department).

WURLITZER USING RIVAL TV TO PLUG NEWEST JUKE BOX. Despite rivalry with TV, Wurlitzer turns to the medium for plugs (General Department).

VICTOR'S 78 TURN-BACK GIM SWINGS TRADE INTO 45 DRIVE. The diskery's latest policy strengthens move for 45-r.p.m. speeds (Music Department).

LEE MORSE MAKING COMEBACK VIA DECCA. The early jazz favorite comes out of retirement with her first Decca releases (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and a special *Billboard* feature—two pages devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV Section.

Ops Participate In Song Contest In Los Angeles

LOS ANGELES, June 17.—A song-writing contest to promote the tune, *Hollywood Polka*, has been launched here by the recorders, Superentertainment, Inc., with the assistance of Bill Leuenhagen, operator of a record outlet.

Operators buying the record are given a sticker about 3 by 4 inches that outlines the contest rules. After playing the tune, the listener is invited to write words to fit the melody of the chorus, as played on the trumpet. The words "In Hol-ly-wood," as sung three times, have to remain. Otherwise, the composer is given free range on lyrics.

Winner of the contest is to get \$1,000 and a publisher's contract for

Coin Tele Firm Changes Name

HOLLYWOOD, June 17.—Walter R. Carle, Inc., is the new name of Carle & Sherman, coin-operated television firm. The concern has shifted from a partnership to a corporation with Jack Sherman, a partner with Carle, serving on the board of directors.

With the change in the set-up came the announcement that in the future the firm's coin-operated television sets will be marketed under the copyrighted title of Televend. The set was called Coin-TV.

The new corporation will manufacture and distribute Televends nationally. Headquarters of the firm will not be changed.

royalties from sheet music, records, motion pictures and radio performance.

ATTENTION PHONOGRAPH OPERATORS

in COLORADO, NEW MEXICO, WYOMING, WESTERN NEBRASKA and WESTERN KANSAS . . .

This Is Your Big Opportunity!

We need at once a large number of old phonographs to satisfy export orders. Here is your opportunity to rid yourself of the headaches in operating antiquated equipment, and at the same time, receive a liberal trade allowance on the sensational new

EVANS' 1950
20 RECORD, 40 SELECTION

CONSTELLATION PHONOGRAPH

. . . the one true operator's machine from a standpoint of quality, cost and record earning capacity!

Wire or Phone at Once

Denver Amusement Company

1856 ARAPAHOE STREET

DENVER, COLORADO

Exclusive Distributors All H. C. Evans & Co. Products

Ristaucrat Juke Into Production

(Continued from page 163)

The firm's slogan, "The music box for the spot you forgot" is keyed to this idea.

Cohen said Ristaucrat is manufacturing its own changer mechanism, altho the changer bears a marked resemblance to the 45 r.p.m. changer produced by RCA. In the fall, Cohen continued, the firm expects to introduce three additional music items, none of them coin-operated.

Non-Selective

Because the phonograph does not offer customers selectivity, it is built to play two disks for a nickel. Two keys are furnished with each box, one unlocking the plastic dome giving access to the records and the changer and the other unlocking the coin box. Cohen believes some locations will simply keep the dome off the machine and allow patrons to put their own choice of records on the box from a supply kept on hand by the spot.

ROCK-OLA ROCKETS

(Continued from page 163)

50-selection phonograph should start August 1.

The Rocket 50, more than doubling the number of selections offered in the Magic-Glo, will handle both sides of 25 records from a single tone arm with a forked head. While work is still continuing on the cabinet design, the new phonograph will offer patrons visibility and easy record selection.

The price of the Rocket 50 will not be announced until National Rock-Ola Days, but David C. Rockola has stated it "will meet competition." Unit also will be able to handle either 45 or 33 1/3 r.p.m. speeds by merely exchanging the motor.

The phonograph was invented by Arnold and Alfred Ristau. Officers of the company are Edwin Marheime, president; Arnold Ristau, vice-president; Sarto Balliet, secretary, and Leo Merlo, treasurer. Marheime is president of Heiss Baking Company, Oshkosh, Wis.; Balliet is an Appleton attorney and Merlo is cashier of the Kaukauna (Wis.) State Bank.

1950-'51 League Outlook Bright

Local, State Play Seen on Upswing; National Play-Off To Require More Planning

Need More Player, Sponsor Support for Major Tourneys

CHICAGO, June 17.—Outlook for local and State league shuffleboard play during the 1950-'51 season is extremely bright, according to operators, distributors and manufacturers, but the possibilities of a national championship tourney to cap the season are doubtful. On the local level, play is being stimulated this summer, normally the slowest play period of the year, thru the use of (1) premium prizes, and (2) the conversions which turn a longboard into a shuffle game in a matter of minutes. With these two play promoters, ops expect to maintain a steady, albeit small, gross thru the warm months, but more importantly, hope to build new players for the regular league season which resumes shortly after Labor Day.

Inter-city tournaments and inter-State meets are a certainty for next spring. Manufacturers have found these to be excellent promotion and advertising mediums, while ops and locations are more than willing to promote these meets because of the local interest generated thru newspapers and radio.

In most cases, it has been found, the city and State tournaments can carry their own weight, financially, with sponsors sending teams to the meets, and leagues having enough money to offer attractive prizes, both in cash and in trophies.

National Picture

On a national and regional scale, the tournament picture offers several complications which, in some cases, can be cleared up with experience.

The cost of these larger scale tournaments has been borne to date by two manufacturers. The outlay has gone up to as much as \$75,000 per meet, which was considered passable when the manufacturers were out to "sell" shuffleboard to the public, but which is now considered prohibitive.

Much effort will be made this winter, it has been learned, to attempt to work out a plan for a national meet which can pay its own way, or at least a greater part of the way. Unless this can be done, manufacturers are doubtful that a 1951 national championship will be held.

From the player viewpoint, there is considerable interest in the national play-offs. Too, larger sponsors (beer companies, auto agencies, etc.) are also enthused about the national deal in as much as the advertising for their product or company more than makes up for the cost of sending a team to a central location to com-
(See 1950-'51 League opp. page)

Sales Aid

CHICAGO, June 17.—Contrary to the old saw, shuffleboard can apparently change its spots, and with frequency.

Not too many months ago, after enjoying a period of high grosses, the game hit the skids here and play was reported off. During recent months, however, the picture again changed, and while play did not reach the peak enjoyed a year or so ago, operators and locations were happy with their earnings.

And just to prove the point, one South Side tavern owner, advertising his location for sale in a local paper, featured the fact that the tavern came equipped with a standard shuffleboard as well as a television set.

Coven Issues New Premium Catalog

CHICAGO, June 17.—Coven Distributing Company, Inc., this week issued a merchandise catalog to operators of shuffleboards and shuffle games. One of the first distributs in this area to handle prize merchandise for ops, Coven's catalog lists varieties of dolls, clocks, lamps, cameras, radios and novelties.

Catalog also includes price lists on parts, including coin changers, wrappers, coin stackers, lubricants, levelers, tubes, etc. Supplies, such as wax, tickets, etc., also are covered.

Million \$ Market A-Borning; Distribs, Jobbers Cut Melon

(Continued from page 155)

he could purchase more new games. At first the use of merchandise (cameras, toys, stuffed dolls, lamps, etc.) received practically no consideration because of a legal complication which had made it impossible in many areas to use such gimmicks to boost pinball play. It was felt this same legal complication would exist in the case of the strictly amusement shuffle game.

Early Experience

One of the first operators to successfully turn to merchandise giveaways as a play booster was Mike Imig, Yankton, S. D. Purchasing much of his equipment from distributors in the Minneapolis-St. Paul area, Imig noted the premium lines,

which at that time were far from complete, carried by such companies as Hy-G Music, LaBeau Novelty Sales and Midwest Coin Machine.

Offering the merchandise as a weekly giveaway in several test locations in his area, Imig found his grosses climbing steadily. He then added a monthly prize of a \$100 wrist watch to the player with the highest score for the 30-day period, retaining the weekly merchandise giveaways. The result was a higher average than when the games had first been introduced—and even more important—a continued growth in the number of regular players on the games.

While the first tests with premiums were taking place some five or six
(See Million \$ on opp. page)

Calendar for Coinmen

June 21, 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

June 22—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

June 26—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

June 27—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

June 27—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

June 27—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

June 29—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

July 3—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill.

July 3, 16—Amusement Machine Operators of Greater Baltimore AMOA, semi-monthly meeting, Mandell-Ballou Restaurant, Baltimore.

July 5—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Chamber of Commerce Building, Houston.

July 6—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

July 6—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.

July 10—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

July 12, 26—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence, R. I.

July 12—Music Operators of Northern Illinois (MONI), monthly dinner meeting, Louie Preganza's Resort, Grass Lake, Ill.

July 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

July 13—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

July 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

July 25—Washington Music Guild, Inc. (WVG), monthly meeting, Hotel 2400, Washington.

July 27—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

September 26—National Automatic Merchandising (NAMA), Region II (New York) annual meeting, acting chairman, Frank Bradley, Statler Hotel, Buffalo.

35 American Distribs Set For Chi Meet

Hold Annual June 23-24

UNION CITY, N. J., June 17.—Approximately 35 of the American Shuffleboard Company's 45 distributors will be on hand for the annual meeting at the Hotel Stevens, Chicago, Friday and Saturday (23-24). As preliminary to the league and tournament sessions to be held at the Chicago conclave, firm officials met with American Shuffleboard Leagues, Inc. (ASLI), directors at the plant here today (17).

Howard James, American's advertising and promotion head, states that the two-day meet will have a tightly scheduled agenda so that all key points of the trade can receive consideration before the distributors. To expedite the program most of the sessions will be of the round-table variety.

Meanwhile, Ken Poulsen, executive director for ASLI, disclosed that the
(See 35 American opp. page)

United Shipping New Conversions

CHICAGO, June 17.—United Manufacturing Company this week began shipping an original factory conversion unit for original Shuffleboard Alley games, Billy DeSelm, sales manager, announced.

United, which features the disappearing pins of later United shuffleboard game productions, can be installed by a serviceman on location in a comparatively short time. The complete unit features bowling scoring and is one of the first conversions to be marketed by a manufacturer of games.

Unit will be competitively priced, DeSelm stated.

Mero Ships Steel Boards Overseas

CHICAGO, June 17.—Indicating a growing interest in shuffleboard in foreign locations, Mero Industries this week shipped several longboards to operators in Panama and the Philippine Republic. The firm also has had inquiries from Japan, Venezuela, Brazil and Cuba in recent weeks.

The Mero shipments were all-steel models, pioneered by the firm last year in an attempt to overcome the climatic obstacles in traditionally humid areas.

Police Donate New Shuffleboards for Community Center

NORTH MIAMI, June 17.—Six new shuffleboards were presented to the city by the local police department this week, to be used as the main attraction of a new community center.

Mayor R. L. McBane accepted the gift from Police Chief K. Engel. The dedication of the new center also included fireworks, a band concert and dancing.

Million \$ Market A-Borning; Distribs, Jobbers Cut Melon

(Continued from opp. page) months ago—it wasn't until a few weeks ago that the trend became noticeable on a national scale.

The ACMMA-sponsored All-Industry Show here last month revealed just how rapidly this trend was developing. About six firms unveiled merchandise lines in their booths, and to quote Seymour Golden, Coin Machine Service Company, one of the firms showing premiums, "it was like doing business in a department store."

It was noted, however, that the majority of these sales were made to operators visiting Chicago from outlying areas—where premiums were not readily available, and where distributors and jobbers had not added the merchandise lines.

It is in these areas, where the giveaways are legal, that the trend is now beginning to develop, and where the "million dollar market" is still something in the offing.

Op-Distrib Roles

In Chicago, the jobbers and distributors are finding the merchandise lines most lucrative—in New York the opposite is the case. There ops find it's easier to contact their distribs, purchase their equipment and their premium needs and have the entire order handled by the one outlet.

In New York, operators have found that many merchandise manufacturers, who headquarter there, can supply the merchandise items at a lower cost, thus they do their premium shopping directly with the source.

Premiums are being used mainly in the lower income spots in New York, where the grosses, before commissions, are about \$20. Ops report the use of merchandise giveaways in these spots has helped to keep the play up. Average prize, for weekly high score, costs from \$3 to \$5 at the wholesale level. Cost is shared by the operator and location, coming out of the coin box at collection time.

The trend to premiums in Indianapolis has been developed rapidly. Southern Automatic Music Company stocks a complete line of merchandise items, ranging from more expensive items to the lower-priced dolls, etc. According to local operators the use

of premiums has "stimulated play, increased interest in the shuffle games, and draws patrons into the shuffle game locations. Few locations, if any, are now operating games without featuring the merchandise prizes."

Many Indianapolis operators said that if it were not for the premiums, their boards would probably remain idle during the warm summer months. But with the prizes, play has actually increased.

Philadelphia

While the Shuffle Bowling League of America has been generous in the use of merchandise prizes for top scorers, with a 1950 Oldsmobile going to the grand slam winner, such use of premiums is restricted to off-location points. A long-standing ruling of the Pennsylvania State Liquor Control Board forbids the use of any prizes or premiums, cash or otherwise, in connection with coin-operated games or any other devices at places licensed to sell liquor.

Since the ban covers taprooms, clubs, restaurants, hotel rooms and every type of place holding a liquor license, it virtually means no go for any premiums on machine location.

The State Liquor Control Board reiterated its position only a few months ago when it called to a halt the use of premiums and merchandise prizes in connection with the tournaments staged in locations under the auspices of the Shuffle Bowling League of America. As a result of the ruling, the competing teams played off at a center-city coin machine arcade and selected non-liquor location sites in order to compete for the more expensive premiums offered to winners of the tournaments going each week before the television cameras.

Puck Patter

Detroit:

Maurice J. Feldman, of the Central Coin Machine Exchange, has returned from Chicago, where he attended dedication services for the gravestone for his mother who died a year ago. . . . Leon Weinberger, of Leo's Amusement Company, is expanding operations in the shuffleboard field after operating experimentally for some months.

Henry Solomon, vice-president of Edelco Manufacturing & Sales Company, reports a growing pile of orders for their newly introduced rebound type conversions for shuffleboards. They will start deliveries in about a week. . . . Kenneth C. Sinclair, of the Sinclair Products Company, manufacturers of sporting goods equipment, is bringing out a new eight-foot shuffleboard which he expects to place on the market soon.

1950-'51 LEAGUE

(Continued from opp. page) pete. However, it is believed these sponsors and/or the players will have to contribute, either thru an entry fee or from league treasuries, a healthy part of the costs before another national get-together can be arranged.

Also under consideration is a plan to have all manufacturers contribute to a national tourney, rather than just a few. In this way players on all types of boards would be eligible to compete in State eliminations to determine the reps for the national meet.

35 AMERICAN

(Continued from opp. page) Rupsis Grill team from Schenectady, N. Y., will hold a victory banquet in Schenectady Saturday night (24). This is the men's long-board team which won the U. S. championship tournament in Peoria, Ill., in May.

First-Time-Offered BARGAIN!

Brand New American Shuffleboards Complete With Accessories, 18-20-22 Ft. Sizes **YOURS FOR ONLY \$295.00**

Brand New American, 3x12 Ft. Cushion Rebounds Complete With Accessories **SPECIAL \$495.00**

Factory Reconditioned American Shuffleboards Complete With Accessories, 20 and 22 Ft. **SPECIAL \$239.00**

F. O. B. San Francisco, California, or Seattle, Washington, plus \$27.50 crating. The quantity is limited. So mail coupon with **\$75.00 deposit per board TODAY**

AMERICAN SHUFFLEBOARD SALES CO. OF S. F. 351 NINTH ST. SAN FRANCISCO 3, CALIF.

Ship _____ Size _____ Factory Reconditioned American Shuffleboards With Brand New Accessories.

NAME _____

ADDRESS _____

CITY _____ STATE _____

DEPOSIT ENCLOSED \$ _____

CASH IN NOW ON THESE LOW PRICES . . .

- United Shuffle Alleys \$ 99.50
- United Shuffle Alleys With Speed Bowl Conversion 175.00
- Nation Wide Shuffle Pool 179.50
- Universal Twin Bowler 189.50
- Nation Wide (One Player) Baseball Game—Like New 195.00

NEW EQUIPMENT
PACIFIC SHUFFLEBOARD BOWLING CONVERSION
Exhibit Shuffleboard Conversion, Used. Complete **\$99.50**

CONVERSIONS MAKE SHUFFLEBOARDS IN DEMAND!

ROCK-OLA PURVEYOR SPORTSMAN NATIONAL MARVEL NATIONWIDE AND MANY OTHERS } **\$75.00** 11 ft.—18 ft.—22 ft. and up—ALL IN FIRST CLASS CONDITION.

NEW GAMES

- Keeney Bowling
- Champ
- Gottlieb Bank-a-Ball
- United Arizona
- Exhibit Strike
- Exhibit Jeanie
- United Express
- United Baseball

WANT
LATE 5-BALL AND 1-BALL GAMES—
CASH OR TRADE

Purveyor Shuffleboard Co.

4322-24 N. Western Ave. Chicago, Ill. Phones: JUniper 8-1814 or 8-1815 or 8-1816

PROVED
65% Less Abrasive



SLICK
Shuffleboard
WAX
CONTAINS
NO PLASTIC

*Send for U.S. Testing Lab. Report

PLAYERS prefer a smooth, accurate SLICK-waxed board.
OWNERS profit by triple-life SLICK gives to Shuffleboard tops.
SHORT-TABLE players like speed and accuracy SLICK leaves on shorter playing surfaces.

Watch Out for a "Fast" Count
So called "waxes" composed of Plastic are harder than Shuffleboard tops—actually damage shuffleboard surfaces and hurt players' accuracy. Use SLICK Shuffleboard Wax for the fast, controlled game players prefer.

Sold Thru Distributors Only—Territories Open

THE **SLICK SHINE** CO.

207-15 ASTOR ST., NEWARK, N. J.
Manufacturers of Quality Waxes, Polishes and Cleaners Since 1901

\$150 SHUFFLEBOARD

WITH NEW MAPLE OR MASONITE TOP

BEST MADE

BIG SALE

NEW MAPLE TOPS, \$125
NEW MASONITE (1" Die Stock) TOPS, \$100



24-HR. DELIVERY

NEW 2-PLAYER NATION-WIDE 8' BASEBALL \$295.00
RECONDITIONED SHUFFLEBOARDS (complete) \$75

SHUFFLEBOARD Specialists
7126 S. STONY ISLAND AVE. • MI 3-1032-3 • CHICAGO 49, ILL.

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

COINMEN YOU KNOW

New York:

Sam Sacks, head of the Uneeda Shine Machine Company, reports sales of new shiners are steadily increasing, with many units going into arcades and resort installations. He thinks the sales peak won't be reached for another two weeks. Firm recently started on a new production run and all new machines are going out decorated with a new decal visually illustrating use of the equipment.

W. Graham Stacy, who supervises the vending program for the William S. Scull Company, Camden, N. J., was in town Thursday (8) to show the firm's coffee concentrate to local ops. . . . Parker V. Lawrence, sales manager of Sutphen Products, reports that coin-operated Bowl-O's are being placed in quantity in local arcades and resort installations. A shorter version of the game has been made available for smaller tavern locations.

