

The Billboard

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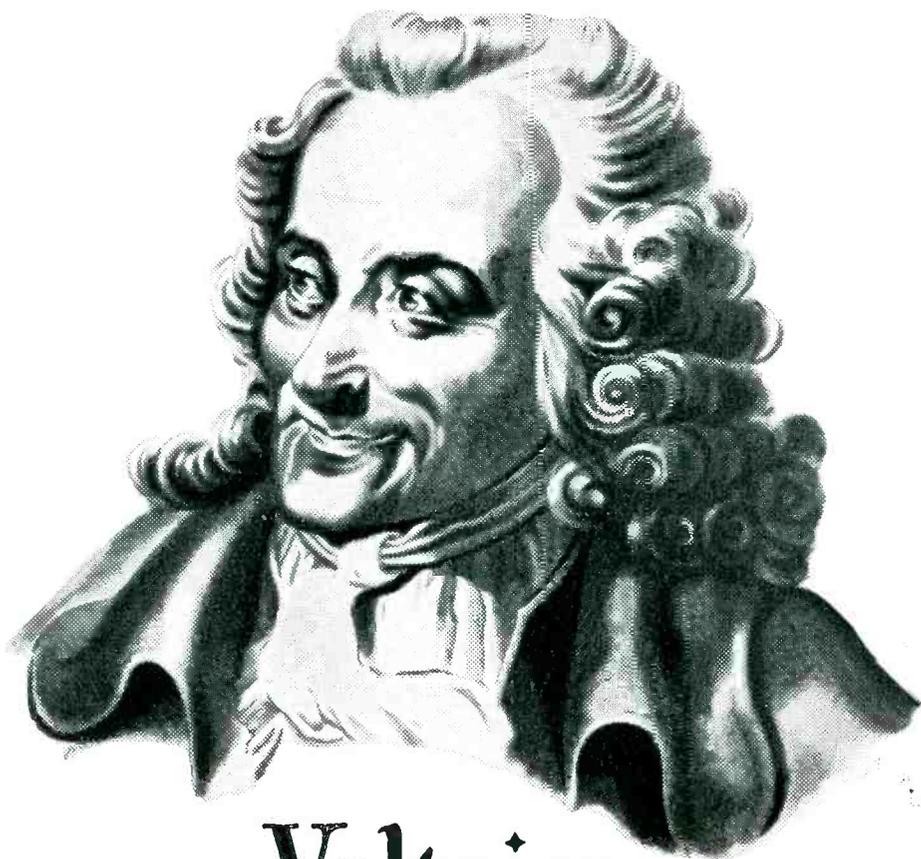
THE WORLD'S FOREMOST AMUSEMENT WEEKLY

Sports Hitch On To Show Wagons For Gate Hypos

PRO GRID, BASEBALL, MIDGET
AUTO RACING AUGMENT THEIR
PITCHES WITH BANDS, ACTS
—General Outdoor

LUCILLE AND EDDIE ROBERTS
"What's on Your Mind?"
(See Night Club-Vaudeville) ➡





Voltaire

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AS TRUE TODAY AS IT WAS THEN



*Free Speech
Mike*
Guardian of
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SHOWBIZ IN U. S. SPOTLIGHT

Morris Says 'Nuts' To MCA's Nets

NEW YORK, Sept. 21.—The widely-heralded MCA stand on net deals, reported here some weeks ago, ran afoul the William Morris office last week when the latter flatly refused to buy MCA acts on a net basis. The deal which brought it about was the dates for Jan Murray and Frances Faye for the Chanticleer, Baltimore, booked by Dick Henry, of the Morris office. Following its recently announced policy, MCA had the contracts made out on a net basis, signed by both performers, and sent them to Henry for his acceptance.

Henry saw the pacts and promptly sent them back. He insisted he knew nothing about MCA's net deals and, as the house booker, he was entitled to 5 per cent. After a lot of phone calling and attempts to reach Curley Miller, Chanticleer op, MCA was told that deals have to go thru Henry. Deal was finally made for Murray, with the Morris office getting its 5 per cent, but the Frances Faye date and commission was left in the air.

Authors' League To Study AAA's 'Control' Set-Up

NEW YORK, Sept. 21.—At the request of Emmet Lavery, Screen Writers' Guild prexy, the council of the Authors' League of America, Inc., discussed the proposal for formation of an American Authors' Authority (*The Billboard*, September 21). James M. Cain, originator of the idea, had intended to be present, but instead SWG was represented by William Pomerance, exec sec, and Henry Myers, members of SWG council.

Elmer Rice, Authors' League prexy, invited Rene L. Kuhn to present views of the American Writers' Association, a group of some 50 scribes who organized in opposition to AAA. Miss Kuhn failed to appear. After a general discussion, Rice appointed a committee consisting of himself; Richard Rodgers, Dramatists' Guild prexy; Christopher LaFarge, Authors' Guild prexy, and Peter Lyon, v.-p. of the Radio Writers' Guild, together with an SWG member to be named by Lavery. These will consider the AAA plan and make a report.

Meanwhile, Rice, speaking after the meeting, reiterated that no action would be taken by the League without long deliberation, and added that "it is extremely unlikely that the League or any of its guilds will adopt any plan which would entail surrender by authors of their copyrights, or the setting up of any administrative official or board with arbitrary or dictatorial powers, or that would tend to place any restrictions upon the freedom of thought or of expression, or create a monopolistic control that would deprive any author of his means of livelihood."

Wallace Exit, Lobbying Act, OPA-FCC Set-Up and Probe Of Show Orgs Occupy Trade

17 Orgs Sent Questionnaires on "Political Activity"

By The Billboard's Washington Bureau

WASHINGTON, Sept. 21.—Showbiz figured prominently in national affairs here during the past week, both on its own hook in relation to lobby registration and also as part and parcel of the Truman-Wallace fracas, which resulted in the ouster of the Secretary of Commerce.

On the question of the showbiz lobby, barely more than a week is left for organized radio and entertainment set-ups to ink with House and Senate in accordance with the recently-passed lobbying act. So far, both radio and general showbiz appear to be chary of putting it on the dotted line, and to date less than 20 orgs of any kind have sent in required info. Not a single entertainment biz outfit is in this list. On October 1, a further report, detailing all money received and spent during preceding three months, must be sent in.

Many Specify "Commission Basis"

Critics of the new law feel that too many exceptions exist in the current act, and that even when the info is filed, little can be learned from it. Clerk of the House and the Secretary of the Senate, according to the law, must receive info on name, outfit, duration of employ, salary and lobbyists' expenses. However, nothing specific is demanded and many current applications simply list "commission basis" under salary category. Despite laxity in filing, congressional officials are still of the belief that organized amusements will toe the mark by October 1.

Meanwhile, the ousting of Wallace from his Commerce chair has started a crop of rumors that may not be mere hearsay. Strongest one is that he is being sounded out for radio spieling in the big money. Whether he accepts or not, it is pretty certain that he will be heard over the air frequently on major issues, including foreign policy.

Wallace's Radio Itch

Wallace, his two months' silence pledge apparently negated by the (*Truman-Wallace Tiff on page 4*)

WASHINGTON, Sept. 21.—Showbiz and radio orgs taking a flier in the coming political campaign will have to turn in the full bill of particulars to the House Special Committee Investigating Campaign Expenditures, according to an announcement this week (20) by Committee Chairman J. Percy Priest (D, Tenn.). Questionnaires have already gone out to nearly 275 orgs, of which 17 are in the entertainment field, and more are to follow.

Questionnaires ask for names and addresses of officers of org, nature of political activity, expenses, affiliations and sources of funds. Key query is demand for info on the publication of any political box scores and for on-the-line statement of any lists of endorsed candidates. Answers have to be in the Committee's offices two weeks after the forms are received by the org. Committee, which has power of subpoena, can enforce statements, if necessary, by taking over books and records of org involved, in addition to calling in officers to give testimony.

Questionnaires to Major Orgs

Following are the showbiz outfits sent questionnaires: Associated Actors and Artistes of America, New York; National Association of Broadcast Engineers and Technicians, Washington; Hollywood Writers' Mobilization; Independent Citizens' Committee of the Arts, Sciences and Professions, New York, Hollywood, (*See Showbiz Politics on page 4*)

Claim Enough Votes To Oust Fay From Equity's Council

NEW YORK, Sept. 21.—Movement is afoot to oust Frank Fay from his position on Actors' Equity Council at quarterly meeting of the org next Friday (27) at Hotel Astor. Segment of the membership is disgruntled at Fay's actions and comments, especially on Equity juniors. Once question of unseating him is brought to the floor, it will have to be voted on. Anti-Fay group claims enough votes to do the trick.

'Okie's' 1-Day Mint

DES MOINES, Sept. 21.—Record within a record was established by *Oklahoma* on its final day of an eight-performance run at the new KRNT Radio Theater here with a take of \$27,100 for matinee and evening performances. This set a new legit mark for two performances in one day.