Joe Green and Irving Holzman, of the Flushing Music Company, have bought out the Suffolk County juke operation of the Monarch Music Machine Company. Irving Beckerman and Bein Feinberg, Monarch toppers, will still operate their regular route in Nassau and Kings counties. . . . Harry Siskind, of Master Automatic, is fully recovered from a throat ailment which had him down in the mouth recently.

Last Thursday night (8) the many friends of Jim Sherry attended a farewell party at Jim's Bar & Grill, to wish the head of Sherry-Muse Music good traveling. The next morning he sailed on a four-month trip to Europe. . . . Harold L. (Danny) Deni, routeman for Anthony Zirpoli's A. & Z. Music Company, died last week of a heart attack. He was 34 years old.

Bob Cronk, amusement game designer who heads Woodcraft-Shufflevision, Inc., was in town last week to check the reaction to his latest brain-child. The unit, Air Hockey, is on test at Max Shaffer's Broadway arcade, the Sports Palace. . . . Jim Teahan, vice-president and public relations director for Eastern Electric, returned from a trip to his hunting camp in Maine with a badly lacerated thumb. Seems it was cut with an axe while Jim was clearing underbrush.

Ben Newman, former Mason Au & Magenheimer sales manager who recently went into business for himself as a free-lance candy broker, has added the Dairy Maid Chocolate Company to his string. . . . On top of all his domestic business that is keeping Mike Munves and his staff hard pressed to fill orders for arcade equipment, the distrib firm is currently shipping plenty of games to foreign countries.

Jack Cross, president of Juice Bar, and staffers Robert Gaffney and Howard Berger, ran a two-day showing of their new Junior Model at the Bedford Hotel Wednesday and Thursday (14-15). Ops who visited their suite to view the machine included Phil Koff and Ed Sahagian, of Coffee Vending; juice machine route owners Dave Fromer, of Brooklyn; Nat Grodin, Manhattan; Paul Easterly, Bethlehem, Pa.; H. Davis, Hartford, Conn., and Bill McFadden, of Jersey City, N. J.

Springfield, Mass.

Shuffle bowling games have taken over the pinball locations in this city. The city revoked the pinball licenses last February 14. The shuffle game offer no free games, but prizes are given in some spots for top scores during the week. Pinballs, operating strictly as amusement only devices, are still on location, with quite a few units located in an amusement center.

Twin Cities:

Mary Kennedy, of Buffalo, Minn., is the new office assistant at Liberman Music Company, Wurlitzer distributors. Jonas Bessler, Lieberman sales manager, reports that the past week the firm did an outstanding job of moving new Wurlitzer 1250 music boxes, with the momentum increasing daily. Salesman Les Rogstad has been sending in orders from Southeastern Minnesota and Southwestern Wisconsin while Hy Sandler, traveling South Dakota, mixing pleasure and business, plans to go all the way to the Black Hills and back doing business.

Mike Illies, Long Prairie, Minn., operator, and John McMahon, coinman from Eau Claire, Wis., were in town and reported fishing in their respective home areas was good. . . . Frank Mager, Grand Rapids, Minn., was in the Twin Cities buying pin games. . . . Charles Jackson, Bemidji, Minn., is adding shuffle games to his route, as is Less Bruning, St. Paul.

Bill (Sphinx) Cohen, of Silent Sales Company, reports that the story of his impending retirement from the coin machine business has brought many coinmen to his offices the past week, both from the Twin Cities and from the country area. Cohen reports that part of the building in which Silent Sales is located will be up for rental purposes. . . . Manuel Levine, Chicago, was a visitor in the Twin Cities last week, seeing members of the coin machine industry which he left to go into the ticket brokerage business.

Irv Gorsen, head of the record department at Hy-G Music Company, says that hit tune recordings by Coral are showing increased retail sales in department stores thruout this territory. . . . Paul Felling, Sauk Centre, Minn., operator, is adding music to his route. . . . Andy Benna, of Ironwood, Mich., made his monthly trek to the Twin Cities and bought several shuffle games for his operation and spent the week-end in this market shopping. . . . Joe and Clarence Totzke, Fairmount, Minn., have added games to their route. . . . Lew Rubin, of Lieberman Music Company, is sporting a new Ford convertible automobile.

Los Angeles:

Joe Peskin, of J. Peskin Distributing Company, back in town after attending the Coin Machine Show in Chicago. Walter (Solly) Solomon, Peskin sales manager, returned from San Francisco. Aubrey Stemler, salesman for Peskin, in Fresno in the interest of the AMI and Revco ice cream lines handled by the firm. . . . Johnny Nelson on coin row buying equipment. Nelson has been in the business for more than 15 years, having started in the Middle West. . . . Ray Eberts, music operator, dropped into the General Music Company to talk things over with Bud Parr, of that concern. . . . Jack Gutshall also along the row attending to business pertaining to his operation in the San Luis Obispo section. . . . Mr. and Mrs. Herman Schmidt on a two-week vacation in Milwaukee. In the Wisconsin city they will visit his kin and come back to Illinois to visit Mrs. Schmidt's people. She is associated with Badger Sales Company.

Danny Jackson and Sammy Donin, of Automatic Games, are planning on the opening of their branch in Las Vegas, Nev. Jackson is in the Nevada city making arrangements and the debut is scheduled for July 1. . . . Fred Reilly, of Western Exhibit Company, had to curtail his activities Tuesday (6) when a voting precinct was set up in his place on West Pico. The election was for State and county officers. . . . Things (See Los Angeles on page 186)

Cincinnati:

Fred L. Townley Jr. has started an ice cream vender operation here, the first in the city. He recently installed his first two machines, made by the Vendo Company, and is vending Eskimo Pies. Townley's operation marks the introduction of the Vendo ice cream machine to the local public. He expects to add more ice cream units, along with other types of vending equipment, during coming months.

John Maitland, of the Capitol Record Company, was a guest at the meeting of the Automatic Phonograph Owners' Association at the Hotel Gibson Tuesday (13) and gave a talk on merchandising. Capitol has a new tune coming out within the next week "Keep Your Eyes on the Stars" by Jan Garber. The members have selected this disk as the "Hit Tune of the Month" for July. Maitland agreed to furnish title strips for this record and expects to get some radio publicity on the tune.

Charles Kanter reported the results of two special meetings which were held since the last regular meeting. Those attending were Phil Ostand, Charles Kanter, Abe Villinsky, Al Lieberman, Charles McKinney, Fred Engel, Robert Wood, Sam Gerros, Lou Simon, Abe Maius, Milton Cole, John Toney, James Alexander, Paul Pusateri and Milton Marmer.

Mrs. Charles Kanter and Mr. and Mrs. Leonard Kanter leave the end of the week for a three-week vacation in Miami. Mrs. Kanter and Leonard are associated with Charles Kanter in the Ace Sales and Atlas Music companies. . . . An executive board meeting will be held June 27, in the association offices.

Indianapolis:

The Calderon Distributing Company is noting a heavy demand for the Universal Twin Bowler, in fact they are hard to keep in stock, and only on rare occasions is there a sample on the floor. . . . Maxine Anderson, secretary at Calderon Distributing Company, is planning to spend her vacation in Kansas City, Mo., with her brother, a band leader there. . . . Janes Music Company's new building is being delayed due to a labor dispute.

Irving Schwartz, of Midland Music Distributors, is planning a combination business and fishing trip in the northern lake regions of Indiana. . . . Sicking, Inc., is having a heavy run on the Chicago Coin Bowling classic. It is impossible to build up a surplus of the game, according to Mrs. Lottie Berman, head of the es- (See Indianapolis on page 179)

Hartford, Conn.:

James F. Smith, sales promotion manager of Stern & Company, was named chairman of the nominating committee for the annual convention, June 22-24, of the New England District, Advertising Federation of America, at Hotel Preston, Swampscott, Mass. Smith is a past governor of the Advertising Federation's New England district.

Canada Dry Bottling Company, New London, Conn., has started production of 7-ounce bottles of Canada Dry ginger ale, an individual size to sell for 5 cents. John J. Boyd, firm's president, introduced the new size to accommodate customers who want a quick thirst-quencher for a nickel. Boyd says that his firm, recently licensed by Canada Dry, plans to introduce orange soda and other flavored beverages in the near future. The Canada Dry Bottling Company of New London, Inc., has increased its authorized capital stock from \$50,000 to \$200,000, according to a certificate filed for record with New London's city clerk.

Milwaukee:

Battle of the platters on local juke boxes these days seem to center around the various recordings of the pleasant ballad "Mona Lisa."

Melo and Ted Curro, of the Metropolitan Amusements, recently were saddened by the loss of their mother, Mrs. Rosaria Curro. . . . Dorothy Jonas, in charge of records at the Metro Record Shop, formerly spent six years working for a hostess music firm in Milwaukee and still has a soft spot in her heart for that type of operation, she insists

Luckiest, and without a doubt the happiest operator in the whole Badger State these days, is Joe Blenker, of Junction City, who won the new Cadillac at the ACMMA show. . . . Among the local ops who took in the ACMMA proceedings were Clyde Nelson, of General Novelty, Joe Beck and brother Irv and the whole crew of Mitchell Novelty, Matt Schafer, and Les Reder, of L. R. Distributors.

Over the Decoration Day weekend Clyde Nelson, of General Novelty, had his usual run of luck and landed his limit of white bass in the Wolf River near Oshkosh. . . . New line of SuperVend drink dispensers is bringing smiles to Sam Cooper, head man at the Paster Distributing Company. Not complaining, say Sam, but the AMI's are finding such ready operator acceptance that he still cannot manage to keep one on hand as a floor model.

Jack Campbell, in charge of the ice cream bar vending route of the G. and W. Novelty Company, of South Milwaukee, reports that receipts are encouraging. Ice cream bar vending is a new operation for G. and W. Campbell started the route the hard way by location solicitation, but now he reports that he is getting calls daily requesting equipment.

Bob Bokelman, service and repair man for Racine's Gem Novelty Company, is celebrating his ninth year in the coin machine business. Bob formerly traveled Wisconsin as service rep for S. L. London, Seeburg distributors. Another coin machine vet at Gem Novelty is Edward Meininger, who has put in 13 years, all of it with the same firm.

Clyde Nelson, of General Novelty, the Izaak Walton of Milwaukee's coin machine people, has a favorite song these days, "Gone Fishing."

Vic Manhardt up north again racking up sales records for his Evan's music boxes and games, reports big at a good level. Also, on the road visiting customers is the Vic Manhardt head service rep, Elmer Engel.

Sam Hastings and his family are leaving for a fast vacation in New York. They plan to see the sights and forget about business for about a week or so. . . . Meanwhile over at the Hasting's Vliet Street stronghold, Toni Molik finds her spare time occupied with practicing for a dance program in which she has a part.

Biggest booster of 45 r.p.m. disks for juke boxes in this area is Marvin Carson, at Pohl's Record Shop of Wauwatosa. Marvin boasts one of the largest 45 r.p.m. disk collections in town.

Al Rogahn, office manager at the United, Inc., Wurlitzer distrib, lists as recent visitors: M. Heger, of Heger Coin Machine Company, a newcomer to the business in Jefferson, Wis., who recently bought out part of Ray Adler's route at Cambridge, Wis.; Bill Miller, of Menasha; Jim Nicholas, of Neenah; Paul Nordendale and Ralph Dietrich, of Madison; Fred Kohlmeyer, new op from Sheboygan, and Paul Kleinhaus, of West Bend, Wis.

Chicago:

Altho the summer season has started, most factories here are going all blast. Indicative of the activity...

Herb Perkins, head of Purveyor Distributing, is in Miami for a vacation, but plans to devote part of the time to business...

Many representatives of the coin machine industry will be on hand at the St. Philip Neri Church July 1...

Herb Perkins, head of Purveyor Distributing, reports Atom-Jet, the remote-control counter game which he, as a distrib, introduced at the ACMMA Show...

William M. Kelley, sales manager; Robert Ulbrich and John R. Orendorff, of Ideal Dispenser Company, Inc., Bloomington, Ill., were in town last week...

Dave Gottlieb, head of Kafe Coffee-Mat Vending Service, is going ahead on his odd-cent price set-up. Dave pegs a cup of java at 7 cents...

Automatic Dispensing, Inc., multiple operation which included candy, ice cream, popcorn, beverage machines, has terminated operations here and moved to New York.

Charles H. Wood, hot coffee operator, has been experimenting with hot soups and hot tea. So far, java and tea have appeared to be the best all-round demand beverages.

At Universal Industries, President Mel Binks and Bill Ryan, vice-president, are putting in long hours in an effort to step up production on an effort to step up production on a Wanner, a new one ball.

Vital Statistics

Marriages

Hazel Reichlin and Reynold Carlson in Detroit last week. Bride is associated with the Suave Company, an operating firm in that city.

Deaths

Nathan Wexler, 52, operator of the Oasis Arcade in Budd Lake, N. J., June 9. Burial in Cedar Park Cemetery, Westwood, N. J. Wexler, who was active in the coin machine industry for over 15 years...

Harold L. Deni, 34, routeman for A. & Z. Music Company, New York City, in that city recently, of a heart attack.

Washington:

A good coin machine location that is far removed from the surveillance of the general public is at the railroad men's YMCA in Union Station. Here is a complete "home away from home" for the approximately 1,500 railroad men who make stopovers in Washington.

Comments on recent articles in The Billboard on Arcade operations and the future of shuffle games and shuffleboards are coming in from operators and location owners. James Kaplan, of Amusement Arcade, agrees that it's a good idea to add new games as often as possible.

Jack Wolf, another Arcade operator, declares it's desirable to add every good new item as soon as it comes out. His latest is United's Arizona pinball. Jerome Oxenburg, of Funland Amusement Company, estimates that he installs a new game about once a month.

There were only nine all-sunny days during April and May, according to Frank V. Connelly, veepee of the Vend Mart Corporation. Rainy weather, as well as cool weather, cuts down on beverage sales, he points out.

William F. Steele, who heads the company bearing his name in Silver Spring, Md., reports that all his staffers are vacation minded. First to take off was Howard Ray who'll be spending a lot of his two weeks getting acquainted with his new Piper Cub.

Revivals seem to be getting the biggest play on juke boxes these days, avers Edward B. MacManus, operating the MacManus Music Company. "Terrific" is his word for the popularity of Gordon Jenkins's "Be-witched," and he notes that before the Jenkins waxing made its bow, the Bill Snyder version of the same (See Washington on page 177)

Detroit:

William S. Emig, partner in Variety Vendors, is dividing his time between parties and weddings this week. Mrs. Michael Weinberger, wife of the founder of the S & W Coin Machine Exchange, has returned to her home after hospitalization. She is reported in much improved health.

Albert Ashe and Ben Okum were hosts to the industry over the week-end, with the opening of the new Mercury Distributors' salesrooms. Chester Rozinski, of Continental Service & Equipment Company, reports the launching of a promotional campaign for the new Quizette napkin dispenser.

Edwin McKeown, brother of the late James McKeown, former coin machine operator, is organizing his own carnival here as the McKeown Amusement Company. Fred Koch, of the Fred B. Prophet Company, has been awarded a special "excellent" rating by Maurice Dreicer, gastronomical authority, for the quality of food products handled by his company.

Morry Kaplan, West Side distributor, has managed to lose considerable weight—says it's hard work. Edward Kiely, pioneer music operator who now specializes in the East Side music field, reports business slowly coming out of a three-month standstill caused by the long Chrysler strike. Arthur and Dale Sauve have bought a route of 38 locations covering diversified amusement equipment from Jack Flanigan, in Roseville, Mich., and will operate it as part of their own business.

Edward T. Martin, of Marlette, a new addition to the roster of Michigan operators, is operating a number of pin games in addition to a size (See Detroit on page 177)

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Merry Widow 34.50
Monterrey \$29.50
1-2-3 49.50
Paradise 39.50
Rancho 49.50
Ramona 39.50
Saratoga 49.50
Screwball 34.50
Sally 39.50
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Tampico 99.50
Tennessee 34.50
Trade Winds 34.50
Triple Action 34.50
Wisconsin 29.50

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| <input type="checkbox"/> Bazaar | <input type="checkbox"/> Paradise |
| <input type="checkbox"/> Bermuda | <input type="checkbox"/> Monterrey |
| <input type="checkbox"/> Butterfly | <input type="checkbox"/> Sally |
| <input type="checkbox"/> Caribbean | <input type="checkbox"/> Screwball |
| <input type="checkbox"/> Catalina | <input type="checkbox"/> Stormy |
| <input type="checkbox"/> Cover Girl | <input type="checkbox"/> Sunny |
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Record Reviews

(Continued from page 35)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
COUNTRY & WESTERN		
JOHNNIE LEE WILLS Bullet 717	A Bad Deal All Around Wills gets off a neat novelty at a medium swing tempo. Lyric is the plaint of a henpecked guy; melody has a familiar relationship to "A Good Man Is Hard To Find." Tom Cat Boogie Country boogie novelty swings hard as Wills drives strong on the vocal. Could catch hold.	80--80--80--80 84--84--83--85
MORRIS MILLS Macy's 128	Calendar Girl Inspired idea—calendar girl replacing a real-life sweetie—makes a wishy washy side. Warbler and group show little heart for their work. I Remember, Do You? Participants don't get much life or sincerity into this medium-bounce ballad.	38--38--38--38 42--42--42--42
CLAUDIE HAM 4 Star 1420	Fisherman's Blues Animated jump blues, with fiddle, bass and guitar solos spotted around Ham's hard-hitting projection of an old-fashioned country blues. Why Do I Love You? Warbler shows a relaxed, pleasant delivery on a slight torch ballad.	73--73--72--74 65--65--65--65
DUSTY ELLISON London 16033	You Can Always Find a Sweetheart Slow, sentimental country ballad is done with feeling and restraint by Ellison, a smooth, sweet-voiced warbler in the Eddy Arnold tradition. Hurry, Hurry, Hurry An arresting hunk of swing-sing material is done in high style, with Ellison alternating recited and warbled choruses in the Tex Williams style.	72--72--72--72 80--80--80--81
JIMMY SPEAR (The Bluebonnet Boys) Freedom F 5005	Mad At My Heart Warbler projects with feeling and conviction on a beautifully recorded medium-swing torcher of some distinction. Turn Me 'Round Jump ballad doesn't have straightforward appeal of flip the Spear and gang drive.	77--77--77--77 72--72--70--74
HANK DALTON (The Brakemen) London 16032	Little Girl, You're Mean to Me Ditty with a neat lilt and catchy refrain is done unaffectedly and simply by Dalton and a pair of moaning harmonizers. Hummingbird Special Well done medium boogie novelty lyrically takes the listener on a brief tour of the South.	75--77--72--77 75--77--72--77
TEX WILLIAMS & HIS WESTERN CARAVAN Capitol 1087	Happy Feet Instead of the clippity-clop of "Chattanooga Shoe Shine," here it's the tippity-tippity-tap of "Happy Feet." Catchy ditty built on Miles Shoe jingle should do biz more in pop than folk market with this bouncy rendition. You Two-Timed Me, I'll Two-Time You Williams delivers a light but catchy ditty engagingly. Support orking is simple and tasty.	82--82--82--82 75--78--72--75
POPULAR		
ANDY RUSSELL Capitol 1023	Tell Me Why Best Russell effort in many moons falls into the format which made him—the English-Spanish treatment of a Latin ditty, this one being "Prisionero del Mar." Heroic singing and rich orking. Mine, Mine All Mine This one in the same format, is a cliched adaptation of "Cielito Lindo" done richly by ork and Russell tenor. Pairing is the best showing the singer has had in ages.	79--82--78--78 79--82--78--78
DEAN MARTIN Capitol 1028	I'll Always Love You Lovely ballad adapted from the Latin "Querida Mia" is used in the new Martin-Lewis Ricker, "My Friend Irma Goes West." The singer makes it one of his best wax efforts to date. Baby, Obey Me! Light little rhythm ditty from the same flicker will be suitable for those who want recordings of the tunes they hear in the movie theater.	77--80--77--75 70--72--70--68
BUDDY WILLIAMS Rainbow 40088	On the Mall Sparkling wax debut for an excellent new Philadelphia band with an idea and a "sound." The Goldman march makes an ideal pop ditty for the swing treatment. Could be a winner. Spring Made a Fool of Me Refreshing rich "new" sound achieved with use of double-bell euphoniums comes off a happy cross between early Thornhill and late Miller. Song's lovely melodic fare to show off the danceability and sound of this crew. Williams certainly sounds like a guy with a bright future.	86--87--85--85 80--83--78--78
DEAN MARTIN (Paul Weston Ork) Capitol 1052	Happy Feet Much ballyhooed adaptation of the Miles Shoes' jingle has touches of "Chattanooga Shoe Shine Boy" in spirit and conception. Martin does it rather mechanically. Bye Bye Blackbird Martin turns in a relaxed, easy-flowing rhythm vocal of the evergreen with a neat Dixieland backing by Paul Weston.	81--82--80--80 78--80--77--77
FRAN ALLISON Victor 20-3775	Little Buffalo Bill Despite above, pubber has changed title of ditty to "Roundup Time On Lullaby Trail." Thrush gives it a clear, sweet lullaby treatment. The Doughnut Song Charming philosophical ditty is done with much appeal, especially for kids, by Miss Allison at a bright lilt.	74--74--74--74 77--77--77--77
FRANK SINATRA ROSEMARY CLOONEY Columbia 38853	Peachtree Street A slight novelty bit is duetted pleasingly, but to little consequence. This Is the Night Sinatra solos here—was in fine voice when he sliced this dramatic, melodic ballad.	72--72--72--72 75--75--75--75

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1 Wurl. 780E	44.50
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Record Reviews

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	COMMENT	
COUNTRY & WESTERN			
BITTY WELLS (The Tennessee Mt. Boys) Victor 21-0333	Make Up Your Mind Thrush jogs uninspiredly thru an up-tempo novelty ballad.		57--57--57--57
	All Smiles Tonight Bouncy waltz torcher of some appeal is indifferently piped.		59--59--59--59
HANK LOCKLIN-THE ROCKY MOUNTAIN BOYS 4 Star 1466	Pinball Millionaire Locklin makes a spirited, amusing commentary on the pleasures and tragedies of the pinball machine player.		73--73--70--77
	Paper Face Locklin convincingly delivers a mournful ballad of a lost love. Expert performance of an average ditty.		71--72--68--72
BOE ALLISON & HIS NASHVILLE BOYS Capitol 1067	Two Hearts Are Better Than One Anytime Simple, competent material is competently rendered, with no special distinction.		67--67--67--66
	The Roses I Picked for Our Wedding Strong lyric idea here, with the bridal bouquet being used at the wreath on the would-be-bride's grave. Adequate rendition.		79--80--78--78
ERNEST TUBB Decca 46243	Throw Your Love My Way Catchy, easy, boogie-type song could creep right into the hit class.		84--84--84--85
	Give Me a Little Old-Fashioned Love More ordinary stuff, tho Tubb's fine rendition makes it a contender.		83--83--83--83
HAWKSHAW HAWKINS King 859	Pardon Me for Loving You Not much spirit in warbler's quiet treatment of a routine torcher.		58--58--58--58
	Back to the Dog House Hawkins treats a comic blues theme with incongruous gravity; side palls.		55--55--55--55
SMILIN' EDDIE HILL Hill & Country 111	A Hard Road To Travel Hill and string combo deliver a likely country jump blues in medium tempo.		70--70--70--70
	Sally Ann Sprightly hoedown job with vocal.		66--66--66--66
CLYDE MOODY King 862	The Angels Must Have Cried Last Night Soft-sung, pleasant rendition of an innocuous little torcher.		72--72--71--73
	It's Too Late To Say You Were Wrong Another country torcher falls easy on the ear.		71--71--70--72
LUKE THE DRIFTER MGM 10718	Too Many Tears Subject of this recitation, a father's plea to a jury for mercy for his sinning daughter, might be touchy for rural parlors. But it's strongly presented, and might click on the very strength of the moral issue.		82--82--84--80
	Everything's Okay Folksy recitation about optimism in the face of a slew of miseries down on the farm.		74--75--74--73
RED SOVINE MGM 10717	When I Get Rich Novelty rhythm ditty on the daydreams of a country boy makes a mildly amusing philosophizer.		68--68--68--68
	You're Barking Up the Wrong Tree Now Red warbles well enough on a so-so up-tempo moralizer, with jazzy combo backing.		65--65--65--65
ROY ROGERS Victor 21-0331	Buffalo Billy Rogers and crew score neatly with a rousing triple-threat bid for pop, country and kid honors.		86--86--86--86
	Me and My Teddy Bear Rogers's warbling, smartly backed by chorus chanting and whistling, sells the kid charmer strongly.		85--85--85--85
WADE MAINER King 872	Vision of Mother A good un for the home folks is this abjuration to write to mother, to a perpetuum mobile hoedown rhythm.		67--67--68--66
	I'm Glad I'm on the Inside Looking Out Refreshing bit of real down-home gospel to a lively hillbilly string combo.		72--72--74--70
HANK PENNY King 869	Wham! Bam! Thank You, Ma'am Catchy, lilting rhythm novelty is done with infectious appeal by Penny, smartly supported. Could go places.		85--85--85--85
	Jersey Bounce Country instrumental styling of the swing standard is no great shakes.		57--57--56--58
JACK SHOOK Coral 64046	No Truer Words Shook sells this simple heartbreak ballad with fine sincerity and feeling. Organ-string backing enchance mood.		75--75--75--75
	Gra Mamou Dancey ¾ tempo ditty has folk charm, as fiddle choruses alternate with Shook's down-home warbling.		76--76--76--76
OZIE WATERS Coral 64047	Iron Horse Warbler, chorus and country ork with sound effects make with the Western epic treatment on this lively enough but literary song-story about the rivalry between the iron horse and horse flesh.		61--62--61--60
	Father Time Is Knocking at My Door Lightweight rhythm novelty is well sung and backed by accordion-string combo, but is highly pop in character.		51--52--51--50
MOON MULLIGAN King 868	You Don't Have To Be a Baby To Cry Moon gets a world of heart into a sympathetic, medium-tempo torch ballad. Could be a good item for him.		83--83--82--84
	Southern Hospitality Moon knocks off an easy little blues pleasingly.		73--73--71--75
AL DEXTER King 875	Blow That Lonesome Whistle, Casey Dexter chants a fair railroad ditty with a bounce beat. Nothing special.		63--63--62--64
	I'm Setting You Free A bounce beat ballad at medium fast tempo gets an easy, flowing vocal and pleasant-small combo work.		74--74--74--74

(Continued on page 174)

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Record Reviews

(Continued from page 173)

RATINGS
 OVER-ALL
 DISK JOCKEY
 RETAILER
 OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
COUNTRY & WESTERN		
JIMMIE OSBORNE King 863	What a Price To Pay for Love Light-hearted novelty ballad in bright up-tempo is projected animatedly by Osborne and string combo.	76--76--75--77
	You're the Only Angel Slow-going sentimental ballad doesn't get going.	65--65--65--65
INTERNATIONAL		
MUSETTE ORK Standard F-11042 (German)	Enzian Blau German musette polka is orked in smooth and danceable style with zither featured.	69--69--68--70
	Mein Schones Gramisch Lively German tavern tune, suitable as a polka, features the zither.	67--66--66--70
TUFEK BYAD Standard F-17007 (Abrabian-Syrian)	Dacka Wa Nus A cinch in Arabian nabes, this UD solo with group chanting could serve as effective background music for films and dances.	63--60--66--NS
	Takseem Rust Fine native dishing will probably hit top money within its genre. This one's an instrumental by the stringed UD instrument.	63--60--66--NS
JOHNNY VADNAL ORK Victor 51-1162	Jak-Sie-Mas (polka) Familiar Polish greeting is weaved into an English lyric. Pleasant pop polka fare.	73--73--73--72
	Would Ya Love Me? (polka) (Carroll Sisters and Vadnal Trio) Similar stuff, with an attractive lyric.	73--74--73--73
SIX FAT DUTCHMEN Victor 51-1163	Shoemaker's Polka Brass band polka is paced a bit slow, but orking is tops. For German and Bohemian nabes.	71--70--70--72
	Midnight Waltz (Bill Kelsey) Dreamy, danceable oom-pah waltz offers nothing outstanding.	67--66--66--68
LIETUVISKA ORK Standard F-19002 (Lithuanian)	Noriu Miego (folk dance) Lithuanian instrumental is orked smoothly with plenty of Slavic flavor. For special nabes.	63--65--64--60
	Vestuviu (polka) Smooth, rhythmic polka could go in most Slavic nabes.	70--70--70--70
NILO OSSANI Victor 25-7138	Panorama Di Napoli Italian pop tenor just arrived in this country. This native Neapolitan cutting should come in for plenty of play here.	79--80--78--78
	S'ultima Serenata Brighter, typical Neapolitan song should register with local fans.	77--78--77--77
ROBERT WILSON (Scotch) Victor 26-9502	Beautiful Dreamer Scotch pop tenor does a good, typical job with the Foster standard. Market here is limited, however.	60--60--60--60
	My Love Is Like a Red, Red Rose Another traditional song gets a Scotch infection. Wilson's rendition has native color and character.	62--63--62--62
"WHOOPEE" JOHN WILFAHRT ORK Decca 45105	Barnyard Blues Polka The great Midwestern brass band dishes out a colorful instrumental novelty in danceable polka rhythm.	73--73--72--74
	Greet the Folks at Home Waltz Melodious, danceable waltz is harmonized by male trio in fair-enough fashion. Oom-pah orking is especially strong.	73--72--72--74
RUSSIAN MALE QUARTET Standard F-2003	Driver, Don't Drive Your Horses Sad, then lively Russian gypsy song is led by a fine tenor, aided by virile group and well-recorded-ork. Highly attractive music.	68--72--70--63
	Be Silent My Sorrow Minor lament is rendered less effectively.	64--66--66--60
LATIN-AMERICAN		
AGUSTIN LARA Victor 23-5120	Solamente Una Vez The leading Mexican cleffer sings and plays one of his own tunes in appealing style with rhythm aid. Easy rumba side.	71--75--71--68
	Naufragio A less effective try by the versatile, prolific Lara.	65--68--67--60
TITO PUENTE CONJUNTO Victor 23-5117	Arinanara (rumba) Modern orking and primitive afro shouting and rhythm combine for a sock rumba side.	80--80--80--80
	Lagrimas Negras (bolero-mambo) Powerful dance stuff, with harmony warbling in the native Cuban style.	78--79--78--77
SPIRITUAL		
EBENEZER A.M.E. CHURCH GOSPEL CHOIR Bullet 325	He Knows My Heart Lusty voiced fem leads the large group chanting in a big-scaled, exciting congregational effort.	78--78--78--NS
	I'm So Glad Slower stride effort is led by a male voice. Slightly less effective than flip.	73--73--73--NS
WARD SINGERS Savoy 4017	Surely God Is Able Strong fem group handles some potent material in able fashion.	78--78--78--NS
	I Need Thee Every Hour Slower chant is shouted fervently by the original-styled unit. It's a new sound in the spiritual field.	78--79--78--NS
ROSA SHAW Coral 65033	Do You Know Him? Spirited, gospel-singing thrush has top-bracket quality. Simple, effective material.	76--77--75--NS
	Ship of Zion Slower piece has less meat.	70--70--70--NS
SISTER ROSETTA THARPE Decca 48154	Cain't No Grave Hold My Body Down Lightweight material, but rousing rhythm and the Sister's usual intense projection should mean fair action.	72--72--72--NS
	Ain't No Room in Church for Liars As above.	70--70--70--NS



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G. Bowling League 140	B. Jockey Special ... 85
U. Shuffle Alley... 125	B. Special Entry... 48
K. Pin Boy 150	Hollycrane Wr
C. Shuffle Pin 98	Jack Rabbit 90

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Bally Hy Boy	137.50	Carnival	49
Dale Gun	80.00	Freshie	145
Mercury Scale	65.00	Maryland	135
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		Wisconsin	35

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Shorter Bowl-O Put on Market; Promosh Upped

NEW YORK, June 17.—A shorter model of Bowl-O, coin-operated bowling game produced by Sutphen Products Corporation, is available for placement in locations too small to use the standard 18-foot unit, Par-V. Lawrence, sales manager, announced.

The new unit, called the Challenger, is 13 feet 10 inches long, and gains all the play features of the standard, or Champion model. It lists \$1,080.

With over 100 Bowl-O's already placed in the metropolitan area, the company is stepping up its promotional aid program for operators and trade owners. In addition to tourney play sheets, Sutphen makes available "200 club" pins, tie-clips and a variety of specially styled trophies to stimulate competitive play. Ten distributors now handle the game in a marketing net currently under expansion. Latest appointments were the Libby Music & Distributing Company for Eastern Massachusetts, Maine and New Hampshire, and Lou London, Inc., for Eastern Pennsylvania.

JENNINGS PREDICTS

(Continued from page 155)
Prediction of symbols will show up in a cycle of 8,000 plays. "As to owners or individuals changing percentages, I explained to you that it was a difficult undertaking for one who did not have the tools (dies, dies and fixtures) with which to make the parts necessary to effect these changes. Simply turning a screw will not and cannot alter percentages. Some of the information referred to in this letter is a matter of our records and history. Should you ever feel that you would care to look further into it, we extend you an invitation to do so."

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c/o The Billboard Cincinnati 22, O.

Happel Builds Badger Sales Around Men Who Know Biz

(Continued from page 155)
tops the list of veterans associated with him. He started in the business back in 1928 when he opened the Badger Novelty Company in Milwaukee. The firm is still operating in the original stand under the direction of Carl Happel, a brother. Altho William R. owns this firm, it operates as a wholly separate unit.

Altho the youngest from the point of years in the business, William E. Happel, the son of Carl Happel, has crammed a lot of hard work and actual service into the eight years that he has been in the field. His association with the business goes back to Milwaukee when Billy Happel completed high school. Starting in the service department, Billy is in charge of the vending supply department. In this capacity he handles the Northwestern line and counter devices along with a complete line of bulk merchandise for vending machines. Happel served in the navy during the war and is now a member of the reserves, having recently returned from his year's active duty.

Vending Department

Al Silberman, who heads the vending equipment department, goes the head of the firm one year better on point of service. Associated with machines for 23 years, Silberman started out as an operator of cigarette machines in New York apartment houses. He recalls that these were end tables with cigarette venders and were quite the thing in those days. After nine years of operation, Silberman switched over to the National Park-o-Graph Corporation, a division operation of Rock-Ola devoted to the manufacture of parking meters. The firm switched over to war work after Pearl Harbor. Later Silberman moved into the post of Rock-Ola sales manager. About five years ago he moved to the Coast and became associated with Badger.

Also heading one of the sales departments and the latest addition to the firm is Ray P. Powers, who has been around coin machines for 15 years. He started in the distributing and jobbing business in the Sacramento area and has also mixed music operation into his career. Upon discharge from the armed forces he moved to Los Angeles and managed the local branch of the E. T. Mape Music Company. After a year or two with Mape, who had been his competitor in the Sacramento area, Powers opened his own firm here and later in the capital city. His work with Badger gives this firm's customers the benefit of a wide and varied experience.

Export

Rounding out the sales department list is Joseph Duarte, who devotes his time to export matters. A native of Portugal, Duarte came to this country when he was nine years old. After the war and upon receiving his army discharge he joined Yaras & Company, one of the largest exporting firms in the city. Several years ago he joined Badger and recently completed a trip that took him to Central and South America.

Moving into the mechanical department, Happel has three more veterans. Jack Leonard, who heads the parts department, has put in 13 years in the business. This is just about half his age. Leonard joined Rock-Ola in 1937 doing odds and ends around the office. From there he moved into the managership of the service department in 1942, establishing himself as the youngest departmental manager the firm has ever had. From Rock-Ola he moved over to Superior Products as assistant sales manager and remained there two years. In 1946 he moved to the Coast and joined Badger.

Edmund Gunsteens, head of the repair department, clocks 10 years

on his coin machine time and, like Leonard, was Rock-Ola trained. Gunsteens was a traveling engineer for this manufacturer for five years. After his discharge from the army in 1945 he joined the Happel firm.

With 15 years' experience, Dave Neel serves as head mechanic in the service department. He started by assisting an operator and later had a well-rounded route. He has been with this firm for four years.

While the general experience of the top men at Badger goes upward of 100 years, the actual know-how would far exceed this figure if the experience of all 18 employees was taken into consideration.

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NEW GAMES REVIEWED

Gottlieb's Mad. Sq. Gardens

CHICAGO, June 17.—Boxing is the theme of D. Gottlieb & Company's new five-ball game, Madison Square Gardens. A free-play model, the game is designed for stepped-up action at any point on the playfield and introduces a new-type ball lift.

Scoring for free plays can be accomplished by high score or round score. Players making the 1-10 bumper sequence set up the playfield for free plays. Another way to run up free plays is to make all 15 rounds. Rounds are scored when ball in play hits side roll over switches or by going thru a key switch just above the outhole.

Madison Square Gardens is

equipped with mystery and special rollover switches, pop bumpers, flippers and a last ball score equalizer. High score runs over 5,900,000 points.

Shuffle Alley Express

CHICAGO, June 17.—United Manufacturing Company this week began deliveries on its new two-player Shuffle Alley Express game. Lyn Durant, president, announced the unit, which is being manufactured in the eight-foot lengths, features 20 point scoring on spares, 30-point scoring on strikes, a simplified mechanism, plus the regular United features of the quick puck return drop chute and disappearing pins.

The dual-player Shuffle Alley Express is now in production, Billy De Press, sales manager, announced, is the firm's Shuffle Slugger baseball game which was unveiled at the recent ACMMA show.

Also in production is United's conversion unit for the original Shuffle Alley games (see separate story in Shuffleboard section).

Air Hockey's A New Game For Arcades

JERSEY CITY, N. J., June 17.—Air Hockey, a new arcade game of two-player competition, has been placed in production by Woodcraft-Shufflevision, Inc., 598 Newark Avenue here. The table-height game, measuring 5½-feet long and 30 inches wide, lists at \$345.

Designed by Robert W. Cronk, Woodcraft president, the game has two players manipulating air guns to force a ping-pong ball thru the opponent's goal. As a ball is blown thru a goal a score is registered automatically. The entire table is covered with glass, with the air guns positioned at both ends of the table.

Four units have been produced to date and placed on test in arcades in this area and New York City. Timers have been set to operate the compressor, situated in a box underneath the playing field, for two minutes upon insertion of a nickel. The compressor is said to build up the required amount of air pressure instantaneously.