Earlier in the week, show broke the then existing record with \$23,900 for matinee and evening. The \$14,900 take Saturday night equalled the single performance record set earlier in the week, while the total gross of \$113,000 also set a week's record mark. (*The Billboard*, September 21.)

Over 80 H'wood Spots Closed by Service Strike

HOLLYWOOD, Sept. 21.—Swift and unexpected walkout of members of the culinary workers and bartenders' unions caught local club and hotel operators by surprise and forced more than 80 spots to shutter, including many major clubs and fun spots. Strike, which came suddenly Thursday morning (19), was called when union officials turned down new wage recommendations reported by the American Arbitration Association, declaring proposals unacceptable in view of current cost of living.

Since strike was considered to be a "wildcat walkout," AGVA and AFM refused to recognize work stoppage and were reported readying a pressure drive to force unions to end the walkout. Major night clubs, meanwhile, attempted to do business as usual, altho several spots, such as Biltmore Bowl, were dark entirely. Earl Carroll's theater-restaurant signed a temporary contract Thursday night which will enable the club to operate until a new pact is negotiated with trade orgs. Frank Bruni's Florentine Gardens remained open, with friends and relatives filling in as waiters, dishwashers and bartenders. Palladium Ballroom was open for dancing, but liquor and food departments were idle.

Tappahannock, Va., Smallest Vaude Town (1,000) in U. S.

TAPPAHANNOCK, Va., Sept. 21.—Starting Wednesday (25), the 580-seat Daw Theater here will deb regular stagshows and vaude. Shows will play every Wednesday night, according to George Clanton, owner-manager. This town of 1,000 persons will be the smallest in the U. S. to have regular top vaude.

Opener is Ray Kinney and his 18-people *Hawaiian Revue*. Sunset Carson, Western pic name, is inked for October 6.

Theater has been placed on a Virginia vaude circuit, which includes Norfolk, Newport News and Roanoke, as well as other large Southern cities. Theater stage has been enlarged and stage lights and dressing-rooms installed.

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Less for Delivery

NEW YORK, Sept. 21.—Four agents, two of them indies and two with a major office, were sitting in the Gateway Restaurant with Curley Miller, op of the Chanticleer, Baltimore. All four were busy trying to get Miller to buy one of their acts. One big office rep suggested an act and Miller asked the price. "We have to get \$850," was the answer.

At just that time the agent who offered the act was called to the phone. And the other agent, also with the same big office, who apparently hadn't heard the conversation, also submitted the same act to Miller. Again the question was how much?

The agent replied, "We can deliver the act for \$650."

Montreal: U. S. Comic Held As Killer; Arrest "Tycoon"

MONTREAL, Que., Sept. 21.—William Acorn, 22, U. S. comedian from Providence, R. I., is under police guard at a local hospital after a fight at the home of Carl Grauer, manager of the swank Samovar, in which Lester J. Velez, U. S. boxer from New York, was killed yesterday.

Acorn, who attempted to commit suicide by throat-slashing after the fight, is recovering and will appear at the coroner's inquest as a material witness prior to being charged with the murder. Acorn was starring in the current Samovar show. Velez lived in North Merrick, L. I., N. Y.

Montreal's night life was thrown into confusion by the sensational arrest Wednesday (18) of Harry Ship, wealthy and fabulous owner of the Tic-Toc, night clubs, restaurants and dance palaces. He was charged with being "keeper" of a common gaming house where he was found by a police raiding squad, together with 12 other persons.

Ship yesterday appealed the refusal of the city recorder to grant him bail pending his trial on September 25 on the charge. His appeal was heard in Superior Court where the judge overruled the recorder and allowed Ship to put a cash deposit of \$2,000 to regain temporary freedom until the trial.

Al Capp Writing Book for Rodgers-Hammerstein Show

NEW YORK, Sept. 21.—Al Capp, creator of *Li'l Abner*, is writing the book for a new musical Dick Rodgers and Oscar Hammerstein will produce next spring. R & H also will do the music for the show.

Joshua Logan is slated to the music and lyrics for the show.

Jules Raimu Dies in France

NEUILLY, France, Sept. 21.—Jules Raimu, 63, French stage and film star, died Friday (20) at American Hospital here of a heart attack. Deceased, whose real name was Jules Muraire, made his reputation as principal comic in the troupe of Theater de Paris and later became leading comic of the Paris stage. He was known chiefly to American audiences for his portrayal of the baker in *The Baker's Wife*. Often called the French Charlie Chaplin, Raimu was a chevalier of the French Legion of Honor.

New Club Set for N. O. Preem

NEW YORK, Sept. 21.—A new club, the Plaza, is due to preem in New Orleans in mid-October. Spot, run by A. Perkoff, will have a \$6,000 budget, the amount of the cash bond it has just put up with AGVA. First show will headline Georgie Price.

Vaude Short, Legit Long as Parisians Greet New Season

PARIS, Sept. 21.—Theatrical season is underway with between 30 and 40 legit, musical and revue houses running. Pattern is pretty much the same as before the war, except that no vaude houses are operating and there have been a few changes in policy at some playhouses. The Alhambra has switched to operetta, the Empire to films and the A.B.C. to revue. Bobino, formerly a good nabe vaude house, is still shuttered.

The Opera, Operacomique and Comedie Francaise, state subsidized houses, are offering the usual classics. State-subsidized Odeon, in the Latin quarter, is now called Comedie du Luxembourg and is slated to inaugurate a new policy of modern plays instead of the traditional classics. Exception is the first offering of the season at this house, *Le Mariage de Figaro*.

It's too early for any outstanding hits, in fact most legit houses are showing revivals of old favorites or frothy comedies and bedroom farces. For the umpteenth time the Mogador is presenting *No, No, Nanette*. A French version of *Arsenic and Old Lace* is at the Marigny and Agatha Christie's *Ten Little Indians* is being offered at the Antoine.

The big revue houses, Folies Bergere and Casino De Paris, presenting elaborately mounted revues, are short on class artists and big-time acts. Less pretentious revues are at the Concert Mayol and La Vie en Rose, a new house. As usual Bal Tabarin is putting on a good floorshow, with the can-can girls still a feature.

Chain Terp School Astaire-Fronted?

DETROIT, Sept. 21.—Report current locally has important Detroit automotive money promoting a string of dance schools across the country to rival the Arthur Murray set-up.

Details are vague, but indicate a deal with Fred Astaire to figurehead the chain, tho apparently not taking too active a part in the operation. No. 1 unit of the chain would be opened here.

N. Y. City Center Opera In With 55G Advance

NEW YORK, Sept. 21.—New York City Opera Company got off to another fine start and a packed house at the City Center, Thursday (19). Opening bill was *Madame Butterfly*. Fall opera season skeds a 10-week run and will split time with New York City Symphony Concert series. Coinwise advance has already reached \$55,000 mark.

SHOWBIZ POLITICS

(Continued from page 3)
New Haven, Washington, Seattle, Minneapolis, Baltimore and Chicago; Motion Picture Association, Hollywood; American Federation of Musicians, Newark; National Association of Broadcasters, Washington, and International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. and Canada, New York.

(Editor's note—The major organizations included under the parent Associated Actors and Artistes of America (AAAA) are Actors' Equity Association and Chorus Equity, Screen Actors' Guild, American Guild of Variety Artists, American Guild of Musical Artists and American Federation of Radio Actors. The Four A's have an American Federation of Labor charter).

Private Dates Hypo Detroit As Nitery Topple Continues

By H. H. Reves

DETROIT, Sept. 21.—With general night spot business still far below par, best news on the local show front is coming in from the private club bookers. While reports started just before the Labor Day week-end, they looked like a fluke in view of the extremely thin summer in this field, but they have lasted long enough now to constitute a trend, even if transitory. Result shows sharply at Bryden Agency, which has specialized in the club field for years, and reports the current month actually the heaviest in 21 years of operation—coming on the heels of a summer when the office was operating in the red.

Perry-Martin Feud Places Lopez in Middle With AGVA

NEW YORK, Sept. 21.—The Dean Martin-Lou Berry squabble found Angel Lopez, Havana-Madrid op, in the middle last Friday (20) night. AGVA notified Lopez that Martin's commission demanded by Perry be deducted from Martin's salary and sent to AGVA which will then decide who is to get the commission.

Quarrel over Martin is between Perry and Abby Greshler. Recently Martin notified Perry that he didn't want him to represent or submit him any more. Perry countered with the charge that he had Martin under exclusive for two more years and Martin couldn't brush him off.

Meanwhile, AGVA has issued instructions to Lopez that if he doesn't give the union the Martin commissions it will pull the show. Lopez replied that he cannot make deductions from Martin's salary without Martin's permission.

Slapsy Lays an Egg

NEW YORK, Sept. 21.—The Slapsy Maxie package carrying Maxie Baer and Ginger Harmon found the opposition in New Haven too tough to beat. Opposish was a midget auto race and the opening of Max Gordon's glittery *Park Avenue*. The Maxie show, one-night at the Arena, pulled 350 people, who seemed lost in the barn. Partial blame attributed to light promotion.

TRUMAN-WALLACE TIFF

(Continued from page 3)
ouster, is described by intimates as "rarin' to go" on the air and on the platform to hammer home his "stop baiting Russia" thesis, which caused his exit. He is regarded as having a big following who will be anxious and enthusiastic to hear him in the coming months—even well into 1948. As a counteracting technique, Secretary of State Byrnes's aids, according to reports, are girding for a virtual stumping campaign in which their talks will be aired on whatever nets wish to pick them up. Truman has given Byrnes the green light to assign some of his top big-wigs to such activity.

Wallace's departure will also have repercussions in the radio set-up, with former FCC Chairman Paul A. Porter, currently OPA boss, a possibility for the Commerce job, following his discussion with Truman at the White House Friday (20) shortly before Wallace's official axing was announced. But if Porter has designs on the Commerce job, he's keeping it very quiet and everyone's guessing.

Porter's old post as permanent FCC chairman is still technically open, with Charles Denny serving as acting boss. Porter's present tenure as OPA chief is due to end with the expiration of the OPA act. This, according to congressional leaders, should be soon, since they believe the act will have little chance of extension, except in a highly modified form.

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STATION BALLY IN NEW SALLY

Agencies Try Cash Awards

Cantor, Kaye segs plan contests for outlet promotion—others may follow

NEW YORK, Sept. 21.—Importance of increased station promotion for commercial segs is percolating more and more into the inner sanctums of agencies and clients' offices, indications being that the coming season will see an increasing trend towards cash awards to jack up what might otherwise be routine station ballyhoo.

Top show already lined up for this type of extra-curricular promotion and publicity is the Eddie Cantor opus, which debuts for Pabst beer on NBC Thursday night, September 25. It's all very sotto voce yet, but the agency, Warwick & Legler, has in the works a competition for the best station promotion—with \$2,500 set aside for award money. In fact, memos have already been sent to NBC stations apprising them of the fact. It's understood that the competition will take into account the wattage and listening audiences of the competing stations, in order to give the smaller percolators an even break.

Kaye Seg Competish

In addition to the Cantor competish, Sammy Kaye's seg, *So You Want To Lead a Band*, currently airing on ABC Sunday afternoons for Raymond Laboratories' Rayve Shampoo, starts a station promotion competition October 15. Five hundred bucks—or a one-week trip to New York—will be the incentive.

During the past year, the system of cash and other awards for top station promotion received considerable impetus. Warwick & Legler, for instance, used the gimmick to hypo ballyhoo of the Guy Lombardo seg sponsored by Chelsea Cigarettes; Longines-Wittnauer ditto on the Eddie Rickenbacker seg, *The World's Most Honored Flights*, and Gillette worked up a system of awards in connection with its sponsorship of the (See *Agencies Try Cash* on page 10)

104 CBS Stations Take 'School of Air'

NEW YORK, Sept. 21.—*American School of the Air* has been accepted by 104 stations this year, as against 87 last year. Figure is an all-time high, and is attributed to three timely series scheduled for *School*. These are *World Neighbors*, *March of Science* and *Opinion Please*. *Neighbors* will play up the international angle, telling of lives of peoples in other lands. *March of Science* will devote time to developments such as the atom bomb, etc., and *Opinion Please* will present discussions by veterans, aired from different college campuses.

Regarding *Opinion*, web arrangement is that stations, if they see fit, can cut out the last quarter hour of the show and air a local veterans' discussion, picked up from a local college, instead of the discussion fed by the web. As of now, 38 stations have indicated they will use their own local discussion groups.

School, debuting September 30, will be heard at 5-5:30 p.m.

U. S. Moscow Delegates To Propose ITU as UN Agency

WASHINGTON, Sept. 21.—American delegation to five-power preliminary telecommunications meeting which opens in Moscow Saturday (28) will propose elevating the International Telecommunications Union to the status of "special agency" for United Nations, it has been reliably learned. Americans will urge strengthening of ITU thru creation of an administrative council, a frequency registration board and thru drafting of a treaty between ITU and UN putting the radio group on a par with the International Labor Organization. Strengthened status of ITU would empower it to clear up long-existing muddle of short wave priorities. The UN tie-in would gear the union to handle all radio problems within the framework of the key world governing body.

Off the record, State Department is hopeful that the Moscow parley will straighten out the question of priorities in short-wave registrations. Currently, three registration dates are recognized—date on which particular frequency is registered, date for registration of start of operation, and date of registration of a frequency for a particular station. State is hopeful that the setting up of the frequency board will go a long way toward eliminating difficult diplomatic tangle on interference. Under the new priority arrangement, countries would not be granted full protection of frequencies by ITU until clearance had been established with the board. If a country decided to

go ahead without ITU approval, registration would be granted, but all other members of the union would be allowed to use the same frequency, thus subjecting the violator to interference. Where this fails, recourse to world court would be made.

Co-Ordinated With UN

Also the American recommendations call for setting up of Telecommunications Union as separate agency, funds of which will be contributed by member nations, U. S. delegates will also push for a treaty arrangement with UN to co-ordinate ITU activities. Draft of this treaty is expected to be drawn following the first Moscow parley for submission to the World Telecommunications Conference next year. Insiders say the agreement will probably be approved and that before the 1947 world meeting adjourns, UN's economic and social council will have okayed the pact, thus cleaning up all preliminaries in one swoop.

Shortly after the Moscow conference, powers will stage informal talks on other short-wave problems, with meeting place either in Brussels or Moscow. U. S. delegation will stand pat on Washington as site for the 1947 World Telecommunications Conference, especially since the State Department announced this week that invitations have already gone out thru the American legation in Berne. The date of April 15, 1947, is tentative, but State officials are (See *ITU As UN Agency* on page 10)

AFRA Demands a Headache For Nets; See Long Battle

NEW YORK, Sept. 21.—Much-heralded battle of the titans which gets under way the first week in October when AFRA begins initial negotiations for contracts with nets and advertising agencies, is bound to be a long drawn-out struggle. Union takes on indies, e. t. companies and package producers afterward. AFRA has accumulated a long list of gripes, the chief ones being that members received only a 20 per cent hike since 1941 without any changes in working conditions because of union's no-strike pledge during the war. They cite government statistics to prove cost of living has gone much beyond that figure. Average increase demanded will be 35 per cent, altho some categories will be higher.

Several Issues

Negotiations are apt to be at loggerheads over several points in addition to wage demands. Nets' desire for three separate contracts covering Coast, Chicago and New York is considered likely to cause trouble. At last negotiations, none of the contracts were signed until execs in each region had okayed it.

Labor org is very strongly set on having one contract. It feels that if a blanket increase is won, say 20 per cent, boost will be much lower on the Coast where rates are lower. Feeling is that adjusters should be made to bring rates in low-paying regions closer to New York fees. Execs at AFRA maintain that principal offices of nets are here and that separate contracts will weaken union.

Drive on Locals

Radio artists are asking for a clause that would require nets to refuse programs to local stations where such

(See *AFRA Demands* on page 15)

NBC Using Monthly Form

Standardized reports on station promotion to show strong points, weaknesses

NEW YORK, Sept. 21.—NBC prexy, Niles Trammell, addressing the web's station managers Friday afternoon (20) over a closed circuit, pointed up the need for increased promotion of the network's programs. Stating the web's line-up of shows was the strongest ever, Trammell added that competition with other web schedules in coming season would be very keen, and that promotion to the hilt was indicated in order to insure a banner year.

NBC chief asked the stations to make a particular effort on behalf of "The Aldrich Family," heretofore heard on a "competing network," and also on behalf of the "Quiz Kids," coming back to NBC from ABC.

NEW YORK, Sept. 21.—NBC's plan to obtain standardized monthly promotion reports from its stations is already in operation, with affiliates supplying data sooner than anticipated. Web plan will enable the network's promotion execs to quickly compare promotion efforts and results of stations with regard to any commercial seg. This info can then be used in various ways: (1) To jack up stations which lag, by pointing to the techniques and methods of other stations; (2) to achieve closer co-operation with sponsors by giving sponsors and their agencies more complete reports and suggestions. NBC points out, too, that the completeness of the stations' reports will enable the web to spot ballyhoo jobs in the hinterlands—which might otherwise have remained buried—and to give credit for such promotion and flackery efforts.

The NBC audience promotion report, as it is called, will be filled out by the stations each month, and will cover promotion in all media. Typical items included in the report are the total air time devoted to programs via announcements, *Your Radio Reporter* (script supplied by NBC and plugging NBC shows), etc., as well as number of ads and lineage taken in newspapers; number of publicity items and lineage obtained in newspapers, etc. Form also provides a method of checking up stations' use of billboards, car cards, direct mail and displays.