Cronk, who has applied for covering patents, was the original patent holder of coin-operated game now known as Bowl-O and produced currently by the Sutphen Products Corporation. He said a distributor organization, soon to be set up, will handle sales of Air Hockey.

Williams' Sweetheart

CHICAGO, June 17.—Sweetheart, a new five-ball high score game, on display in the showrooms of distributors of the Williams Manufacturing Company. It features an entirely new playfield layout.

A plunger type game, Sweetheart is designed with thumper bumpers, 10 knockout holes, replay scoring wheel, special bumpers are made and Williams developed tilt reset. It also has rollover switches, rollover bumpers and player controlled flippers.

Goal of the new Williams game is to make all 10 knockout pockets. This series set up side rollovers for replay action. The 10 knockouts are situated in the top part of the playfield and are surrounded by thumper bumpers, which score and kick from any angle, and stretch rubber bumpers. With a skillful application Sweetheart's flippers players can make additional runs thru scoring area on balls which have already recorded points. The flippers are located just above the outhole and balls contacted by them have a tendency to be knocked back into the knockout pocket area.

First Distributors Adds 2 to Staff

CHICAGO, June 17.—First Distributors here thru Wally Finke and Joe Kline announced the appointment of two staffers. They are Malcolm Finke, to manage the premium merchandise division, and Bob Van Allen, new shop foreman.

Malcolm Finke, brother of Wally, graduated from the School of Commerce, Roosevelt College, Chicago, June 10, where he majored in merchandising. He formerly had his own premium firm, the Greenleaf Company, and once was associated with the calendar division of Esquire magazine. Van Allen has had 18 years of experience in coin machine shops in Chicago.

Two New Firms in Philly

PHILADELPHIA, June 17.—Organization of two new vending machine operations was announced here with the filing of petitions for certificates as required by the State's fictitious or assumed name business law. Operating in the Wynnefield section of the city, Irving B. Weinroth established the B-D-Vending Company at 1908 Wynnefield Terrace. In the same section of the city, the Steele Vending Company was established at 5461 Lebanon Avenue by Martin Jay Braunstein.

WARNING!
DO NOT BUY ANY BALLY CHAMPIONS, CITATIONS, OR SPEED BOWLERS UNTIL YOU CONTACT US. WE WILL NOT BE UNDERSOLD.

NEW ORLEANS NOVELTY CO.
115 Magazine Street
New Orleans, La.
Phone: Canal 8318

Shuffle Alleys	\$ 79.00
Super Shuffle Alleys	149.00
Bally Shuffle Bowler	139.00
Williams Twin Shuffle	109.00
Shuffle Skill	34.00
Chicago Coin Pistol	69.00
Beacon Q.T. Pool Table	129.00
Cue Skill Belgian Pool Tables	75.00

American Vending Co.
631 10th Ave. New York City

Turning Back the Clock

10 Years Ago This Week

CHICAGO, June 15, 1940.—Big news of the week was the purchase of the controlling interest in the Loft Candy Corporation, New York, by two heads of vending machine firms, with a third partner heading a securities corporation. Vender operators were Jacob Besin, president of the Berlo Vending Company, and Charles L. O'Reilly, head of the Unitary Automatic Candy Corporation. Besin was elected president and O'Reilly vice-president and director of Loft Candy.

The return of James E. Stewart to the coin machine industry was marked by his purchase of Sodamat, a beverage machine manufacturer. Stewart had previously been head of Stewart & McGuire, New York, cigarette machine maker. He brought in a large metal equipment company as partner in the Sodamat firm: Snead Company, Jersey City, N. J. The new drink vender was to be offered in both a carbonated and a non-carbonated model. Julius A. Levy, Sodamat sales manager, retained that post under the new set-up, called Stewart Sales Machine Company.

During the same week Stewart reentered the vender field as a drink vender manufacturer. Vending Machine Exchange, New York, broke advertisements on reconditioned Stewart McGuire cigarette machines. Firm offered latest Dualway models, originally selling for \$91.50, for \$65. Venders featured eight double columns (10 double-column units were priced at \$70), single coin chutes, nickel and penny change return, acceptance of nickel and dime coin combinations and the vending of free and penny book matches. A 440-pack capacity was boasted by the eight-column unit, with the 10-column model offering 550-pack capacity. Other reconditioned cigarette vender offerings included the following models by various distributors: DuGrenier "H" four-column, \$7.50; Mills V-12, \$22.75; chrome front Maser six-column, \$12.50; National 6-30, \$24.75; Knickerbocker six column, \$15; Goretta seven column, \$19.75; Lowe Imperial six column, \$41.50.

1950 MONEY MAKERS For Arcade and Locations

- Hockey, 2 Player, Fascinating Flipper Game, Lighted, Only \$149.50
- Electric Card Vendor, 2500 Cards Free, Only 49.50
- Jungle Joe, Ray Gun 195.00
- Atomic Bomber 175.00
- Silver Bullets, 2 Gun 225.00
- Monkey Shine, Ray Gun 175.00
- Rotary Merchandiser 445.00
- Hobby Horse 325.00
- Holly Crane Write
- Shoot the Bear Write
- SHUFFLE ALLEYS—SUPPLIES—NEW—USED
- Exhibit's Strike, Animated Disappearing Pins, New Sensation... Write
- United Shuffle Alley, like new... \$ 50.00
- Keeney Ten Pins, new, low priced... Write
- Gottlieb Bowlette Write
- All Shuffle Alley Conversions in Stock. Pucks, smooth Riding, Set 8... \$ 7.50
- Rugged Wrappers, 1M per M... .69
- 25M per M .59
- Hi Speed Concentrated Wax, Doz. Cans 10.50
- Cards for all machines that Vend a Card; Balls: Wood, Metal Rubber, etc. Write
- 10th Inning Baseball—Small Game, Plenty Action, Large Profits... 85.00
- Pokerinos—Late Models, Attractive Price Write

JUNE, 1950, LARGE ILLUSTRATED EQUIPMENT CATALOG ON REQUEST.

MIKE MUNY'S
577 10th Ave. (at 42nd), N. Y. 18, N. Y.

- 20 CHAMPIONS.....\$324.50
- 15 CITATIONS..... 199.50
- 1 SCREWBALL
- 1 SALLY
- 1 TRADE WINDS
- 1 MONTERREY

ALL ARE IN FIRST-CLASS CONDITION

Nastasi Distributing Co.
1010 Poydras St. New Orleans, Louisiana
MAgnolia 6386

and Stoner Univender, eight column, \$64.75.

From Automatic Dispensing Company, Philadelphia, came a special offer on used Bally beverage venders, with a price tag of \$195. . . . Torr, of Philadelphia, featured Silver Kings in lots of 10 at \$5.50 each.

Top hit tunes on the juke circuit were *Tuxedo Junction*, *The Woodpecker Song*, *The Singing Hills* and *Playmates*. Coming up were *Make Believe Island*, *Boog It*, *Say It* and *Little Curly Hair in a High Chair*.

15 Years Ago This Week

CHICAGO, June 15, 1935. Over 40 firms exhibited their coin machine wares at the first convention and exhibition of coin-operated equipment in Paris. American-made units of all types were in the majority, with a good deal of French, English, Belgian equipment also in the spotlight. Mutoscope Reel Company, New York, was the single American firm on hand, displaying newest models of its Crane, Magic Finger and Checkers machines. William Rabkin, president, was in charge of the booth.

French firms exhibiting included Ets. Foresty, bell machines; Ets. Barne, games; Ets. Derouin, games; Ets. Bussoz Freres, bells; Unic Stella, games and bells; Comptoir General de l'Automatique, games and bells; Adickes & Company, bells and cranes; Appareils Controleurs, automatic gasoline pumps, and Novelty-Automatic, Marseille, games, cranes, bells. About 3,000 visitors viewed the exhibits.

The Coincraft Corporation, Chicago, opened a new plant, with the first game pushed into production called Angle-ite. The game was sold internationally by Gerber & Glass, headed by Paul Gerber and Max Glass. Principals of the new Coincraft firm were Herb Breitenstein, Ed Wohlfield and Major Riddle. Breitenstein formerly was in the engineering department of the Bally Manufacturing Company. The new game incorporated such features as a new consolation award idea, electric lighting tilt, a free-play arrangement with an electric kicker, a new-type light-up scoring board.

In New York the Modern Vending Company inaugurated a new method to announce a pinball game. It ran an advertisement in *The New York American* to announce its Box Score baseball game to "the pinball fans in New York territory." It was said to be the first use of such a method to announce a new pin game.

D. Gottlieb & Company was turning out a stream of Liberty Bell games, featuring 10-ball play. Priced at \$87.50, the game also vended mints with each nickel, or could be had in a non-vender model which awarded tokens for replay instead. . . . A. A. Berger, Supreme Vending Company, Inc., Brooklyn, reported filling an order for 25 used games from a Hong Kong firm.

Detroit:

(Continued from page 171)

able route of bowling alleys. . . . Hazel Reichlin, of the Sauve organization, is now Mrs. Hazel (Reynold) Carlson. . . . Buz Paige, of Flint, reports business slow in the mid-State area. . . . Samuel J. Rose, of the Edelco Manufacturing & Sales Company, reports games buyers in a very cautious mood. . . . Isidor Edelman was in Chicago for several days following his New York trip.

Hazel Liddon, wife of Ben Liddon, owner of the Advance Service Company, is back at her home in Detroit following several weeks in University Hospital, Ann Arbor. . . . Walter C. Philbrook, T. M. Lybeck and C. J. Link are forming the \$50,000 firm of Haircon, Inc., on Monte Vista Avenue, to sell and operate coin-operated hair driers. . . . Linnea Johnson is forming the International Ice Cream Vending Company to handle cream venders, with offices in the Penobscot Building.

Washington:

(Continued from page 171)

number was doing unusually well. Another oldie pulling the nickels in the MacManus machines is Ray Block's Signature recording of "Till We Meet Again," which is backed by another money maker, "Hi Neighbor."

John H. Phillips, of Phillips Novelty Company, reports a steady market for Seeburg's M-100, which he has been installing in numerous restaurants in this area. Phillips put in three of the music machines last week.

Commemorating the installation of new driers at both the Alexandria and Arlington (Virginia) outlets, Shipley's Self-Service Launderettes launched an ad campaign offering a free dry during June to every customer. Ads point out that the Alexandria unit is geared to give 40 dries per hour; the other store 20. Shipley's uses the ad gimmick of running two insertions in the same newspaper. A small page 1 notice reminds readers to look for the big ad on page 2.

Newest game added by Robert and Donald Epstein at both their Playland and Broadway arcades is Baseball. They report a continuation of interest in their bowling alleys. Robert Epstein estimates that they install a new game about once a month.

Columbia Laundromat, Arlington, Va., is boasting two new green neon signs over the sidewalk at right angles to the store front. A bit removed from the shopping area, the store hopes that the new signs will attract motorists. Owners are William A. Jeunette and Ruth L. Crum.

Jay Bernheim, of Apartment Washing Machine Company, is away on an extended business trip.



\$139⁵⁰

BRAND NEW ROL-A-TOPS
5c-10c-25c PLAY

1 Cherry Pay 2—1 Cherry Pay 3
—Mystery 3-5 Payout; Standard—
Mystery 3-5 Payout, Club—No
Lemon on First Reel.

Above Prices F. O. B. Chicago

WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COLUMBUS 1-2772
Cable Address: "WATLINGITE," Chicago

AT LAST an automatic machine that **REALLY** shines shoes



THE ALL NEW UNEEEDA MODEL 750

★ Field tested for 14 months and proven successful

GET THE FACTS ON THIS OUTSTANDING MONEY-MAKER

CLIP and MAIL COUPON TODAY!

ACME SALES CO.
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ACME SALES COMPANY
505 West 42d St., New York 18, N. Y.
Gentlemen:
Please forward your beautiful 4-color Brochure, giving full details on the all-new Model 750.

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CITY STATE

GIVE TO THE DAMON RUNYON CANCER FUND

WE CAN STILL TAKE CARE OF YOU . . .



WITH
MIDGET MOVIES
THAT IS . . .

WE CAN SHOW YOU S-O-M-E FIGURES! HERE ARE SOME MORE OF OUR FRIENDS . . . THEY CAN TELL YOU HOW THINGS SHAPE UP FOR THEM WITH MIDGET MOVIES.

Carlin's Park
Baltimore, Maryland

Norumbega Beach Park
Newton, Mass.

Olympic Park
Irvington, New Jersey

Keansburg Beach
Keansburg, New Jersey

Lagoon Resort
Salt Lake City, Utah

Playland Pier
Coeur d'Alene, Idaho

Riverview Beach Park
Pennsville, New Jersey

ACT TODAY . . . WIRE OR WRITE TO

CAPITOL PROJECTOR CORP.

814 Tenth Avenue New York 19, N. Y.
Tel.: Ctrde 5-5483 - 5484

COINMEN YOU KNOW

Chicago:

(Continued from page 171)

ment sales on the increase. . . World Wide boss Al Stern claims that Williams's new game Sweetheart is living up to its name. Meanwhile Monty West, sales manager, is working on a rush of orders that have come in as a result of World Wide's shuffle game closeout. Both Stern and West say that the firm's new credit plan is proving a hit with operators.

Bank-a-Ball, Gottlieb's five-ball turret shooter game, is proving the best of this type produced by the firm, according to Alvin Gottlieb, advertising manager. Joe Mangone, All Coin Amusements Company, Miami, was a plant visitor. He is Florida distributor for Gottlieb products. . . Sam Lewis, Chicago Coin Sales exec, reports the firm has started its fourth run on Bowling Classic. The firm had planned to cut the game off a couple of weeks ago but a conference with distributors indicated that interest in the two-player shuffle game was only now reaching its peak.

Ed Levin is in Florida for the graduation of his son, Arthur, from the University of Miami. . . Gil Kitt is back from a Florida business and vacation trip. While he was on the road Empire Coin had an air-conditioning plant installed, a move that already has received operator approval. Stanley Levin is on an Illinois-Iowa road trip. Jerry Bremner has effected a modern merchandise department at Empire. . . Wally Finke, First Distributors, returned from a trip to South Bend and surrounding Indiana cities where he explained the merits of Keeney Duck Pins and Double Bowler to Hoosier ops. Meanwhile his partner, Joe Kline, is setting up a trip thru Illinois. Kline says that the merchandise department is growing into big business.

Hugh Burris and Hank Strong, Jennings sales execs, were busy beavers last week after settlement of the strike at the plant. They had to wire or phone every distrib and dealer. Several of the first shipments of Export Chief and Sweep Stakes went via air last week. These were units which had been completed before the strike began.

Sam Lewis, Chicago Coin Machine Company, claims that Bowling Classic demand has forced the plant to keep the shuffle game on the production line beyond the most optimistic predictions of Owners Sam Wolberg and Sam Gensburg. . . Nate Feinstein, Atlas Novelty Company, spent the week in the Illinois territory in the interests of the Seeburg Select-o-Matic 100. He visited Rockford, Sterling, Rock Island and Moline and also dropped over to Davenport, Ia.

Vic Weiss and Bill Knapp, Allied Coin Machine Company, report favorable acceptance of their Whiz Bowl conversion. They now are all set in their new quarters at 828 Milwaukee Avenue and the larger space is devoted to turning out Whiz Bowls. . . Alvin Gottlieb reports all hands were busy getting the five ball Madison Square Gardens in production last week. . . S. I. Neiman, publicity director of the National Coin Machine Distributors' Association, played host to several out-of-town distributors last week. He says that the org is receiving an increasing number of membership requirement requests.

Mel Binks and Bill Ryan, Universal Industries, were busy all week handling long distance calls on the one ball Winner, which they say is living up to its name. The console Feature Bell is also in volume production.

BRAND NEW! EXCLUSIVE



A HITCH ALL, TWO WHEEL.
All Purpose "Take-it-or-leave-it"

MORRISON

Carry-All TRAILETTE

that Hitches to Any Light Truck or Passenger Car

- ★ It Hitches to Anything
- ★ It's All-Steel
- ★ It's All-Purpose

THE MORRISON "CARRY-ALL" TRAILETTE... MODEL B-310-7
37 1/2 SQ. FT. COMPARTMENT AREA-30 1/2 SQ. FT. FLOOR AREA

Small businessmen who do not want to invest in a truck chassis—or who use their passenger cars in their businesses . . . Sportsmen and tourists and all other travelers . . . all these can easily and quickly hitch the "Carry-All" TRAILETTE to passenger cars or trucks—loaded, locked and ready to roll.

MORRISON STEEL PRODUCTS, INC.
Carry-All Division

657 AMHERST ST. • BUFFALO 7, N. Y.

Write today for FREE LITERATURE on the MORRISON "Carry-All," the sensational new "Carry-All" TRAILETTE, the "Carry-All" SIDE BOXES and accessories.

NATIONAL GUARANTEED VALUES!

<p>PREMIUM SPECIAL!</p> <p>16-PIECE CUTLERY SET,</p> <p>\$6.95</p> <p>1/3 Deposit With Order</p>	<p>5-BALLS</p> <p>Select-a-Card . . . \$175.00 Just 21 . . . 145.00 Three Musketeers. 135.00 Golden Gloves . . . 135.00 Double Shuffle . . . 130.00 Sharpshooter . . . 125.00 Maryland . . . 120.00 Super Hockey . . . 115.00 El Paso . . . 115.00 Majors of '49 . . . 110.00 Tucson . . . 145.00 Big Top . . . 105.00 Buttons & Bows . . . 105.00 Floating Power . . . 105.00 Puddinhead . . . 85.00 Holiday . . . 75.00 Roundup . . . 75.00 Jack & Jill . . . 50.00 Ali Baba . . . 50.00 Screwball . . . 50.00 Cinderella . . . 50.00 Robin Hood . . . 50.00 Trinidad . . . 50.00 Catalina . . . 50.00 Trade Winds . . . 50.00 Tennessee . . . 50.00 Triple Action . . . 50.00 Banjo . . . 45.00 Wisconsin . . . 45.00 Rondevoos . . . 45.00 Sally . . . 40.00</p>	<p>Reconditioned SHUFFLE GAMES</p> <p>United Shuffle . . . \$ 95.00 Alley . . . \$ 95.00 Genco Bowling League . . . 115.00 Universal Twin Bowler . . . 190.00 Chicago Coin Bowling Alley . . . 175.00 Bally Speed Bowler . . . 275.00 Bally Shuffle Bowler . . . 145.00 Bowlette . . . 145.00</p>
<p>New Shuffle Games</p> <p>Bally Shuffle Champ Chicago Coin Classic United Express Universal Super Twin Bowler Keeney Duck Pins</p>		<p>NEW EQUIPMENT</p> <p>Gottlieb Madison Square Gardens United Arizona Exhibit Jeanie Universal Winner Bally Turf King</p>

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 4

Operators' Information on Request

<p>RECONDITIONED PIN GAMES READY FOR LOCATION</p> <p>All Baba . . . \$ 44.50 Aquacade . . . 84.50 Baby Face . . . 62.50 Band Leader . . . 65.00 Barnacle Bill . . . 47.50 Basketball . . . 139.50 Big Top . . . 67.50 Bone Head . . . 34.50 Bowling Champ . . . 75.00 Buttons & Bows . . . 80.00 Catalina . . . 29.50 Carolina . . . 62.50 Crazy Ball . . . 25.00 Dallas . . . 80.00 Holiday . . . 70.00 Just 21 . . . 145.00 Majors of '49 . . . 59.50 Maryland . . . 112.50 Select-a-Card . . . 172.50 Showboat . . . 57.50</p>	<p>BOWLING GAMES</p> <p>Keeney Ten Pins . . . \$80.00 Keeney Line Up . . . 77.50 Keeney Pin Boy with Lighted Pins . . . \$154.50 United Shuffle Alley with lighted pins . . . 97.50</p>	<p>St. Louis . . . \$ 80.00 Summertime . . . 37.50 Tampico . . . 95.00 Telecard . . . 44.50 Temptation . . . 37.50 Triple Action . . . 32.50 Tumbleweed . . . 139.50 Utah . . . 124.50 Quarterback . . . 75.00</p>
<p>NOW DELIVERING NEW EQUIPMENT</p> <p>Bally TURF KING — Keeney DUCK PINS—Keeney DOUBLE BOWLER — Keeney BOWLING CHAMP—Arizona—Bank-a-Ball—Sweetheart. NEW MILLS VEST POCKETS . . . \$65.00 Keeney's Electric Cigarette Vendor, Mills "21" Bell Regular, also New Chrome "21" Bell, Mills Blue Bell, Mills Black Beauty, Mills Bonus Bell, New Regal Cabinets for all Mills Bell Machines, Downey-Johnson Coin Counter.</p>		
<p>ON DISPLAY! SEE THEM TODAY! Keeney's Criss Cross Pyramid 5c/5c and 5c/25c Both double-quick profit producers.</p>		

ROY MCGINNIS CO.
2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE: UNIVERSITY 1800

Save at Least Part of Each Week's Earnings
Buy U. S. Savings Stamps and Bonds

State Tax Calendar

Alabama

July 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
July 20—Sales tax report and payment due.

Arizona

July 15—Phoenix business privilege tax report and payment due.

Arkansas

July 1—Cigarette dealers' permit renewal due.
July 17—Property tax installment due (last day).
July 20—Gross receipts tax report and payment due.

California

July 31—Sales tax report and payment due. San Francisco purchase and use tax return and payment due.

Colorado

July 14—Sales tax report and payment due.
July 15—Denver sales tax report and payment due. Income tax second installment due.
July 31—Property tax second installment due.

Connecticut

July 30—Sales and use tax return and payment due.

Delaware

July 1—Cigar and cigarette wholesaler and retailer permits expire. Franchise tax due.
July 30—Income tax second installment due.
July 31—Income tax withholding report and payment due.

District of Columbia

July 20—Sales and use tax report and payment due.

Florida

July 1—Franchise tax report and payment due.

Georgia

July 10—Cigar and cigarette wholesale dealers' report due.

Idaho

July 15—Cigarette wholesalers' drop shipment report due.

Illinois

July 15—Cigarette tax return due. Sales tax report and payment due.
July 31—Franchise tax due (last day).

Indiana

July 10—Cigarette distributors' interstate business report due.

Iowa

July 20—Sales tax report and payment due.

Kansas

July 20—Sales tax report and payment due.

Kentucky

July 15—Income tax second installment due.
July 20—Cigarette wholesalers' report due.
July 31—Amusement and entertainment report and tax due.

Louisiana

July 1—Soft drinks tax report due. Tobacco tax report due.
July 15—Soft drinks tax report due. Tobacco tax report due.
July 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maine

July 31—Cigarette and tobacco distributor, wholesaler and unclassified importer licenses expire.

Maryland

July 10—Admissions tax payment due.
July 15—Income tax second installment due. Sales and use tax report and payment due.

Massachusetts

July 1—Tobacco license fee due.
July 20—Tobacco tax report and payment due.

Minnesota

July 20—Cigarette tax and report due.

Mississippi

July 10—Admissions tax report and payment due.
July 15—Franchise tax report and payment due. Manufacturers', distributors' and wholesalers' of tobacco report due. Occupation (sales) tax and report due.

Missouri

July 1—St. Louis employers' quarterly withholding tax report and payment due.
July 3—St. Louis merchants' and manufacturers' ad valorem license tax return due (last day).
July 31—Soft drinks manufacturers' report and payment due.

Nebraska

July 1—Personal property tax second installment due.
July 10—Cigarette distributors' report due.

Nevada

July 10—Property tax return due (last day).

New Jersey

July 20—Cigarette distributors' tax report and payment due.

New Mexico

July 1—Merchants' license tax second semiannual or third quarterly installment due.
July 15—Income tax due. Occupational gross income tax report and payment due.

New York

July 1—Village property tax due (last day).
July 15—Personal income tax return second installment due.
July 20—New York City sales and use tax return and payment due.

North Carolina

July 15—Sales tax report and payment due. Use tax report and payment due.
July 31—Franchise tax report and payment due.

North Dakota

July 10—Cigarette distributors' report due.
July 20—Sales tax report and payment due. Use tax report and payment due.

Ohio

July 10—Cigarette wholesalers' report due.
July 15—Cigarette use tax and report due. Franchise tax due. Use tax report and payment due.
July 30—Toledo employers' annual withholding return due.

Oklahoma

July 10—Cigarette wholesalers', retailers' and vending machine owners' report due.
July 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Oregon

July 15—Personal income tax second installment due.
July 30—Withholding tax return and payment due.
July 31—Portland quarterly withholding tax collection payment due.

Pennsylvania

July 10—Soft drinks tax report due.
July 15—Employers' return of tax withheld at source under Philadelphia income tax due.
July 30—Philadelphia income tax returns and payments on wages and salaries not withheld at source due.
July 31—Philadelphia personal property tax due.

Rhode Island

July 20—Sales and use tax return and payment due.

South Carolina

July 10—Admissions tax report and payment due.

Tennessee

July 1—Franchise tax report and payment due.
July 20—Sales and use tax report and payment due.

Lily-Tulip Expands Coverage; Names 13 To Key Sales Posts

NEW YORK, June 17.—Lily-Tulip Cup Corporation has announced the promotion of 13 members of its staff to new key sales positions. The realignment of sales personnel is expected to provide better service for customers and strengthen the entire sales effort, according to Fen K. Doscher, vice-president in charge of sales.

Promoted were Robert Ferran, division sales manager; Walter Brunauer, assistant sales manager in New York City area; Robert Snyder, assistant to Doscher; Edward Horan, manager of new sales area (Altoona, Johnson, Cumberland territory); Wyckliffe White, sales supervisor for 18 Carolina-Virginia counties with Fayetteville, N. C., headquarters (new territory); Patrick Baker, supervisor of 22 Northwestern Ohio counties in Toledo, Lima area; Joseph Johnson, 15 counties in Eastern Ohio area (Akron, Canton, Youngstown).

William Dun, Southern Ohio area, plus district manager for 12 Ohio, three Kentucky and two Indiana counties in Cincinnati area; Leslie Nelson, Northeastern Ohio territory (six counties in Cleveland area); John Cavallaro, 30-county Central Ohio area (Columbus, Dayton, Springfield); Jack Carter, packaging specialist for Southwest division, headquartered in Dallas.

F. Crawford was named manager of the Oklahoma territory, while J. Rowley was appointed manager of the South-Texas area with headquarters in Corpus Christi.

Indianapolis:

(Continued from page 170)

establishment. They were on display only a few days when orders were stacking up and are now moving on location as soon as they arrive. . . . Marvin Berman, son of Mrs. Lottie Berman, is preparing to go to Stoney Croft Camp, at Shelby, Mich., where he will spend the summer.

The juke box favorites with local phonograph operators are "Bewitched" leading, and "Third Man Theme" second. . . . Inspecting the display of games and buying their needs during the week at Sicking, Inc., were Charles Gilbert, Shelbyville, Ind.; Ward Greenwood, Oxford; Nick Sarris, Linton; W. Luke, Bismark, Ill.; Paul Smith, Covington; H. Shell, Windfall, and many other operators from all parts of the State.

Texas

July 25—Admissions tax report and payment due.

Utah

July 15—Sales tax return and payment due.
July 31—Employers' report due.

Vermont

July 10—Property tax installment due.

Washington

July 15—Gross income tax return and payment due. Sales tax report and payment due. Seattle occupation tax report and payment due. Vancouver occupation tax report and payment due. Wholesalers' cigarette drop shipment report due.

West Virginia

July 15—Cigarette use tax report and payment due. Sales tax report and payment due.
July 30—Occupational gross income tax quarterly report and payment due.

Wisconsin

July 1—Cigarette wholesalers' and manufacturers' report due.

Wyoming

July 1—License (franchise) tax report and payment due.
July 15—Sales tax report and payment due.



15" WIDE 49" HIGH 24" DEEP

WEIGHT, 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE 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

ONE BALL

Champions . . . \$334.50 | Citations . . . \$209.50

5 BALLS

Just 21 \$134.50	Blue Skies . . . \$34.50
Star Dust 37.50	Summertime . . . 49.50
Tele Card 64.50	Du-Wa-Ditty . . . 44.50
Rainbow 34.50	Screw Ball 39.50
Saratoga 59.50	Serenade 49.50
Speedway 34.50	Robin Hood . . . 32.50
Bowling Champ 74.50	Barnacle Bill . . . 44.50
Cinderella 34.50	Sharp Shooter . . 84.50
Floating Power 59.50	
Floor Sample Select-a-Card \$164.50	
Gottlieb Bowlette 114.50	
Chicago Coin Bowling Alley 164.50	
Bally Speed Bowler 249.50	

Distributors for Chi. Coin, Bally and Gottlieb.

GENERAL DIST. CO.

1225 N. Broad St. New Orleans 19, La.

GIVE TO THE RUNYON CANCER FUND

Strictly Business:

Hartford Op Finds Courtesy Can Pay Off in Profits; Offers Ad For Entire Coin Machine Field

By Allen M. Widem

HARTFORD, Conn., July 17. — "The coin man who acts like a businessman at all times is the best advertisement this industry can have," according to Abe Fish, owner of General Amusement Game Company of Hartford, and president of Connecticut State Coin Association, Inc.

"I don't commend any coin machine organization," Fish said "that sends a repairman out on a juke box servicing job looking like a garbage collector. It's best to have not only salesman but also servicemen looking as immaculate as possible.

"Another thing that sells the coin machine industry short is servicemen's sharp retorts to customers on the job. There's no justification for wisecrackers on the part of a serviceman repairing a juke box.

"And that's exactly what happens in some cases. A serviceman walks into a restaurant, let's say, and starts repairing a broken juke box. The owner of the restaurant walks over and starts a brief conversation. 'How's it going?' he asks. Then the repairman says: 'None of your business!'"

Hurts Industry

"That's certainly no way for a repairman to act," Fish continued. "After all, he is a representative of our industry and if he's going to start cracking jokes at the coin installation owner's expenses, he's defeating the cordial relationships built up over the years on the part of the coin machine business owner and the coin installation owner.

"I'd like to see more coin machine concerns hold regular sessions for servicemen and thrash out any existing bickerings between certain coin installations and servicemen.

"Each and every coin machine operator should realize that he's a business first and always and, as such, should conduct himself with dignity and respect."

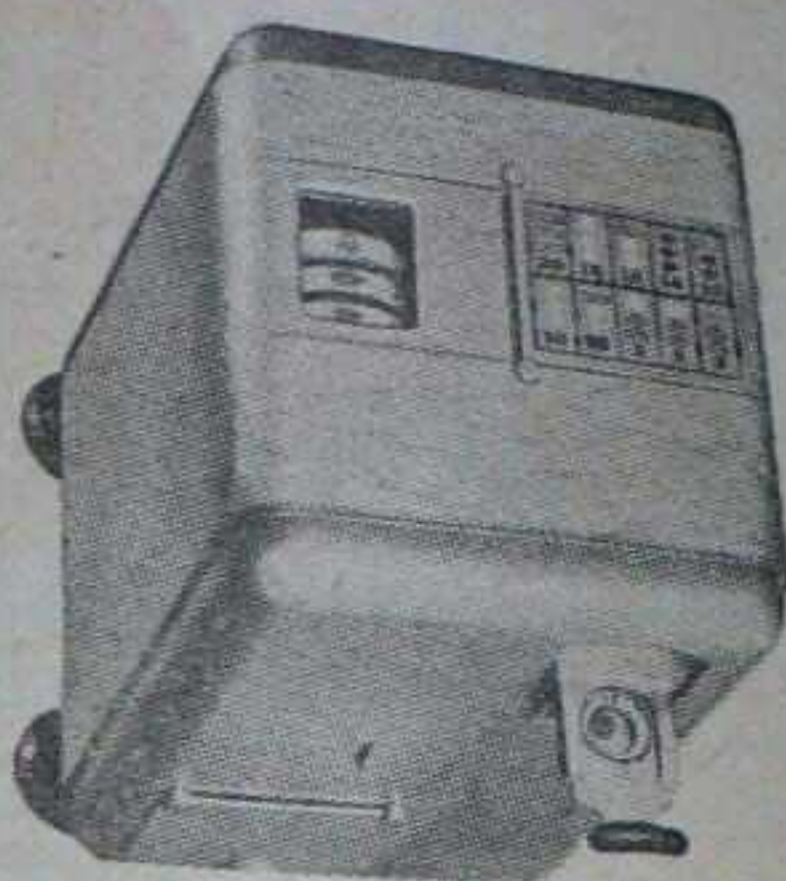
Fish added this observation: "The businessman in any kind of industry who goes around with a chip on his shoulder, engaging in insulting conversation with the humblest of coin installation owners is only looking for trouble. Let's behave like gentlemen. In that way, we're pulling together for the good of our specific industry."

ABCB 1951 Meet In Nation's Capital

WASHINGTON, June 17.—American Bottlers of Carbonated Beverages (ABCB) announced that its 1951 convention and exposition will be held here during the week beginning November 12. Exhibits will be housed in the D. C. National Guard Armory.

Thomas F. Mansfield, convention-exposition chairman, said while ABCB had planned for a number of years to hold its annual meet in the nation's capital, necessary accommodations only were made available recently. Detailed plans for the 1951 convention will be announced early next year, he said.

MILLS' NEW 1950 BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System,
5c Play \$65.00 | 25c Play \$89.50

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs.
5c Play, \$115.00; 25c Play, \$137.50

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5c-10c-25c-50c PLAY WRITE FOR PRICES

GUARANTEED RECONDITIONED MACHINES

BOWLING TYPE GAMES		CONSOLES	
Gottlieb Bowlette	\$149.50	Bally Triple Bell, 5c-5c-25c	\$324.50
United Shuffle Alley	99.50	Bally Draw Bell, 25c	224.50
Keeney Ten Pins	124.50	Bally Draw Bell, M.B., 5c	144.50
Keeney ABC Bowler	149.50	Bally Reserve Bell, 5c	249.50
Bally Shuffle Bowler	149.50	Bally Draw Bell, 5c, R.B.	179.50
Keeney Pin Boy	179.50	Bally DeLuxe Draw Bell, 5c	189.50
Chi Coin Bowling Alleys	179.50	Buckley Track Odds	349.50
Genco Bowling League, 10 ft.	149.50	Jumbo Parade, Comb.	124.50
5-BALL FREE PLAY GAMES		Mills Four Bells	89.50
State Fair	\$17.50	Mills Jumbo Parade (Cash)	69.50
Playboy	17.50	Mills Jumbo Parade (F.P.)	69.50
Stage Door Can-teen, w/f	27.50	Keeney Super Bell, 5c	69.50
Rio, w/f	27.50	Keeney Bonus Super Bell, 5c	189.50
Singapore, w/f	32.50	Late Evans Races (Comb. F.P. & Cash)	349.50
Havana, w/f	32.50	Late Evans Races, Cash Model	324.50
Sky Blazer, w/f	32.50	ARCADE EQUIPMENT	
Mexico, w/f	32.50	Hollycrane (New)	Write
Rocket, w/f	32.50	Undersea Raider	\$ 69.50
Humpy Dumpty, w/f	37.50	Exhibit Dale Gun	89.50
Manhattan, w/f	37.50	Exhibit Vitalizer	69.50
Bermuda, w/f	37.50	Genco Total Roll	54.50
Wisconsin, w/f	37.50	Mutoscope Movie, Iron Model	69.50
		Evans Bat-a-Score, Free Play	324.50
		Skill Thrill Gun, 1c, New	27.50
		Bally Hi-Roll	99.50
		1-BALL FREE PLAY GAMES	
		Gold Cup	\$ 99.50
		Citation	249.50
		Victory	32.50
		Special	49.50
		Special Entry	64.50

A BRAND NEW BASIC PLAY PRINCIPLE makes . . . AIR HOCKEY the most competitive, two-player game today



Air Hockey employs an entirely new idea, not an adaptation of an old one, that gets and keeps player interest. Player at each end of compact play field (5'x28") directs a fast-moving stream of air (through a gun controlled completely by player) against a ping-pong ball puck, attempting to direct the ball thru his opponent's goal. Game requires skill and timing and builds high competitive excitement. Optional 5c or 10c play. Play continues until one player has made 5 goals or until adjustable time period has expired.

Air Hockey's earning power and trouble free operation has been thoroughly tested and proven on location.

Air Hockey is NEW! Air Hockey opens NEW PROFIT horizons to arcades and operators. Write today for complete information.

WOODCRAFT SHUFFLEVISION, INC.

598 NEWARK AVENUE JERSEY CITY, N. J. PHONE: JOURNAL SQUARE 2-8641

New Box Stands. Single, Double and Triple Safes for All Bells. **GUARANTEED RECONDITIONED MILLS BELLS** Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells. WRITE FOR PRICES.

Mills Club Console Bells, 5c, 10c, 25c Play \$149.50 Ea.
We Have in Stock at All Times
EVERY NEW COIN MACHINE MANUFACTURED
Write for Circular and Price List. 1/3 Deposit With All Orders.
SICKING, INC. America's Oldest Distributor Established 1895
1401 CENTRAL PARKWAY CINCINNATI 14, OHIO
Associated with SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif. SICKING, INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

WILL BUY BALLY CHAMPIONS—F. P.

Give Price and Serial Numbers
WRITE TO
Box 363, c/o The Billboard Publishing Co.
188 W. Randolph Chicago 1, Ill.

IF YOU WANT TO BUY—SELL OR EXCHANGE MILLS SLOT MACHINES WRITE—PHONE OR TELEGRAPH FOR PRICES AND ALLOWANCES BAKER NOVELTY COMPANY

THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT
1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

YOU ARE BUILDING A GREATER AMERICA. WHEN YOU HELP THE AMERICAN HEART ASSOCIATION



the trend to Colors

Lemon yellow, jet black, emerald green, rose magenta, Chinese red, royal blue, lavender blue and generous sprinklings of rich chrome are what our master designers mixed together to bring out the 1950 line of Mills Bells. The most beautiful, the most colorful line of coin operated machines ever presented was displayed for the first time at the May show at our factory open house party. Operators were treated to the new trend in coin machines—bright, colorful units in their brilliant coats of paint accentuated with rich chrome and light oak side cases. Never in the 61 year history of Mills Bells has such a commotion been caused as by these Bells with their coats of rainbow

hues. All paints used in making up these combinations are durable and easy to keep fresh and clean simply by using a damp cloth. This plastic-like paint glows and glistens and takes a lot of abuse. It's baked on hard and put there to stay. It won't fade or grow lusterless but will give long, satisfactory service.