Standardizing the reports, according to NBC execs, will bring station promotion up into the light, so that weaknesses and strong points can be immediately ascertained.

Schreiber New WGN Gen. Mgr.

CHICAGO, Sept. 21.—As a result of the election this week of Chester M. Campbell as treasurer of the Tribune Company, parent organization owning WGN, local MBS outlet, top policy duties formerly held by Campbell at the station were given to Frank P. Schreiber, manager of the station, and a formal assignment of sub-power at the station was made. Campbell, who was and will remain advertising manager of *The Chicago Tribune*, will continue as second vice-president of WGN, Inc., and a director of the Mutual Broadcasting Company. But whereas in the past top decisions (Schreiber WGN G. M. on page 15)

Miller 'Blue Book' Blast Seen Keynote Of NAB Chi Confab

WASHINGTON, Sept. 21.—Another tip-off on the tenor of Justin L. Miller's anticipated keynote blast against the FCC Blue Book at the opening of the National Association of Broadcasters' conclave in Chicago next month is seen in the NAB president's latest denunciation in a Rotary Club address in New York this week (19). Miller described the Blue Book as a "rich source of material for the unscrupulous and unwary who are interested in destroying the free radio enjoyed—practically alone—by the people of the United States."

Miller will deliver the keynote speech at 10 a.m., October 22. Pre-convention registration will take place October 20, and standing committees will convene the following day. Programing will be discussed after Miller's address, and then Broadcast Measurement Bureau will (Miller Blast Keynote on page 15)

'D. A.' & Bergen Get Top Eve. Hoopers, 'Pepper,' 'Big Sis' Day

NEW YORK, Sept. 21.—First place in the September 15 program Hooperatings of first 15 evening programs went to *Mr. District Attorney*, with a rating of 14.6. Edgar Bergen-Charley McCarthy ran second (14.1) and *Screen Guild Players* was third with 13.1. They were followed by Walter Winchell, 12.9 (includes second broadcast on Pacific Coast); Burns and Allen, 11.9; Judy Canova, 11.6; *Radio Theater*, 11.5; *Dr. Christian*, 10.9; *Hollywood Players*, 10.5; *Suspense*, 10.3; *Grand Ole Opry*, 10.2; *An Evening With Romberg*, 10.0; *Man Called X*, 10.0; *Dr. I. Q.*, 9.8; *American Album of Familiar Music*, 9.7, and *Your Hit Parade*, 9.7.

Average evening sets-in-use reported were 21.3, up 2.3 from last report, down 1.2 from a year ago. Average evening rating was 6.7, up 1.0 from last report, and up 0.2 from a year ago. Average available audience was 72.5, up 0.3 from last report and up 0.4 from same period last year. Current total sponsored hour index was 60½, as compared with 54½ last report and 70 a year ago. Leading the list of "top 10" weekday programs in the report was *Pepper Young's Family*, with a rating of 6.6. *Right to Happiness* was second (5.8) and *Big Sister*, with 5.7, was third. Others included were *Breakfast in Hollywood* (Kellogg), 5.7; *When a Girl Marries*, 5.6; *Ma Perkins* (CBS), 5.5; *Young Widder Brown*, 5.4; *Women in White*, 5.3; *Backstage Wife*, 5.2, and *Ma Perkins* (NBC), 5.1.

Average daytime sets-in-use were 14.7, up 0.4 from last report, down 0.3 from a year ago. The average daytime rating was 3.7, down 0.2 from last report, and down 0.4 from a year ago. Average available audience was 71.3, up 0.7 from last report, and up 0.3 from a year ago. Current total sponsored hour index was 84¾, as compared with 83¼ last report and 82¾ a year ago.

U. S. To File Reply To Petrillo on Lea Act Constitutionality

CHICAGO, Sept. 21.—Essentials of the government's reply to Petrillo's charges that the Lea Act is unconstitutional were furnished *The Billboard* this week by a spokesman for the U. S. district attorney's office here. Government reply will be filed September 30 in Federal Court.

All four counts on which Petrillo bases his plea of unconstitutionality will be refuted in the district attorney's brief. Attorneys for Petrillo hold that the act violates the constitution on (1) freedom of speech, (2) freedom of contract, (3) involuntary servitude, and (4) discrimination.

Government spokesman declared: "The whole thing hinges on the construction laid to the right to strike. Petrillo holds the right to strike is violated by this law. The right to strike is not violated or made unlawful, since vacations, working conditions, wages, etc., are not the principle at question as in ordinary strikes, but the principle of coercion of hiring more employees than are necessary. None of the traditional constitutional rights are violated."

He said the first three points were contingent on the court's interpretation of whether the right to strike had been violated, and hung together, depending on court's decision. The fourth charge of discrimination—that the law favors employers—is untrue, he said, because radio station owners are under other definite restrictions of FCC while the union (AFM) is not.

MBS Flacks Hit Pay Dirt, Find House Organ Eds a Soft Touch

CHICAGO, Sept. 21.—Mutual's Midwest flack office's increased attention to house organ space (*The Billboard*, January 26) has paid off in terms of linage (both pix and stories) and in good will established by various industries toward the web, a study shows.

Acting on the theory that house organs are fully as important a media for flackery as any other, since each story is usually avidly devoured by company employees, George Herro, MBS Midwest flack chief, early this year figured the time was right for moving in where the government flacks for war agencies, Red Cross, salvage, etc., left off. Herro and crew went to work on a survey of house organ eds.

Survey revealed eds hadn't thought about using radio publicity before, but were favorable, provided material would be slanted right for them. Since that time the market has really paid off for Mutual.

Good example is *Queen for a Day*. With a new queen and a new out-of-town queen selected each week-day, it doesn't take much log-rolling to get a pix story with companies employing the queens, their husbands or their children. But it does take a little legwork and ingenuity.

This is how it works: After each day's show, Mutual's rep at the point of origination teletypes the Chi office the queen's name and all pertinent facts. Same info is sent on out-of-town queens. If either gal leads to a company maintaining a house organ, scribblers go to work.

Smart, Those Flacks

One rule is never to send canned releases. Another is to rank the name Mutual second in dealing with the companies. Practice pays off when editor sees the personalized story he gets and, therefore, rarely deletes the web's tag buried two or three paragraphs down.

Two of the mags which queens have hit are *International Harvester* (circulation, 80,000) and *General Motors* (circulation, 500,000). Others which have queen stories in the hop-

per are U. S. Rubber, Remington-Rand and Standard Oil.

Herro's battle cry of hit the house organs has hit pay dirt and has shown other flack offices there are other and easier places to market stuff than the dailies.

McGraw-Hill, ABC, Reported Angling for WLS 'Prairie Farmer'

NEW YORK, Sept. 21.—Report that McGraw-Hill interests were again dickering for purchase of WLS, Chicago, buzzed around the trade again this week, angle being that the publishing company wanted to use the outlet as a focal point for a rural publishing combine. Glenn Snyder, WLS manager, when checked this week, stated McGraw-Hill had made an approach some months ago, but had been given a definite "no" by WLS.

Meanwhile, in New York, story that American Broadcasting Company was in the market for the station gained credence. To observers this was particularly interesting, in view of fact that ABC's Ed Noble, when he bought ABC (then the Blue net), planned to take over the web together with execs of the publishing firm. This deal fell thru, but it's believed ABC still wants the outlet.

In Chicago, ABC owns WENR, a nighttime station which uses the same transmitter as WLS, which has a daytime operation. This situation has not been satisfactory to the web, which on certain occasions has had to work closely with WCFL on coverage of some events. ABC's purchase of WLS would ease things for the web in that area. As for a purchase by McGraw-Hill, reps of that org in New York said the matter was currently "dead as a mackerel."

"This Is WNBC" Gets FCC Nod; Exit WEA-F

WASHINGTON, Sept. 21.—Following Columbia Broadcasting System right down the line, National Broadcasting Company's WEA-F (New York) will switch its call letters to WNBC beginning November 1, approval for the change having been granted this week (19) by Federal Communications Commission. Since no conflict was involved and the CBS switch of WABC (New York) to WCBS was granted several weeks ago, commish approved the request in routine fashion. In addition to the standard broadcast station, NBC's FM outlet WEA-FM will change to WNBC-FM.

NEW YORK, Sept. 21.—Switch in WEA-F's call letters was expected in the trade, *The Billboard* (September 14) pointing out that the matter was up for discussion following the CBS move in changing call letters of its New York outlet from WABC to WCBS, effective November 1. Change was first considered by NBC about one year ago, but was "shelved" on ground that WEA-F letters had already gained wide acceptance and did not conflict with other call letters.

Decision to switch to WNBC was made the past week at a meeting of web execs, belief being that the change would more closely identify the outlet with the network. NBC, incidentally, has owned the new call letters for some time, and the change-over merely required FCC approval.