These colors were not just thrown together without any thought or feeling for design, but were the selection of color experts who were called in to create this beautiful new Mills Bell line. The terrific acclaim they received at the May show and the wealth of orders placed for them definitely prove that the "trend is to colors!"

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR • MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

SLIGHTLY USED ALLEYS

IN EXCELLENT CONDITION

- 40 Bally Bowlers
- 15 Keeney Pin Boys
- 31 United Alleys
- 5 United Super Alleys
- 10 United Double Shuffle Alleys
- 10 Gottlieb Bowlettes
- 3 Evans Alleys
- 10 United Expresses
- 10 Bally Speed Bowlers
- 6 Chi Coin Shuffle Baseball
- 10 Genco Bowlers
- 5 Keeney ABC Bowlers

Phone, write or wire us for rock bottom price. Financing available.

ARCADE EQUIPMENT

Boomerang	\$ 50.00
Batting Practice	75.00
Chi Coin Basket Ball	175.00
Chi Coin Hockey	85.00
Chi Coin Pistol	135.00
Chicken Sam (conv.)	95.00
Evans Ten Strikes	69.50
Exhibit Dale Gun	100.00
Exhibit Silver Bullets	150.00
Goatee	100.00
Heavy Hitter	50.00
Jack Rabbit	100.00
Keeney Air Raider	100.00
Mother-In-Law Gun	95.00
Mutoscope Football	225.00
Panorams	185.00
Pitchem and Batter	165.00
Scientific X-Ray	
Poker	85.00
Sky Fighters	100.00
Solar Horoscope with	
Scrolls	85.00
Supreme Bowl-A-	
Score	75.00
Telequiz	150.00
Tommy Gun	85.00
Undersea Raider	95.00
Vitalizer	95.00
Western Baseball	65.00
Williams All Stars	125.00
Early Photomatic	275.00
Latest Photomatic	650.00
Latest Voice	
Recorder	450.00
Siro's Brush Up	100.00
Acme Shoe Shine	
Machine	150.00
Falcon Shoe Shine	
Machine	150.00

CONSOLES (new)

Now Delivering Universal's Winner

CONSOLES (used)

Deluxe Draw Bells	\$150.00
R. B. Draw Bells	115.00
Mills Three Bells	250.00
5¢-25¢ Super Bonus	250.00

MUSIC

Wurlitzer 616	\$59.50
Wurlitzer 71	95.00
Wurlitzer 600	95.00
Wurlitzer 750	150.00
Wurlitzer 850	165.00
Rock-Ola 46	195.00
Seeburg Hi-Tone	135.00
Seeburg Vogue	75.00
Seeburg Cadet	75.00
Seeburg Classic	75.00
Packard Wall Boxes	17.50
Rock-Ola Wall Boxes	17.50
Rock-Ola-Dialtones	
late	2.50
Keeney Wall Boxes	
as is	2.50
15 Personal Wall	
Boxes	5.50
15 Solotone Wall	
Boxes	5.50
10 Seeburg Selecto-	
matic Wall Boxes	5.00
6 Wurlitzer 3031	
Wall Boxes	18.00
30 Wire Cable, 100	
ft. for	20.00
30 Wire Plastic Cable,	
100 ft. for	25.00
Packard Wall	
Brackets, Each	2.75

COUNTER GAMES

10 5¢ Gushers, new	\$18.50
A.B.T. Electric Skill	
Guns, new	49.50
Silver King Target	
Gum Vendor, new	32.50
Silver King Target	
Gum Vendor, used	19.50
A.B.T. Challengers,	
used	20.00
Acme 1¢ Shockers, new	19.50
Five Jacks, 1¢, new	59.50
Kickers & Catchers,	
new	32.50
Three of a Kind, new	18.00
Punch A Ball, new	18.00
Bat A Homer	27.50
20 Used A.B.T. Elec-	
tric Guns, Each	32.50
Victor's Basketball	32.50
1¢ Cubs	7.50
1¢ Marvels	15.00

SLOTS

5¢ Silver Chief	\$65.00
50¢ Brown Front	150.00
10¢ Silver Chief	75.00
5¢ Black Cherry	95.00
10¢ Black Cherry	105.00
5¢ Blue Front	65.00
10¢ Blue Front	75.00
25¢ Blue Front	85.00
10¢ Pace	50.00
10¢ Golden Falls	115.00
5¢ Chrome Bell	75.00
10¢ Chrome Bell	85.00
10¢ Glitter Gold	75.00
5¢ Roll A Top	50.00
10¢ Treasury	45.00
10¢ Comet	45.00
5¢ Extraordinary	75.00
10¢ Extraordinary	85.00
25¢ Dixie Bell	75.00
Columbia	75.00
1¢ Q. T.	40.00
3 Chi Metal Double	
Revolver Safes,	
each	95.00
10¢ Mills Q.T.	45.00
5¢ Vest Pockets	35.00

CIGARETTE MACHINES (used)

National 950's	\$85.00
National 9A's	85.00
National 930's	65.00
Unedapak 500, 9 col.	65.00
Unedapak 500, 15 col.	75.00
DuGrenier Challenger,	
7 col.	85.00
DuGrenier, 7 col.	45.00
Rowe Imperial, 6 col.	55.00
DuGrenier W's, 9 col.	55.00
Rowe Royal, 10 col.	65.00
Rowe President,	
10 col.	75.00

TERMS: 1/2 deposit with all orders, balance C. O. D.



M.S. GISSER, SALES MGR.

Trade Directory

New Equipment

Ciggy—counter game—Comet Industries, Chicago.

Coffee—soluble powdered—Chase & Sanborn, New York.

Comet—counter game—Comet Industries, Inc., Chicago.

Ice cream vending machine—three flavor selection—S & S Vending Machine Company, San Jose, Calif.

Juice Bar Junior—canned beverage vending machine—Juice Bar Corporation, New York.

King—counter game—Comet Industries, Inc., Chicago.

Meteor—counter game—Comet Industries, Inc., Chicago.

Mite—counter game—Comet Industries, Inc., Chicago.

Change of Address

Huber Distributing Company, moved from Emeryville, Calif., to 1118 Howard Street, San Francisco.

New Firms

Cameo Vending Service, New York, opened branch office at 8 Oranwump St., White Plains, N. Y.

Cole Products Corporation, Chicago, opened divisional sales office at 223 E. Detroit Avenue, Milwaukee.

Ben Newman & Associates, 50 East 21st Street, Brooklyn—candy brokerage.

Wilhite Company, 512 N. LaSalle Street, Chicago—to market—three and five-column penny bulk venders.

Merger

The name Cup Machine Service Corporation, 1007 Market Street, Wilmington, Del., will be retained as a result of the merger of Spacarb Philadelphia Company and the Cup Machine Service Corporation.

Personals

Atlas Tool & Manufacturing Company, St. Louis, appointed Bob Foushee as service manager.

Fen K. Doscher, vice-president in charge of sales of Lily-Tulip Cup Corporation, New York, was elected

president of the Sales Executives' Club of New York, and also elected to the board of directors of the Advertising Club.

D. E. Lawson, director of research, Hupp Corporation, Cleveland, has been elected a vice-president of that firm.

Michigan Automatic Phonograph Owners' Association, Detroit, official for 1950: Morris Goldman, of the Morris Music Company, re-elected

head of association; Harry Norton, Lincoln Vending Company, elected vice-president; Edward Grodzicki, E and A Music Company, was elected secretary-treasurer; Eddie Clemons, Music Service Company, and James Jeffrey, Jeff's Music Company, were

elected to the board of trustees and Marty Rice, Rice Music Company, was named to the board under the presidential prerogative in the by-laws by President Morris Goldman.

Spacarb, Inc., New York, appointed the following representatives: Maurice Baruch, Maurice Spillane, H. I. Hagmaier, Jerry Le Beda, James Hosler and J. B. Carpenter.

Distributors

Indevco, Inc., New York, appointed the following sales representatives: Thurston-Dunn, Inc., of Providence, to cover New England States except Connecticut, which is to be covered

by the A. & G. Distributing Corporation of New Haven, Conn.

The J. P. Seeburg Corporation, Chicago, appointed Wolfe Distributing Company as exclusive Seeburg distributor for Alabama and Florida with offices at 1626 Sixth Avenue, N., Birmingham, and 459 Riverside Avenue, Jacksonville, Fla.

Spacarb, Inc., New York, became the non-exclusive distributor for the Bert Mill's hot coffee vender. Also appointed the following distributors: E. L. Granger, Kansas City, Mo.; Harvey Smith, Atlanta, and Eugene Bryant, Greenville, S. C.

The Rudolph Wurlitzer Company, of North Tonawanda, N. Y., appointed T & L Distributing Company, Cincinnati, to cover that territory.

NORTHERN OHIO AMI DISTRIBUTORS

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE · CLEVELAND 15, OHIO

ALL PHONES: TOWER 1-6715

M.S. GISSER, SALES MGR.

BOWL-O BRINGS BIG BIZ!

Operators Report Terrific Take at Arcade Locations



This new arcade sensation is piling up big profits for beach spots this spring, according to enthusiastic owners. And no wonder! BOWL-O plays fast and steadily—at 10¢ a game. It's a real bowling game, played with real balls. There's no other game like BOWL-O for real bowling thrills!

Order your BOWL-O games now—at once—so your installation will be ready for a full summer of record-breaking business. Get full facts on this amazing money-maker. Write today for illustrated literature, records of earnings and prices.

SUTPHEN PRODUCTS Corporation

61 West 56th Street New York 19, N. Y.

Distributors, Operators, Arcade Owners, ACT NOW!

The Only Real Bowling Game

EARNING CAPACITY \$4.00 PER HOUR

Bowl-O

NEEDED FOR EXPORT ORDER

LARGE QUANTITY OF POSTWAR PHONOGRAPHS

Especially

46M SEEBURGS and 1015 WURLITZERS

LIBERAL ALLOWANCE TOWARD SEEBURG SELECT-O-MATIC 100

ACT NOW!! We are in a position to offer TOP PRICES . . . CONTACT US TODAY.

EXCLUSIVE GOTTLIEB, WILLIAMS & SEEBURG DISTRIBUTORS

TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS Tel. Liberty 2-9480

MODERNIZE AND PEP UP YOUR SHUFFLE GAMES! VERY LATEST NEW DISAPPEARING PIN CONVERSIONS FOR ALL SHUFFLE ALLEY GAMES—Write for Prices!

CLOSEOUTS! BRAND NEW SHUFFLE GAMES—

Latest Models—Disappearing Pins—Original Crates—WRITE! Send for Special Summer Price List, All Types of Equipment—5-Ball Free Plays, 1-Balls, Consoles, Bells, Arcade, Etc.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

TRADIO

THE COIN-OPERATED TELEVISION



ORDER NOW
For Prompt Delivery
 25% deposit
 required with all orders

- TRADIO TELEVISION FEATURES:**
- Tamper-proof cabinet.
 - Tamper-proof coin box.
 - Tamper-proof timer.
 - Separate locks for coin box and cabinet.
 - Console readily converted to table model.
 - Provision made for mounting casters for room-to-room mobility.
 - R.C.A. licensed.
 - Bright, sharp, stable 12½-inch picture.
 - Super-sensitive trouble-free chassis.
 - Built-in antenna.
 - Simple tuning.
 - Picture tube guaranteed for one year.
 - Built-in coin counter.
 - Operates 30 minutes for 25¢.
 - Also available in DC at extra cost.

SENSATIONAL MONEY MAKER!
BIG 12½ INCH PICTURE
ONLY \$199.95 (List Price)

OPERATORS AND DISTRIBUTORS! TRADIO NEEDS NO INTRODUCTION. YOU HAVE MADE MONEY WITH THE NAME BEFORE AND HERE'S YOUR OPPORTUNITY TO CASH IN ON EVEN GREATER PROFITS NOW.

TRADIO TELEVISION: This New 1951 Model is greatly superior to ordinary television sets. It is specially designed for coin-operation.

TRADIO TELEVISION LOCATIONS ARE UNLIMITED! Television itself has not yet scratched the surface. Millions of locations such as Hotels, Tourist Camps, Motels, Club Rooms, Hospitals, Meeting Halls, etc., are still available and are anxiously waiting for you, Mr. Operator.

YOUR OPPORTUNITIES WITH TRADIO TELEVISION! Right now a National Organization for TRADIO TELEVISION is being organized. Key distributors are being assigned from coast to coast.

ALERT OPERATORS AND DISTRIBUTORS ARE INVITED TO INVESTIGATE THE IMPORTANT, PROFITABLE NEW OPPORTUNITIES TRADIO TELEVISION OFFERS.

Yes, THERE ARE ALMOST UNHEARD-OF OPPORTUNITIES FOR BIG PROFIT, so ARRANGE NOW TO INSTALL TRADIO TELEVISION IN YOUR AREA. Remember, this is no ballyhoo. We are not just shouting from the house-tops. This is real, down-to-earth truth, every word of it, and all there remains is for you to decide today, NOW, to get your share of this veritable gold rush.

EXCLUSIVE DISTRIBUTORSHIP FRANCHISES AVAILABLE
WRITE, WIRE OR PHONE TODAY!

TRAD TELEVISION CORP.
 Manufacturers of RCA Licensed Television for Institutional Use

ASBURY PARK,
 NEW JERSEY
 Tel.: Asbury Park 2-7447

NEW YORK OFFICE
 377 FOURTH AVENUE
 NEW YORK 16, N. Y.
 Telephone:
 Murray Hill 3-9757

Superior in Looks! Superior in Operation!



REBUILT PHONOGRAPHS

These outstanding trade-ins are rebuilt to give long-term service . . . they're practical money-makers for alert operators who will snap them up in a hurry. To insure getting the best quality phonographs available at the price, send your order in immediately.

PHONOGRAPHS		WURLITZER:	Arcade Equipment	
SEEBURG:		1015 \$249.50	VOICE-O-GRAPH \$250.00	
146-S	\$239.50	1250 WRITE	MERCURY SCALES 59.50	
146-M	289.50	ROCK-OLA:		
147-S	289.50	1422 \$149.50	EXHIBIT DALE GUNS 79.50	
147-M	339.50	WALL BOXES		
148-S	349.50	SEEBURG:		
148-ML	399.50	W1-L56 \$24.50	A. B. T. CHALLENGER 24.50	
H146-M	299.50	3W5-L56 59.50	A. B. T. STAND 5.00	
A. M. I.:		W4-L56 55.00	POOLETTE POOL TABLE 149.50	
MODEL "A"	\$350.00	WURLITZER:		
MODEL "C"	WRITE	3020 \$35.00	9' SHUFFLEPINS 50.00	
		3045 19.50	WAXOMATIC	
			SHOE SHINER 120.50	

SHAFFER-SEEBURG



Phone—Wire—Write

SHAFFER MUSIC COMPANY

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio
2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St.
Charleston, W. Va. South Bend, Ind.
1619 W. Wheeling, W. Va. (Location to be
Washington St. 2129 Main St. announced later)

SALES-SERVICE STATES

ON THE BEAM . . . FOR THE BIG MONEY!

"FLYING SAUCERS" ★

BEAM JET ★

®Trademark, U. S. Patent No. 2,265,598.

- ★ NEW! DIFFERENT!
- ★ PACKED WITH PROFITS!
- ★ PROVEN PLAYING APPEAL!
- ★ SPEEDY ACTION!
- ★ REASONABLY PRICED!

This sensational moneymaker operates by guiding a jet-designed "Flying Saucer" over a challenging, winding course on a cleverly designed revolving playing area. Fast and furious action as the player shows his skill in manipulating the double-handled control to ring up a high score. A fast game for a fast nickel.

\$190 (with stand) \$170 (without stand)
F. O. B. Long Island City, N. Y.
16"x20"x64" 16"x20"x32"

Get the Game of the Day—
For Today's Profits!

INTERNATIONAL MUTOSCOPE CORPORATION
44-04 ELEVENTH ST. LONG ISLAND CITY 1, N. Y.



BEST PREMIUM BUYS!

New Premiums
Added Every Week

THIS 8" ELECTRIC FAN \$3.85 \$3.59
WEEK'S SPECIAL! 1 Year Guarantee—\$6.50 value Sample Doz. Lots
Write for Catalog—WE MAIL ANYWHERE—25% Deposit With Order

BALLY SPOT BELLS, LIKE NEW \$395.00

BALLY CLOVER BELLS

Citations or Lexingtons, F.P. & P.O. Comb. 1	\$235.00
Gold Cups (Comb. F.P. & P.O.)	150.00
Used Champion	395.00
Keeney Gold Nuggets	179.50
DeLuxe Draw Bells	189.50
Wms. All-Stars	115.00
Dale Guns	85.00
Bally Shuffle Bowlers, 9 1/2"	125.00
Wurlitzer 1017A—very slight use	249.50
Wurlitzer 800, reconditioned	99.50
Gott. Robin Hoods	39.50
Genco Screwballs	59.50
Genco Trade Winds	49.50

COVEN—Your Headquarters for Current Used Equipment . . .

L-O-O-K!
Bally Speed Bowlers \$285.00

NOW DELIVERING
Bally Bally
TURF • SHUFFLE
KING • CHAMP

NEW PIN GAMES

Wms. Sweetheart
Exhibit Jeanie

TWISTED RODS—Assorted Colors. Replacements for 1015 Bubbler Tubes \$9.75 Per Set

Operators in Wisconsin, No. Illinois & Indiana
USE THE COVEN FINANCE PLAN

COVEN

distributing company
3181 Elston Chicago 18, Ill.
INdependence 3-2210

All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff.

Authorized Distributors for
Bally and WURLITZER
Products Phonographs

CORRECTION—In the June 17 issue of COVEN DISTRIBUTING ad, the Wurlitzer 1017A was priced at \$149.50 in error. It should have been \$249.50.

FOR SALE Coin Machine Route

Old Established Route—Located Southern California—46 Late Model Phonographs and Pin Games. All on location. Price . . . \$34,000.00. Will Finance BOX A-93, THE BILLBOARD 6000 Sunset Blvd. Hollywood 28, Calif.

Canada Dry Dividend

NEW YORK, June 17.—Canada Dry Ginger Ale, Inc., declared a regular quarterly dividend on its cumulative preferred stock of \$1 per share and 1¢ cents on its common stock. Both are payable July 1 to stockholders of record June 15, 1950.

DISTRIBUTORS! OPERATORS! DON'T JUNK OR SELL YOUR OLD SHUFFLE BOWLING GAMES

SENSATIONAL, NEW BASEBALL CONVERSION UNIT

CONVERTS your old Bally, United and Rock-Ola Bowling Games to BASEBALL GAMES at a FRACTION of new game costs!

NOW! 2 GAMES in PLACE of ONE!