H'wood Airers See John Crosby Column As Bone To Appraise

HOLLYWOOD, Sept. 21.—"John Crosby's column is good, but—" is the general opinion along radio row concerning the syndicated radio feature now appearing in *The Los Angeles Daily News*. They feel that it's better than nothing, but that it still fails to fill the need for more radio material in metropolitan sheets. In a town where local press has been anti-radio, nets and stations contend the Crosby column is little more than a bone thrown to broadcasters. Altho running the column is appreciated because the other three major newspapers are still sticking to their no-radio guns, at the same time flacks can no longer plead with *The News* for radio space because the paper can point to the syndicated feature as proof that it is co-operating with the air industry.

Altho Crosby's scribing has been welcomed with open arms in the East, local radio has its gripes: (1) It's written from New York and, therefore, often mentions shows which do not reach the Coast. (2) With the greater majority of bigger shows originating here, Crosby is limited only to New York-produced segs for behind-the-scenes commentary. (3) Area's radio fare is made up of worth-while regional web and indie material and can never get mentioned in a syndicated feature written 3,000 miles away. *The New York Herald Tribune* radio ed's column has met with somewhat similar response in Chi (*The Billboard*, September 7).

All agree that the column makes for good reading and find no fault with it from a literary point of view. Thorn in the flesh is that its author is out of the planters' reach and, therefore, hasn't changed the local pic as far as radio here is concerned. National Broadcasting Company's Coast flackery head, Les Raditz, reads the column thru different spectacles. As far as his web is concerned, he said, well-written material such as Crosby is putting out means a lot more to radio than a corny column which no one would read. Slight ribbing of shows just creates interest and will encourage public to listen more to their radios. And, says he: "After all, we have more of the bigger and better shows, so that means we will get more listeners."

Mpls. Flacks Crack Cowles Anti-Air Line

MINNEAPOLIS, Sept. 21.—General relaxing of what appeared to be an unwritten rule on the Cowles-owned *Star and Tribune* regarding publicity for radio stations here was climaxed last Sunday with a rote picture spread on activities of the KSTP *Barn Dance* unit. For some time it was just about impossible for the stations to break into print with any station publicity, let alone pix. Seems as how the Cowles people were trying to get their own station going here.

Then a few weeks ago *The Sunday Tribune's* society section did a feature on returned service girls in business. One pic showed an ex-WAC in front of a WTCN mike. Few days later *Tribune* carried four pix showing station activity during the polio epidemic, and several shots had Mayor Humphrey, of Minneapolis, talking into a WCCO-labeled mike. Last Sunday (15) came the rote spread in *The Tribune* on the KSTP *Barn Dance* with station mikes quite in evidence.

Chi Gets Windier; Execs Flack-Happy

CHICAGO, Sept. 21.—Every man a flack, startling idea advanced recently by Art Harre, prexy of indie WJJD, so entrances radio execs in the Windy City that not only other indies, but also webs, are wondering why they didn't think of it first.

Gist of Harre's brainstorm is that every man hired, in no matter what capacity, must spend two or three months in the station's flackery in

order to get acquainted with programs, talent, station operation, sales, etc. And when a salesman with such flackery experience behind him hits the road, according to Harre's theory, he's primed to do a top-selling job.

Seems there might be some measurable gold in flackery experience after all, for Harre's former flack chief, Bob Ward, recently sold four segs in rapid-fire order:

One Chi radio exec, Chick Showerman, Midwest NBC general manager, commented in part, "This idea hits me between the eyes . . . I want to think this over a long time."

KLAC "Christmas Early" Shopping

HOLLYWOOD, Sept. 21.—Newest station promotion gag cooked up by Hollywood indie, KLAC, is to bring to life "Christmas Early," character currently featured in Chester Gould's "Dick Tracy" comic strip. Station will break promotion campaign by announcing selection of a real-life Christmas Early—to be built up as a fem disk jockey.

Station Manager Don Federson

last week concluded a deal with artist Gould for exclusive rights to the "Early" moniker, and is now on a q. t. talent hunt to find a gal nearest to the "Tracy" character in personality, appearance and radio style. As soon as the lucky gal is found she will be spotted on her own show from 11 p.m. to 1 a.m. If fem platter spinner clicks, she will be inked to a regular staff berth and given a time slot on a permanent basis. Station brass hope gimmick will not only provide some free flack bait, but will also help to build new radio personality needed to hypo current static programing.

Curtain Time at the YANKEE SHOW

TOM HUSSEY

FRED LANG

VERNE WILLIAMS

TOM POWERS

JOHN M. MACDONALD
The Yankee Weatherman

EDWARD ROWE SNOW

As New England as "The Old Homestead"

★
Continuous Performance over 23 Yankee Home-town Stations

★
ASK YOUR PETRY MAN about availability of some of these **YANKEE TROOPERS** who reach New England's largest Home-town Audience thru **The YANKEE NETWORK**

Acceptance is The YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.



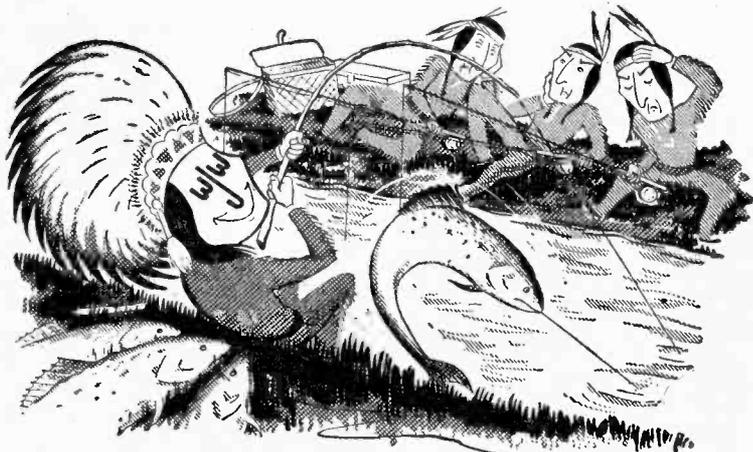
During the 26 years of its existence, WWJ, first radio station in the nation, has made a deep and lasting impression on the listening habits of Detroiters. So conscious are they of WWJ's leadership that their sets are almost automatically tuned to WWJ morning, afternoon and evening. This impression value is reflected in the gratifying results which WWJ continually obtains for its advertisers in America's 4th largest market where steady employment of more than a million workers is virtually assured for years to come, supplying America's most-in-demand product—shiny, new cars!

AMERICA'S PIONEER BROADCASTING STATION — First in Detroit
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY



OWNED AND OPERATED BY THE DETROIT NEWS

THEY DON'T GET AWAY FROM CLEVELAND'S Chief STATION



Day after day, Monday thru Friday, WJW brings in more daytime dialers per dollar in Cleveland than any other regional station. Better local programming is the bait that gets profitable results along the Cuyahoga.

BASIC
ABC Network **WJW** 5000 Watts
CLEVELAND, O. DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

AUDIENCE DUPLICATION



A study of the percentage of audience carried over from one program to another, both having same sponsor.

Less has been revealed on the subject of radio program audience duplication than on many other facets of radio, according to the C. E. Hooper organization. The reason is simple. The most accurate information available now on who is listening is obtained by the coincidental method, in the application of which many homes are polled momentarily for this information; but by reason of the momentary nature of the record valid comparisons of listeners' behavior toward other programs are not recorded.

It is important, however, for an advertiser to know the net amount of added audience obtained when he places a second program on the air sponsoring the same product. The duplicated audience is that portion of each program's listeners which listens to the other. If 10 per cent of the second program's audience also listened to the first, the new audience added is 90 per cent of the second program's rating.

The whole subject of duplication of listeners needs exploration in the direction indicated above, but it should not stop until duplication of listenership between networks, type of programs, hours of the day, days of the weeks, etc., have been explored completely. The simplest of cases, namely, the duplication between two daytime five-time-a-week programs, one broadcast in the morning, the other in the afternoon on the same network, will be the subject of the case illustrated here.

Obviously, more detail on duplication, for example, on Monday listeners with Tuesday, Tuesday with Wednesday, etc., is possible in almost infinite detail. The subject is not to be pursued here beyond the limits of the daily and weekly comparison, inasmuch as a study of "frequency" of listening to multi-week programs represents a simpler approach to the day-to-day behavior of a program's audience.

Radio programs are always broadcast under a group of varying conditions. If one wishes to examine duplication of listenership between two programs one can get almost any conceivable answer depending on where the survey is made. In Norfolk, Va., where competition from other radio stations is relatively light, the duplication of listenership between two NBC daytime programs cannot be expected to resemble the figure which would be developed on the same two programs inside of New York, Chicago or Los Angeles. Likewise, duplication of listening cannot but be different "outside" from "inside" the station city.

It becomes apparent, therefore, that if the industry is to be furnished with comparative information of program audience duplication, frequency of listening, flow of audience, etc., on network programs, the same set of reasons dictate that the measurements be made under conditions of uniform network competition which pertain when the network program audiences are measured. In short, here again the best information is a comparative index rather than an absolute.

The material which is shown here on the two programs, *Road of Life* and *Ma Perkins*, was produced by the coincidental-diary method, both coincidental interviews and the diary sample being taken in cities of four-network service. Coincidental sample used exceeds 3,000 homes sampled in each case. The total diary sample is 1,223 Hooper diaries.

Road of Life during the period of this study, which was mid-winter, 1946, was sponsored by Duz. *Ma Perkins* program was sponsored by Oxydol—two package soap products of the same manufacturer, Procter & Gamble.

In the table which follows on *Road of Life*, the homes listening to it are 100 per cent. Percentages shown for each day in the week indicate the proportion of that 100 per cent (which listened to *Road of Life* that morning) which also listened to *Ma Perkins* on the afternoon of the same day. The weekly duplication expresses the proportion of the homes (which listened to *Road of Life* some morning during the week) which also listened to Oxydol on some afternoon during the same week.

Per Cent of "Road of Life" (10:30 A.M., NBC) Audience That Also Listened to "Ma Perkins" (3:15 P.M., NBC)

Monday	Tuesday	Wednesday	Thursday	Friday	Weekly
11.3	14.7	14.3	11.9	20.8	20.5

In the table of *Ma Perkins* which follows, the homes listening to it are 100 per cent. The percentages shown for each day in the week indicate that proportion of that 100 per cent (which listened to *Ma Perkins* that afternoon) which also had listened to *Road of Life* in the morning of the same day. The weekly duplication expresses the proportion of the homes (which listened to *Ma Perkins* some afternoon during the week) which also listened to *Road of Life* on some morning in the same week.

Per Cent of "Ma Perkins" (3:15 P.M., NBC) Audience That Also Listened to "Road of Life" (10:30 A.M., NBC)

Monday	Tuesday	Wednesday	Thursday	Friday	Weekly
11.3	15.2	15.0	13.5	18.3	19.8

Vikings Hep to Soapies, Jive; City Gals "Love That Frankie"

NEW YORK, Sept. 21.—Soapies, sans commercials, may get their innings on Scandinavian radio in the future, according to Karl C. Lycke, chief news editor and director of actuality service for the Norwegian State Broadcasting, who is a current visitor to New York, along with 27 other prominent journalists from Norway, Sweden and Denmark, guests of the Scandinavian Airlines System. Junket is to celebrate inauguration of air service between the three countries and the U. S., and 28 Yank scribblers have been flown to Scandinavia for a like visit.

Lycke, prominent Norse news commentator, explained that altho Scandinavian radio is government controlled and does not use advertising, air officials in the three countries are mulling over possibilities of serial dramas as new entertainment. At present only classics and serious plays are given, and then only once a week.

Resemblance to U. S. Seen

On other points, too, he said, there are resemblances between radio here and in Northern Europe. For instance, quiz programs are a big hit almost everywhere, and forums get great attention from listeners. Bobbysoxers or their Scandinavian equivalent in the larger cities are hep Sinatra fans and like swing and jive over the air. In the smaller communities and in rural areas, however, jazz is taboo, and instead national music, waltz and schmaltz are the opos.

Before the war, in Norway, the NSB experimented with air ads, giving 15 minutes a day to extolling the virtues of this or that product. But the war stopped experiments and the post-war mood is to leave the 15-minute stint to rest in peace.

Gov't Control Limited

Altho in all three countries the State runs the radio, Lycke explains, it limits its control considerably. In Norway the State makes no secret of its ownership and every employee is automatically a civil servant. But censorship is strongly protested by these civil servants and therefore is avoided as much as possible. Sweden, on the other hand, has government control, but like Britain's BBC, gives it the name of a corporation. But the State's the boss. The same thing holds good in Denmark. Before the war politics was taboo on the air, but now every side of a political question is presented in forums.

Budgets are based, like the British system, on license fees, which run 20 crowns (\$4) a year in Norway. In addition, there is a 10 per cent tax on all radio equipment and an authorization tax of 50 crowns (\$10) a year levied on dealers. Last named tax, Lycke explained, resulted from the fact that, in the salad days of radio in Norway, everyone was selling sets, even grocery stores, and few of the salesmen knew what they were selling.

Since U. S. sets are geared to medium wave and short wave, they are seldom used in Scandinavia, which has several long-wave stations. Instead most radios are of European makes. Present figures, Lycke said, show about 320,000 sets in Norway, a drop of 160,000 from before the war. The loss was mainly due to Nazi grabbing of sets or destruction of them. In a population of slightly less than 3,000,000, NSB estimates that there are approximately four persons per set, and estimates a maximum of sets that could be used as 600,000. Sweden with a population around 6,000,000, has about 1,500,000 sets, while Denmark has only about 160,000 or 650,000 listeners.

Today there are about 10-12 outlets operating in Norway. Before the war there were 15 stations, including the most northerly one in the world at Vadsoe. A few very low kilowatt stations have been set up

Eversharp Buys Morgan for ABC Wednesday Slot

NEW YORK, Sept. 21.—American Broadcasting Company's Wednesday night programing, with Bing Crosby as the stellar attraction, will probably be buttressed by Henry Morgan, who this week was bought by Eversharp. As of press time, sales order was not yet in at ABC, but deal was in the bag. Mutual did a lot of pitching to sell Eversharp one of the MBS properties, but lost out.

Eversharp's idea is to air Morgan live at 10:30-11 p.m. in the East, immediately following Bing, who goes on at 10 p.m. In other time zones, Bing's wax show will go on at 9 p.m., and if the Eversharp plan works out, Morgan will follow Bing in Chicago and precede him in the mountain area. Morgan, considered the network's find of the year, is regarded as likely to add measurably to ABC's Wednesday night schedules.

Meanwhile, Crosby saga was given a bit of additional zest this week with report that the web had agreed to shoulder a good portion of the talent cost of the show. This was denied by various sources, all of whom stated the Crosby-Philco deal amounted to a straight time sale by ABC. Hutchins Agency, handling the Philco account, said Philco, not ABC, was the sponsor.

KOZY's FM Campaign In Daily Newspapers

KANSAS CITY, Mo., Sept. 21.—KOZY, Kansas City's pioneer FM station, is staging a vigorous campaign in the local papers thruout Missouri and Kansas to "wait for the set with the FM band." Established in 1942 by Everett L. Dillard, president of Commercial Radio Equipment, KOZY now has approximately 2,000 listeners within an area of 80 miles radius.

"The increased production and speedier delivery of FM receiving sets within the last month will rapidly enlarge the listening audience," Elizabeth Whitehead, station director, said.

Dillard is now in Washington ready to go on the air with another FM station, W3XL, as soon as call letters are assigned.

since the war's end as substitutes, but hopes are that Norway will go back to 15 or more stations.

There is close co-operation despite some language differences between the three countries. Programs are exchanged and, as Lycke added, when a speaker from one country talks to another country's chain, he is made to speak very slowly and distinctly so that everyone can savvy the lingo. News for radio in Norway is handled entirely by NSB, while in Sweden and Denmark it is run either by press services or by different newspapers.

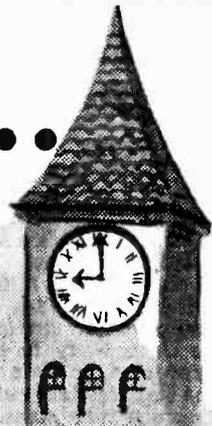
Lycke plans to stay in the U. S. for some weeks and is busy visiting chains and indies here for exchange of ideas as well as to learn some of the new wrinkles in Yank radio.

night and day..

WGBI

GIVES THE BEST

COVERAGE OF AMERICA'S RICH 19TH MARKET!



PROGRAM	NATIONAL RATING	WGBI★ SCRANTON HOOPER
LUX THEATER	21.7	37.1
MA PERKINS	7.4	22.6
KATE SMITH	6.5	21.4
DR. MALONE	6.4	16.0
HELEN TRENT	6.4	13.8*



Night and day—the year 'round—

WGBI delivers the top

audiences in the prosperous
Scranton—Wilkes-Barre area.

No wonder, then, that many
of the nation's leading advertisers

find this popular station

the key to America's

rich 19th market.

Ask a John Blair man why it's

best to BUY WGBI.

SCRANTON **WGBI** PENNSYLVANIA

FRANK MEGARGEE, President •

CBS AFFILIATE • 910 KC
1000 WATTS DAY • 500 WATTS NIGHT

JOHN BLAIR
& COMPANY
National Representatives

*Reprinted from The BILLBOARD MAGAZINE, April 20, 1946

W6XAO's 115-Mile Reach Claim Backed Up With Pictures

HOLLYWOOD, Sept. 21.—First actual evidence that television viewers in San Diego were receiving pictures from Hollywood outlets was shown this week when Don Lee television director, Harry Lubcke, displayed photos taken in the San Diego home of L. G. Gilbert. Gilbert, former radio dealer currently working for the U. S. Navy in the electronic field, reported to Don Lee officials that the station's tele outlet, W6XAO, has for some time come in clear and steady, with a minimum of noise.