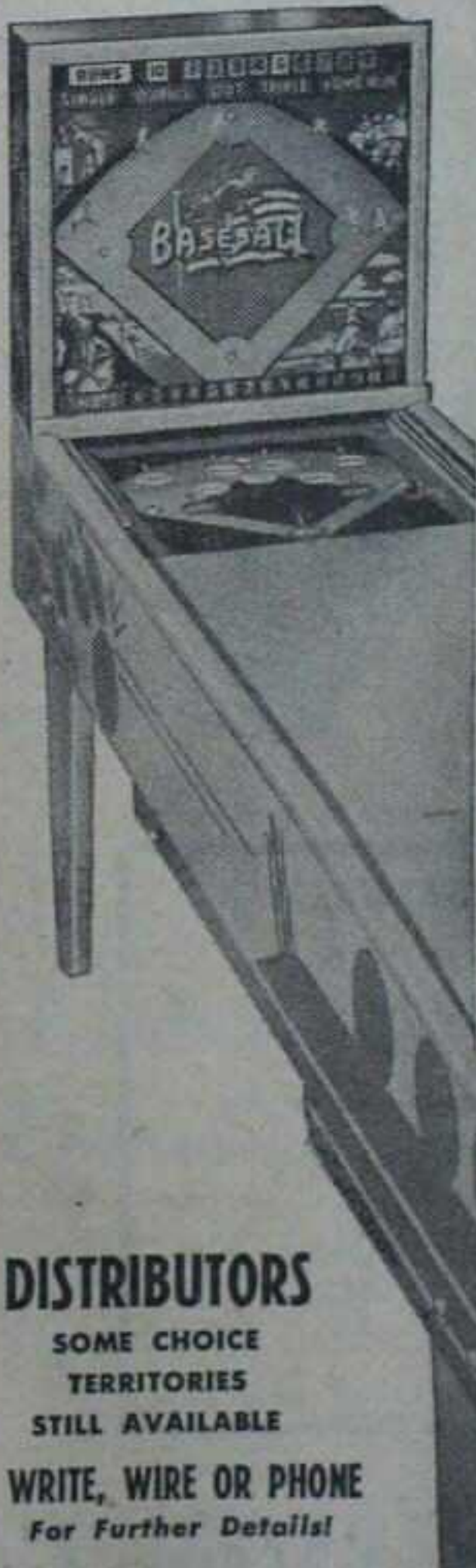
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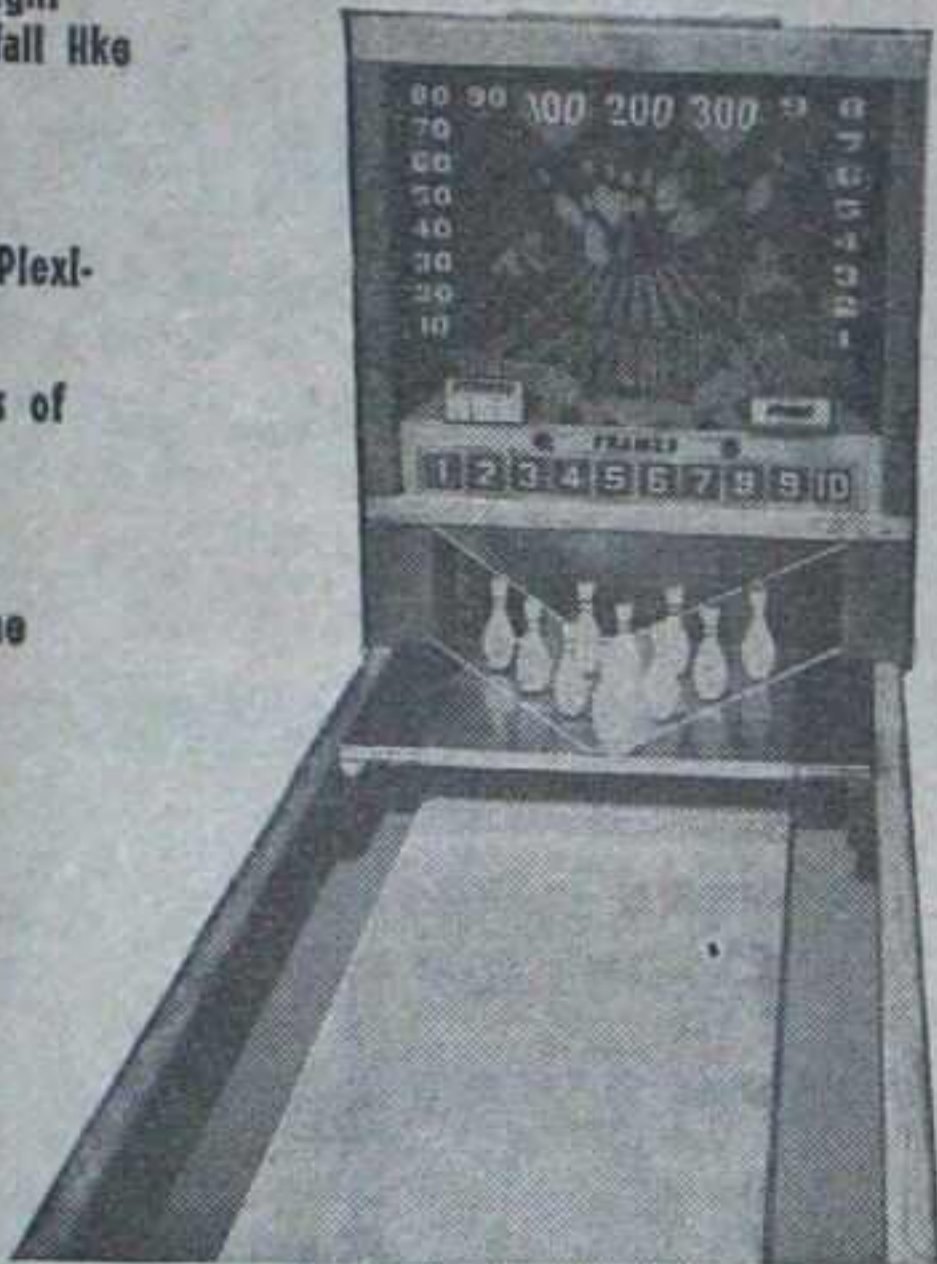
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- Resets automatically
- Pins enclosed in clear Plexiglass Dome
- Adjustable to all makes of bowling games
- Easy to install
- Specify make of machine when ordering



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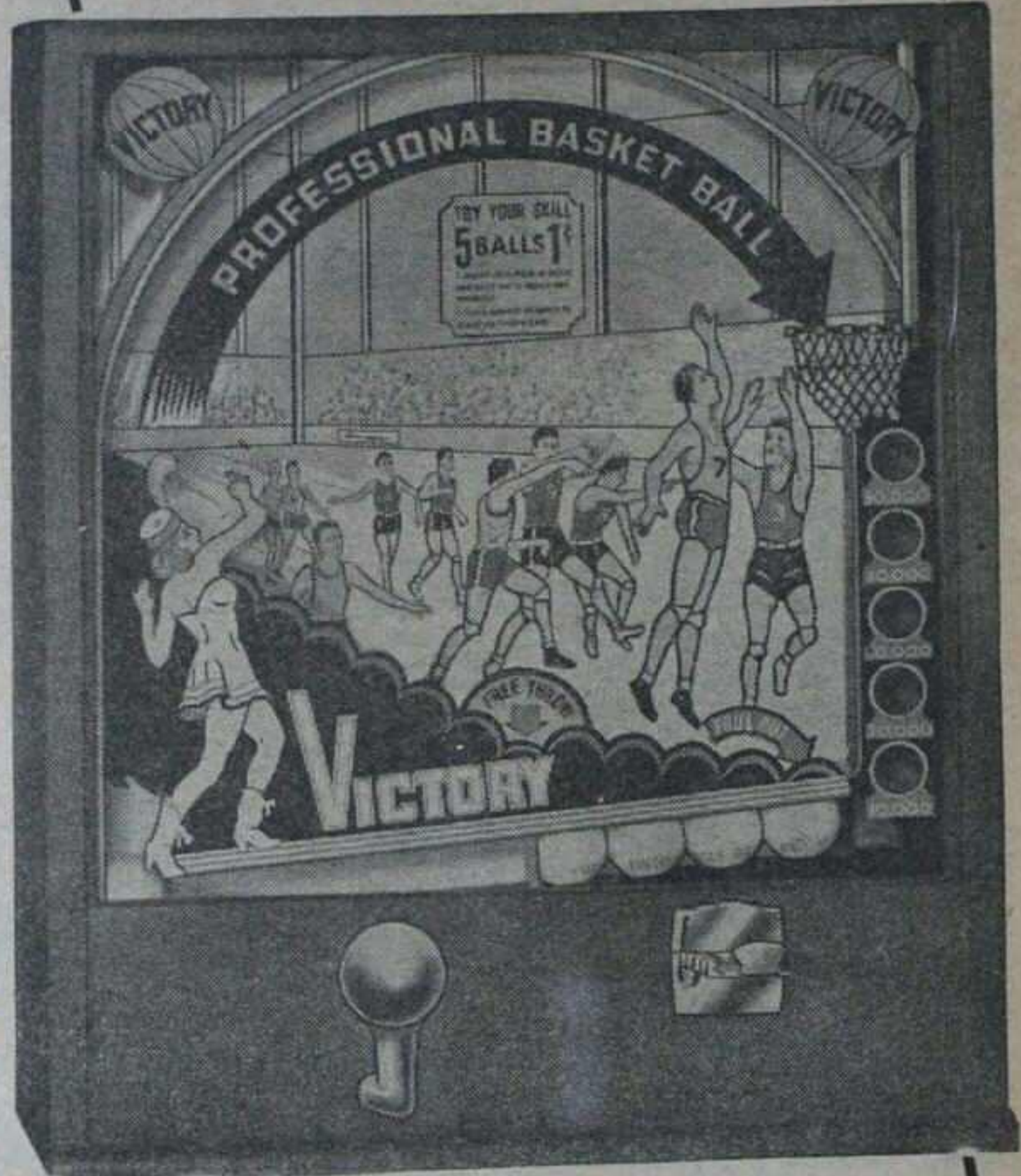
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PLAYER-ACTION plus PROFIT-ACTION

FAST PLAY . . . EXCITING REALISM

- 5 Balls for 1c
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22" High x 18" Wide x 6 1/2" Deep

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MODERNIZE YOUR OLD SHUFFLE ALLEY! BRING YOUR GAMES UP TO DATE WITH UNITED'S SHUFFLE ALLEY DELUXE DISAPPEARING PIN CONVERSION

MADE BY UNITED

EASILY INSTALLED IN 15 MINUTES!

PRICE
\$79.50

Motor-Driven Pins!
Fast, Quiet, Smooth!
New Multi-Colored
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SHUFFLE GAMES

United SHUFFLE ALLEY	\$109
Bally SHUFFLE BOWLER	139
Wms. TWIN SHUFFLE	139
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Un. DOUBLE SHUFFLE	229
Keeney TEN PIN	85
Genco GLIDER	49
Ex. SHUFFLE BOWL CONVERSION	95

NEW SHUFFLE GAMES

Keeney DOUBLE BOWLER	
Keeney DUCK PIN	
United SHUFFLE SLUGGER	
Un. SHUFFLE ALLEY EXPRESS	
Rock-Ola SHUFFLE JUNGLE	
Nationwide BASEBALL	

NEW PHONOGRAPHS
Rock-Ola Model 1428

Always Think
FIRST!



BALLY CONSOLES

DRAW BELL, Metal But.	\$125
DRAW BELL, Red But.	135
DE LUXE DRAW BELL	150
TRIPLE BELL, 5-5-25	225

FIVE BALLS

BASKETBALL	\$145
BOSTON	109.00
HOT RODS	99
BLACK GOLD	95
MOROCCO	59
ALICE IN WONDERLAND	59
SCREW BALL	59
MERRY WIDOW	59
SPEED WAY	49
COVER GIRL	49
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ONE BALLS	
CITATION	\$225
CHAMPION	375

MONARCH SHUFFLEBOARD

18 ft. complete with Monarch deluxe scoreboard.
\$175 crating extra

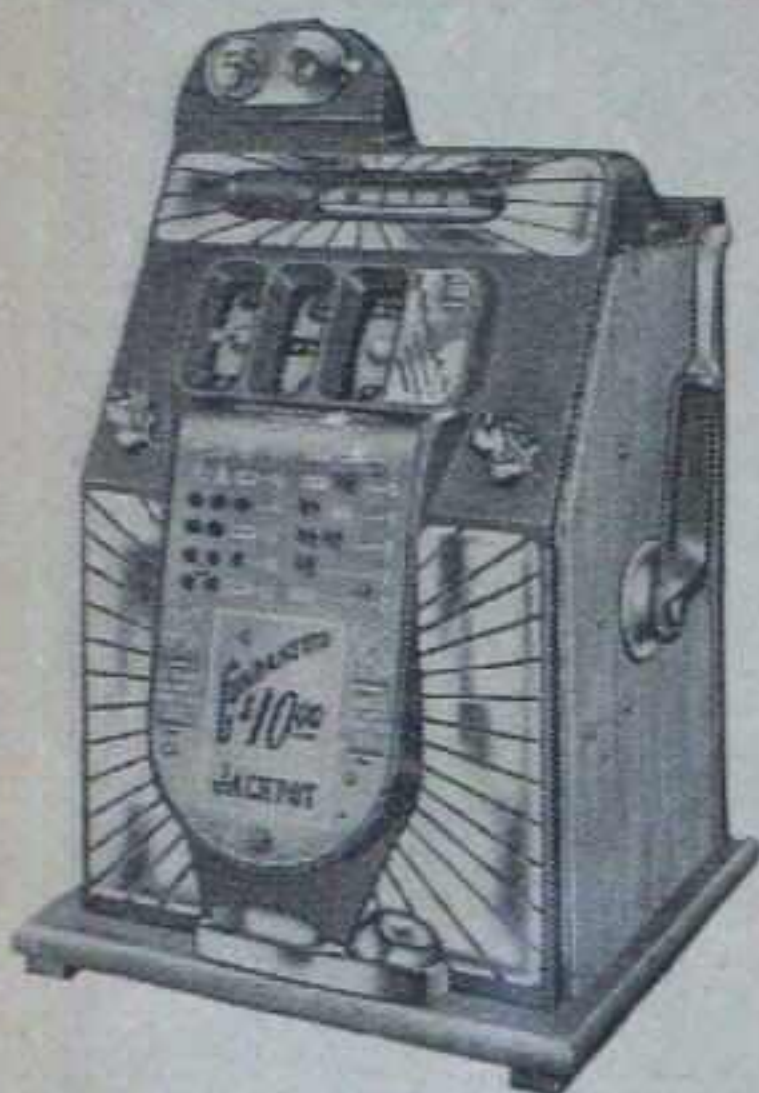


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NEW SENSATIONAL STANDARD MODEL CRISS CROSS

Here's a Lower Bell
Comparable to any Jackpot
on the Market.

Sells to Clubs at \$225.00
for 5c play, \$235.00 for 10c,
\$245.00 for 25c.

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MANUFACTURING CO.**
4223 W. Lake St.
Chicago 24, Ill.

COINMEN YOU KNOW

Los Angeles:
(Continued from page 170)

are humming at Minthorne Music with Nels Nelson, music machine man, joining the firm. Ed Wisler also is a new addition to the firm and will serve in the sales department. George Mahlun, salesman, is passing out the cigars on the occasion of his third child, a daughter. . . . E. E. Peterson, San Diego operator, in the city from his baliwick. . . . Hank Tronick handling the parts department at Minthorne Music.

Mike Hammergren, president of Super-Vend Sales Corporation, returned east after a three-day huddle with William R. Happel Jr. and Al Silberman, of Badger Sales Company. The meeting centered on an elaborate program aimed principally at locations and sales. They also talked about a new policy regarding sales that revolves around the fine combing of this territory, not overlooking even the smallest town in the area. . . . Paul Laymon, of Paul Laymon Company, has received a sample of Bally's new Turf King and is showing it at his headquarters. Laymon predicts big things for the game.

Jack Gutshall is making his residence at Big Bear and is operating in the San Luis Obispo vicinity. Gutshall was in town recently and took time out to look up Jack Pfeiffer for a gin game. . . . Harry Irwin, of Ventura, in the city on business. . . . Alex Koleopolus, of Bakersfield, has gotten delivery on a new car and will soon drive to Modesto for a visit with his brother.

Norman Christ in from Lompoc, the seed center of California. . . . Jim Murphy in from Inyokern. . . . Robert Donahue is too busy at his Pismo Beach bailiwick to get into town and is using the mail to secure the latest records from Bill Leuenhagen's record bar. . . . Gene Sessions a visitor from Compton. . . . Mary Solle, who runs the Leuenhagen record bar and arranges all the artists-operators parties, has picked "A Simple Life of Luxury" by Julie Mitchum on Luxury Records as a coming hit. . . . Al Anderson, of Shafter, a visitor to coinrow. . . . Allen McMahan in from San Jacinto. . . . Bill Merrill, of Santa Ana, also a Pico Street buyer.

Fred Meyers is soon to bring out some tunes recorded by Johnny Tyler, Sam Nichols and Ardie Hudson. Meyers has not yet secured a name for his label but reports that the title and releases will be forthcoming soon. Among the sides cut are some lilting polkas, Meyers said. . . . Al Silberman, associated with Badger Sales Company, has a deal cooking on hot potato chips. The firm has secured the distribution of the Hawkeye vender and a deal has been made by Silberman to feature Bell Brand potato chips in the machines in this territory. The equipment will carry the Bell Brand trademark. Deal was set after Silberman huddled with Cyril C. Nigg, of Bell Brand Foods. Badger Sales is handling a locally made coin-operated television, Roto-Vision. . . . Jack Neal here from Riverside; John Ketchersid, Long Beach; I. B. Gayer, San Bernardino; John East, Miami, Ariz., and Clyde Truss, Oceanside.

Clyde Denlinger, of Balboa, noted on Pico. . . . Ditto for C. E. Stephens, of Duarte, and Charles Cahoone, of Long Beach. . . . Jack Spencer getting set for the summer arcade season at Big Bear Lake. . . . Jack Mallett, of Mission Novelty Company in Claremont, checked in. . . . Ben Counselman, of Santa Ana, and Marvin and Roy Jones, of Ridgecrest, making their usual Los Angeles visits.

Brief and Important

Consider Amusement Machine Tax

A bill to repeal a 1948 law which now prohibits municipalities in Louisiana from taxing mechanical amusement devices, has been proposed in Baton Rouge by Rep. C. G. Jones, of Lincoln Parish.

BEST BUYS



Sensational! Money Maker!

STAR BOWLER CONVERSION

- Takes only 20 minutes to install
- Latest fly-a-way pins

Only twenty minutes needed to convert to a bowling game with the sensational STAR BOWLER. Don't miss it. **\$79.50**

**BALLY
CHAMPIONS**
One Ball Free Play
\$399.50

**BALLY
SPEED BOWLER**
Fly-Away Pins—
Like New
\$270.00

**EXHIBIT
STRIKE**
Lightning fast game
for 1 or 2 players

USED SHUFFLE GAMES

Chicago Coin BOWLING ALLEY . . . \$175.00	Williams DeLuxe BOWLER . . . \$245.00
Williams BOWLER . . . 175.00	Bally SHUFFLE BOWLER . . . 135.00
Williams TWIN SHUFFLE . . . 150.00	Keeney PIN BOY . . . 125.00
Bally SPEED BOWLER . . . 270.00	Genco GLIDER . . . 50.00
United SHUFFLE ALLEY . . . 100.00	Universal TWIN BOWLER . . . 195.00

CONSOLES

BALLY

SPOT BELL . . . \$375.00
DeLuxe DRAW BELL . . . 140.00
Regular DRAW BELL . . . 100.00

KEENEY

TWIN BONUS SUPER . . . \$225.00
SINGLE BONUS SUPER . . . 175.00

MISC. & ARCADE

Exhibit SHUFFLE BOWL . . . \$ 99.50
Genco SCORE BOARD . . . 85.00
Exhibit DALE GUN—Late . . . 75.00
Bally HY ROLL . . . 50.00
ADVANCE or TOTAL ROLL . . . 30.00
TELEQUIZ, 1948 . . . 125.00

EXHIBIT'S JEANIE

A 3-ball game loaded with new scoring features; bobble bumps; player controlled flippers.
Exclusive Factory Distributors.