While both Don Lee outlet and Paramount Station W6XYZ have claimed to have reached set owners in San Diego—115 air miles south of Hollywood—photos displayed by Lubcke is first tangible evidence offered to support station exec's claims.

According to Lubcke, successful transmission of video pictures to San Diego marks the longest route yet achieved by any tele station.

To test signal and picture strength of its transmitter atop Hollywood's 2000-foot Mount Lee, Lubcke recently took a straight line radial check to San Diego, motoring south in a tele-equipped automobile carrying an 11-foot antenna. Checking the signal every 10 miles for field strength

Pardi's Rise

NEW YORK, Sept. 21.—CBS pressroom staffers are chuckling over the story in the current issue of *The New Yorker* concerning Larry Pardi, one-time elevator operator at CBS but now a director-producer for WABC.

Pardi's rise was truly phenomenal, and it happened about a year ago when WABC's Arthur Hull Hayes, with a magical touch, changed Pardi's way of living by taking him off the lift. *New Yorker* at that time interviewed Pardi, but never used the story until current issue. Mag recently made a quick check via phone to see whether Pardi was still in the radio job. He is.

and image clarity, Lubcke reported loss of signal strength approximately 80 miles from Los Angeles. Signal, nevertheless, came in clear on the special Gilbert receiver in San Diego.

Set in use by Gilbert is a custom-built model containing many improvements installed by Gilbert not found in pre-war tele sets. Antenna was placed in grove of trees near the Gilbert home, with signal beamed thru opening in trees. W6XAO uses a 4-kw. transmitter with directional antenna beamed at Southern California.

Newspapers, Outlets In 8 More Cities To Take 'Quiz-Down'

CHICAGO, Sept. 21.—Proof of the fact that newspapers and radio stations can work together for mutual benefit—promotional benefit for the newspapers and program and promotional benefits for the stations—was seen here this week when it became known that *Quiz Down*, a joint promotional program venture tried by WLS and *The Chicago Daily Times* last year, would definitely be aired in eight other cities in the country. According to Mrs. Carol Moody, who originated the idea, 21 other cities undoubtedly would be signed up to use the syndicated idea before December of this year. WLS and *The Times* are going to air the program again this year. WXYZ and *The Detroit Free Press* also used the idea last year. Program is aired once weekly on Saturdays and features children of public and parochial schools answering questions submitted by students and based on their regular curriculum.

In each city Mrs. Moody will sell the rights to the program for between \$50 and \$60 per week. Local production and promotional deals are handled by station and paper staffers, with Mrs. Moody merely giving advice in the nature of what other orgs have done and are doing with the show.

Example of how the idea can be used successfully and also an example of the fact that newspapers and radio stations can work together for mutual good, is the record WLS and *The Times* chalked up last year. The paper ran stories about the series, which jam-packed the ballroom of the Stevens Hotel here most of the weeks and for final programs filled the Eighth Street Theater. The station mentioned the paper during each broadcast as well as spreading good-will for the paper when setting up each program with the schools.

Jack Shanahan, circulation manager of *The Times*, claims that the program definitely increases circulation. During one seg last year, 1,000 pupils in a school of 1,500 brought their teachers *Quiz Down* stories about their school which *The Times* ran. Stations airing the series can claim a public service record for fostering interest in studies and for bringing information to the listeners. The public service approach results in promotional good-will among students, parents and teachers, WLS execs claim.

AGENCIES TRY CASH

(Continued from page 5)

world series over Mutual. With the new season very young, the Cantor segs are already on the cash award band wagon, and it's known that plenty of other advertisers are considering similar measures.

Situation is regarded in the trade with mixed feelings. There is, of course, the obvious conclusion that there exists an increasing awareness of the necessity for good station promotion and publicity to supplement the usual efforts of networks and agencies. General feeling is that the station men thruout the country will go for this kind of award gimmick in a big way, particularly the hinterland percolators. Others in the trade, however, point out that the cash award system puts a station on the spot and may even lead to squawks by radio clients whose programs are not given the added impetus of dollar sign promotion. Some who scorn the whole idea even question the ethics of the cash award system, asking, "What is the difference between incentive and bribery?"

Dry Those Tears!

NEW YORK, Sept. 21.—Last Talent Cost Index in *The Billboard* (September 21) unintentionally divorced *Big Sister* from her sponsor, P&G, thus bringing anguish to Compton Advertising, Inc., long a guardian of the soaps. Says Compton's Virginia Travers:

"The September 21 issue credits Lever Bros. and Rinso with sponsorship of *Big Sister*. You have no idea how this hurts us! . . . P&G (as in Ivory Soap), has loved her, cared for her, and footed the bills."

ABC Intros 3 New Segs in Pubserv Programing Build-Up

NEW YORK, Sept. 21.—In an attempt to build up public service programs and with one eye on potential sponsors, ABC will spring three major programs devoted to public interest and covering national and international affairs and problems. Shows are *World Security Workshop*, *Are These Our Children?* and *The Next Hundred Years*.

According to Robert Saudek, web's public service program director, plans are under way to build up public service programs for mass appeal, playing up the dramatic quality. In line with this thinking, web recently produced John Hersey's atom bomb story, from *The New Yorker*. Show received plenty of praise from listeners and the press.

\$250 for Scripts

With the *World Security Workshop*, ABC, in co-operation with American United for World Government, will ask American writers, both amateur and professional, to submit radio plays aimed at the clarification and solution of international problems. For each script accepted \$250 will be paid. Show is expected to begin concurrent with the meeting of the UN Security Council late in October.

Are These Our Children?, due to bow in Sunday (29) at 4 p.m., will dramatize cases taken from the files of juvenile delinquency courts and will aim to give advice to parents seeking guidance. Series is a sequel to web's recent exploratory program, *We, the Guilty*.

In connection with *The Next Hundred Years*, a series of four broadcasts from Princeton University's Bicentennial Celebration will be presented, with famous scholars and publicists discussing the future applications of atomic energy, advancements in cancer research, the outlook for democracy and religion, and trends in military and political philosophy. Shows will be presented in the 10 p.m. seg on consecutive Monday nights beginning September 23.

ITU AS UN AGENCY

(Continued from page 5)

confident the Washington site will be confirmed, since enough acceptances have already been received to go ahead with the parley even tho Britain, USSR and France object. However, U. S. wants agreement from the biggies.

Members of U. S. delegation to Moscow conference, which may last six weeks, leave by plane Monday (23). As foretold by *The Billboard*, Federal Communications Commissioner Clifford J. Burr is member of the delegation headed by Francis Colt DeWolf, chief of State Department's telecommunications division.

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MUTUAL ENTERTAINMENT AGENCY 203 NO. WABASH AVENUE CHICAGO

THE FEELIN'S MUTUAL

"News to Me," Says Vallee on Wk.-to-Wk. Basis

HOLLYWOOD, Sept. 21.—Report in *The Billboard* (September 21) that the National Broadcasting Company was still considering the Rudy Vallee-Philip Morris show on a week-to-week basis was a surprise to Vallee. According to him, his present variety show format was adapted at the web's insistence, and since he was following NBC's dictates, he was under the impression that it would be smooth sailing from here on out. First show's script was okayed by NBC before airing, and he claimed he had not received word from either web or agency of NBC's dissatisfaction.

Philip Morris Show originally was to follow the *Villa Vallee* (situation comedy-music) night club format Vallee used for Drene last season. Cig manufacturer and Milt Biow bought the package at \$9,000 with the idea it would be the same as last year's Drene ainer. Trouble started when a platter of a rough voice rehearsal (sans ork and audience) was piped into NBC Prexy Niles Trammell a couple of weeks ago. Trammell immediately said the show was not up to the net's standards and that Vallee must change its format before it can be accepted. Altho Vallee pointed out that the same format delivered an average 12 Hooper (not the lowest on NBC) last season, he agreed to drop the situation comedy line to accept NBC desired variety show theme.

He said he can't understand why the net is still beefing, because he has expressed willingness to follow NBC's dictates thruout and the present show was the net's idea, not his. When web first insisted that he return to his old Fleischmann Yeast format of the mid-'30s he informed NBC he would do so against his better judgment. He told the net that the variety show was okay when he had an hour at his disposal, but that it did not fit his present half-hour seg. Also, he said, during the mid-'30s there was a virgin field open to variety shows which is not the case today.

Vallee claims his show is the only one on NBC today on a week-to-week basis, and he wants to know why his is so regulated. Certainly there are others which are weaker, he argues, and yet are given a chance to prove themselves. He can't understand why he wasn't informed of his show's week-to-week status, and adds he did not know of it until he read it in *The Billboard* last week. Vallee thinks it will take at least 13 weeks before the net will definitely know the ainer's pulling power. Since the show kicked off at the last minute after the mix-up on formats, it was not listed in radio logs thruout the country. Hence, no matter what the next Hooper rating will be on his show, he feels it will not be a true indication of the public's reaction.