WANT TO BUY

Late Pin Games
and
Phonographs

WILLIAMS SWEETHEART

Entirely new play field—thumper bumpers—tilt reset—10 knockout holes, and replay scoring. Get next to Sweetheart for BIG profits.
Exclusive Factory Distributors

MILLS ORIGINAL SLOTS

POSTWAR BONUS, 5¢ \$130	BLUE BELL, 5¢ \$135	JEWEL BELL, 5¢ \$125
POSTWAR BONUS, 10¢ 130	BLUE BELL, 10¢ 135	JEWEL BELL, 10¢ 125
POSTWAR BONUS, 25¢ 130	BLUE BELL, 25¢ 145	JEWEL BELL, 25¢ 125
POSTWAR BONUS, 50¢ 210	BLUE BELL, 50¢ 210	JEWEL BELL, 50¢ 210
BLACK CHERRY, 5¢ 95	BLACK GOLD, 5¢ 145	BONUS PREWAR, 5¢ 85
BLACK CHERRY, 10¢ 95	BLACK GOLD, 10¢ 145	BONUS PREWAR, 10¢ 85
BLACK CHERRY, 25¢ 95	BLACK GOLD, 25¢ 150	BROWN FRONT, 5¢ 75
BLACK CHERRY, 50¢ 185	VEST POCKET, 5¢ 40	BROWN FRONT, 25¢ 75

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NEW BALLY CLOVER BELLS . . . WRITE	BALLY SPOT BELLS . . . \$295.00
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BALLY MULTI-BELL . . . 250.00	KEENEY BONUS BELLS, 2-WAY . . . 145.00
BALLY HI HANDS . . . 19.50	KEENEY BONUS BELLS, 1-WAY . . . 124.50
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RECONDITIONED ASST. EQUIPMENT	
CHICAGO COIN BASKETBALL . . . \$149.50	BALLY CHAMPION . . . \$395.00
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CONVERSION

"SPEED BOWL" FOR UNITED SHUFFLE ALLEY



NEW BACKBOARD GLASS

NEW DISAPPEARING PINS—FAST ACTION INDIVIDUALLY NUMBERED QUIET OPERATION

SPEED BOWL is absolutely the newest and finest conversion for United Shuffle Alley. It has been designed to bring in the MAXIMUM PROFIT for United Shuffle Alley Operators. SPEED BOWL conversion comes complete with newly designed and colorful back glass plus brand-new, clearly lighted cabinet and shaped bowling pins, with plexi-glas shield. READY FOR QUICK INSTALLATION. SPEED BOWL is the answer to lagging profits. Now you can hold those locations with this sensational conversion.

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MINIATURE COIN-OPERATED INDUSTRIAL CRANE



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with **NEW ADDED FEATURE!**



VISIBLE ODDS 10 TO 1 UP TO 100 TO 1!
ALL COIN PAYOUT! *Twin Payout Tubes! No Tokens!*

THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING IS PROFITABLE!

- Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS!
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- Precision Engineered! Custom Built Cabinet! 5c or 25c Play.

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SEE EVANS' CONSTELLATION AD ON PAGE 164

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Keeps Players on Their Toes
with
ROCK 'EM and SOCK 'EM
Ring Action!

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MADISON SQUARE GARDENS

- Non-Rotation Number Sequence, 1 to 10.
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- ★ Universal's Twin Bowler
- ★ Chicago Coin's Twin Bowler
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- ★ Gottlieb's Bowletto

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New Mills and Jennings Slots and Consoles.
New Safes — Single, Double, Triple Revolvers.

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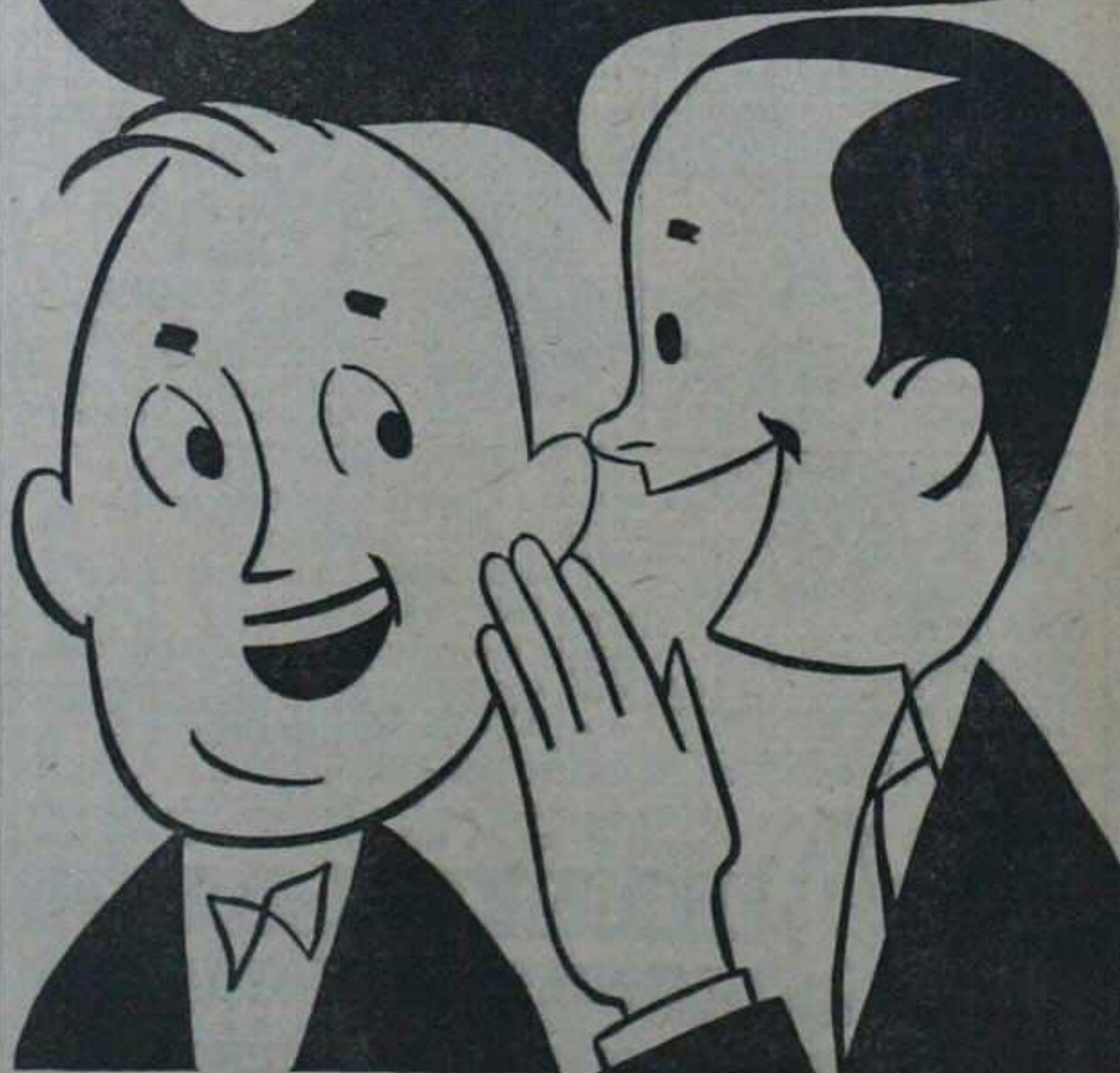
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A 5-Ball Game Loaded With Action Where You Want It . . . On the Play Field—New, Exciting Scoring Features—Plus "Special" Build-Up . . .

- BOBBLE BUMPERS
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- PLAYER CONTROLLED FLIPPERS
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Regular Bonus Plus Surprise Bonus and Other New Play Appealing Features

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We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products

NOW DELIVERING
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21 BELL

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BLUE BELL TOKEN BELL
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Bowling Champ Conversion for Shuffleboards
Double Bowler, 9 1/2 ft. Rebound } 1 or 2
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WIDE

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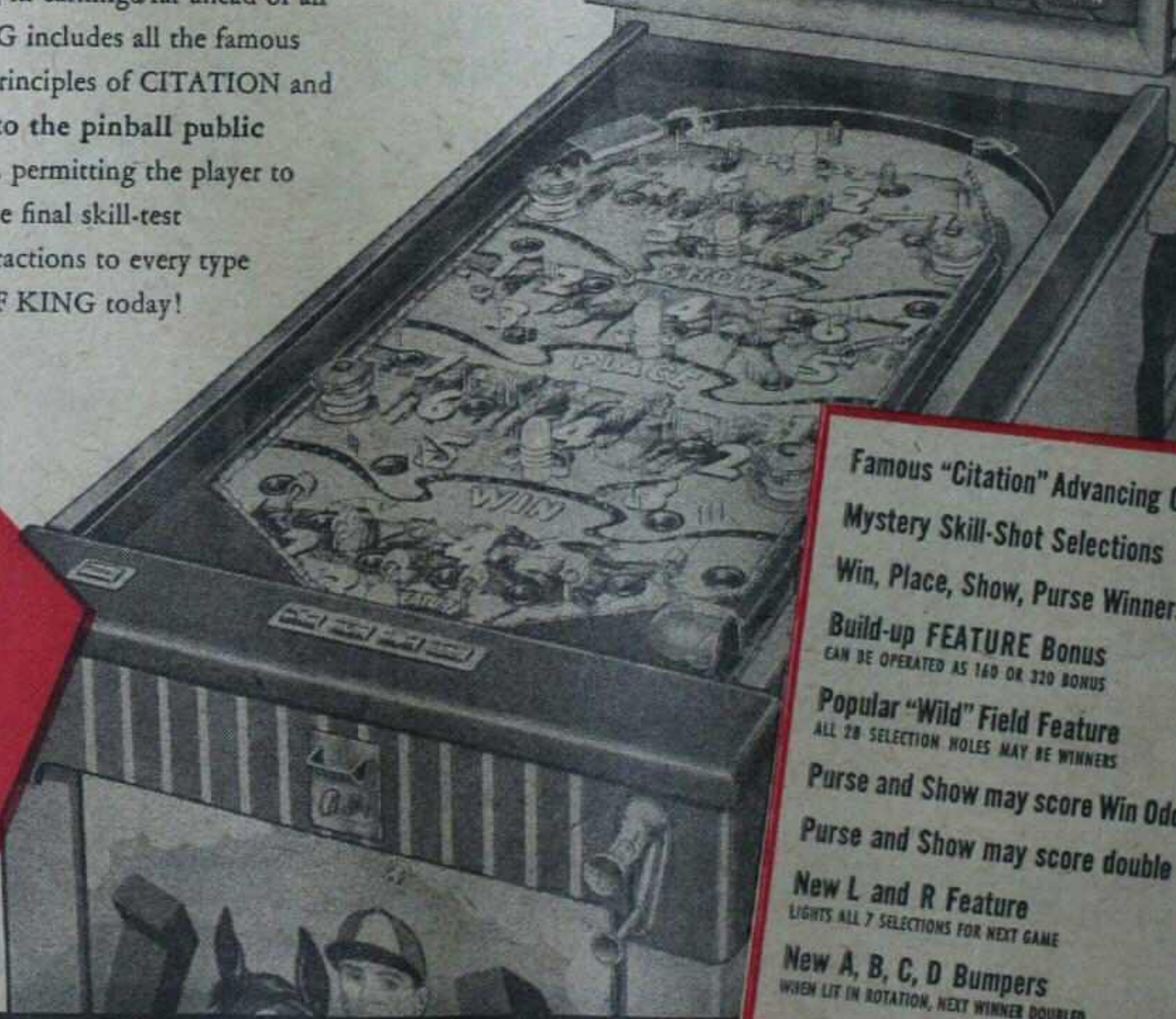
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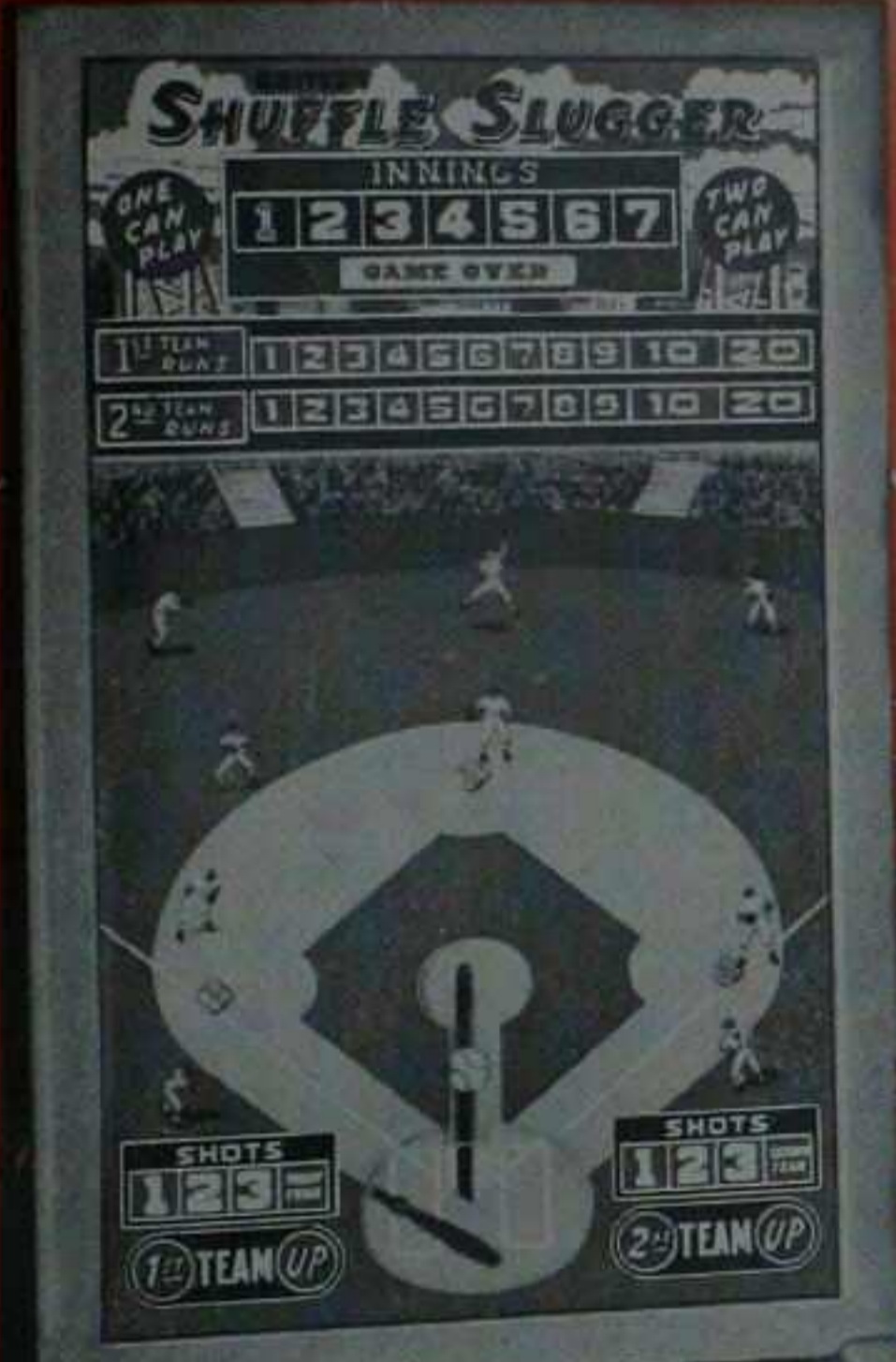
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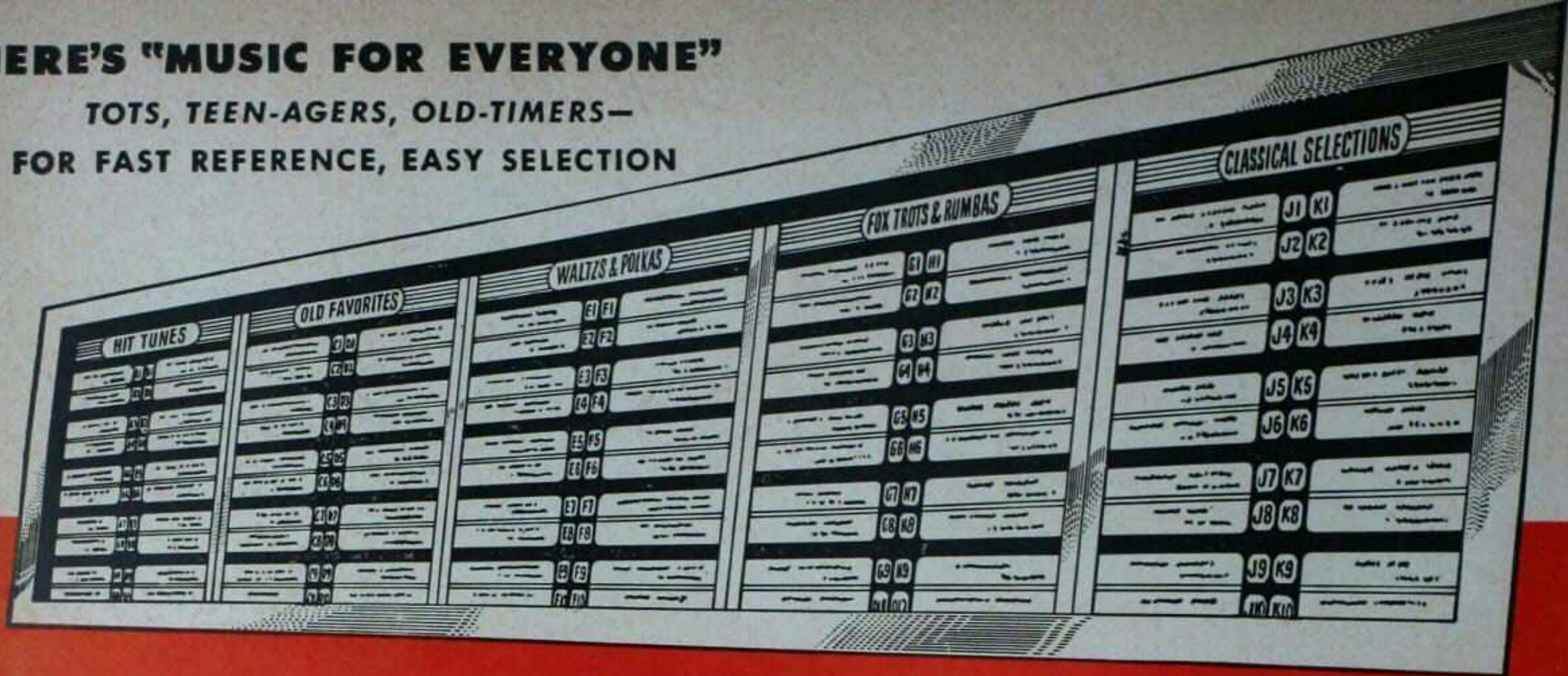


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