2% N. M. Tax on Airings Take Appealed to High Court

ALBUQUERQUE, N. M., Sept. 21.—The Albuquerque Broadcasting Company, which operates KOB, has appealed to the State Supreme Court a decision of the Santa Fe District Court holding that New Mexico radio stations are subject to a 2 per cent tax on their gross broadcasting revenues.

Former District Judge William J. Barker ruled last March 30 that the 2 per cent sales tax does not discriminate between interstate commerce and is not an unconstitutional levy.

Frigidaire Is Like Woman; Holds 'Star Time'; Drops 'X'

HOLLYWOOD, Sept. 21.—Frigidaire's plans to ditch its *Hollywood Star Time* in favor of *Man Called X* took a queer twist at the last minute when advertiser suddenly decided to keep *HST* for another cycle or more. Decision came as a surprise, since sponsor had previously hinted strongly that it was definitely going to switch properties before fall season set in.

Change of heart is believed due to hypoed rating *Star Time* has gotten in last month, jumping more than two Hooper points to current 6.6. Sponsor and agency, Foote, Cone & Belding, apparently feel that show is beginning to click and will attempt further rating build-up with forthcoming heavy flack and promotion campaign.

Meanwhile, *Man Called X* remains one of the hottest summer properties still unsold. Show has been Bob Hope replacement for several hiatus periods, each year building solidly.

Ralston Drops Plugs To Promote Safety

NEW YORK, Sept. 21.—Ralston Purina, bankroller of *Tom Mix Straightshooters*, Monday thru Friday, 5:45-6 p.m. on Mutual, will drop the seg's closing commercial for two weeks, September 23 thru October 4, to promote the Tom Mix safety campaign. Script during these two weeks will also be slanted along the lines of child safety. Stations carrying the show will be permitted to cut in at the end of dramatization to present special messages by mayors or other civic leaders for one and one-half minutes.

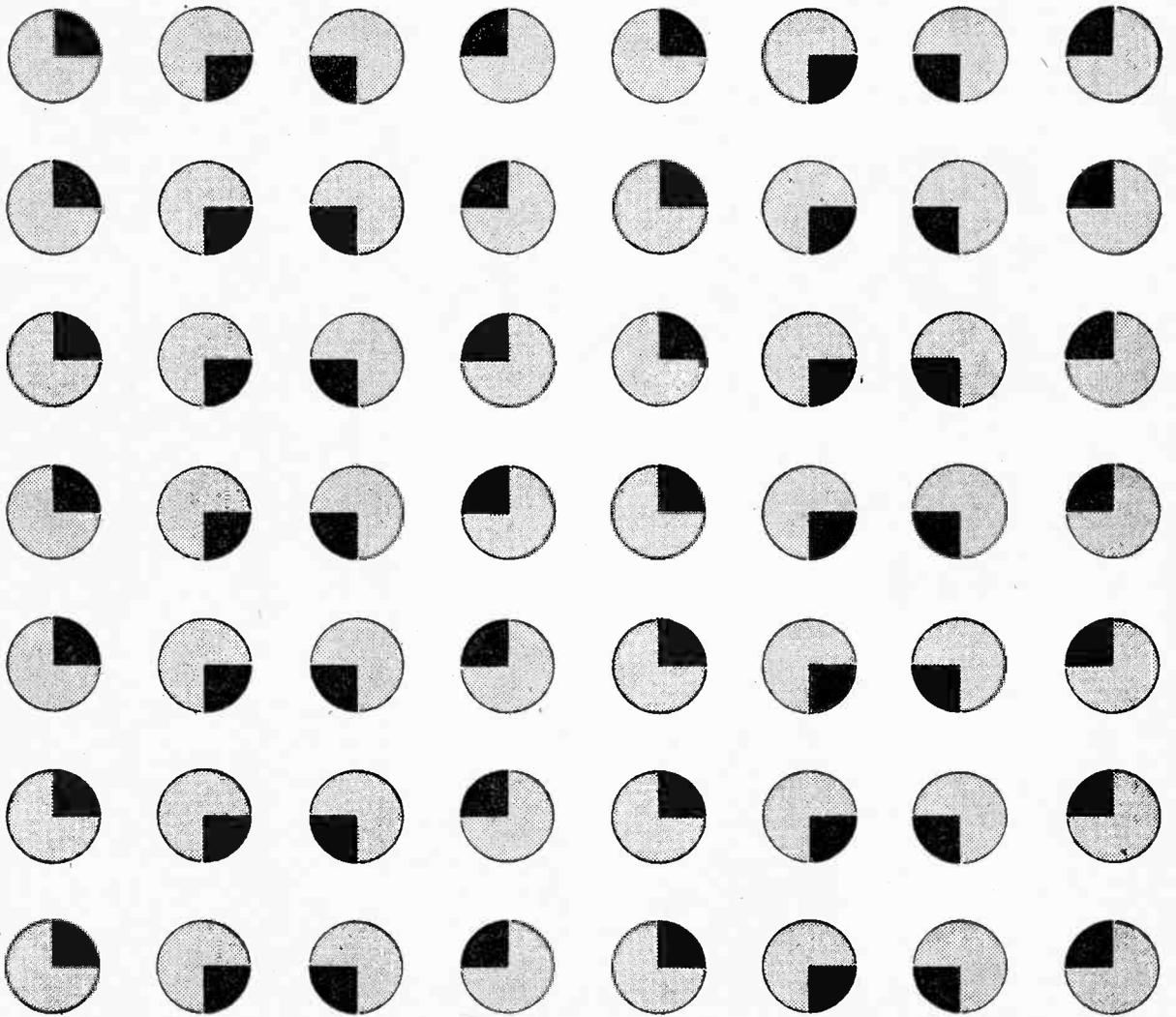
Gardner Agency, of St. Louis, handling the account, is furnishing stations with promotion kits and urging outlets to make merchandising tie-ins with local merchants. Other promotion plans call for safety week proclamations by high government officials and tie-ups with police, fire and educational departments of different cities.

Seg did plenty all right this summer, winding up with a 10.0 rating to place it in first 15 evening shows as of September 15.

Double Take

HOLLYWOOD, Sept. 21.—Proof positive of the blessings of transcribed shows was furnished when Der Bingle waxed the first of his new Philco series for ABC Thursday evening (19). Before a trade-wise audience, Crosby and guest star Bob Hope went thru their mock insult routine in typical fashion. Near seg's end, however, Groaner got lost in a hopped-up arrangement of *Blue Skies*, winding up several measures behind ork.

With little restraint, Crosby finished the tune, then ad-libbed to the boys in the control room, "This is one part we're going to have to recut, boys." Then, turning to seat-sitters, Bing said, "You folks haven't anywhere to go, have you? Well, then let's recut this gem right now." Picking up cue sheets previously discarded, Crosby went into the intro again and made the second try a perfect one. Score for kick-off show: No runs—no hits—one error—and one assist from the boys in the wax works.



BASIC MUTUAL

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57

quarter hours of NEW local business—all on a 52-week basis—were signed up by WOL in the thirty-day period ending August 15.

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Profit by the preference of these on-the-spot sponsors—get WOL availabilities from Katz today.

LATCHKEY OUT FOR AGENCIES

Film City Ad Men Give Tele Quick Brush

Say N. Y. Can Carry Ball

HOLLYWOOD, Sept. 21.—Agencies here are asleep at the tele-switch, say local video casters, who point to the almost total lack of percenterly air-pix activity on the Coast. Agencies are centering nearly all of their experimental program tries in the East, while their Western wings for the most part turn the blind eye towards Hollywood's tele scene. Tele men here feel somebody is missing the bus in that local video expects to get the commercial green light from FCC within the next two months. Also, they argue Hollywood will eventually become the tele center of the U. S. because of its great talent pool and that ad firms would be wise to do their initial video spade work here from the start.

Commission houses surveyed here by *The Billboard* revealed the greater majority are leaning on Eastern home offices for video work. General reply is New York is working on it and until tele gets big enough to require Hollywood programming N. Y. boys already will have the know-how for film city productions. Most of the air-ad men say they keep Eastern brass well informed of local activities and beyond that no further interest in the new medium is necessary. However, further probing revealed local lads survey tele scene on a hit-and-miss basis. Majority confess not having seen a show in many months and base their opinions of tele on general trade talk with little or no first-hand information.

Only one agency man, Foote, Cone & Belding's Arnold McGuire, has a tele set in operation and is able to catch tele segs regularly to keep up with progress here. Murray Bolen (Compton Agency) had also followed a similar system of covering the local scene, but his set has been out of commission for some time. J. Walter Thompson's Ted Smith has been one of the most active in putting shows on local tele screens. Working with Paramount's Klaus Landsberg, Smith produced a series of segs tagged *Secrets of a Gourmet*, plugging four JWT accounts. John Swallos (Kenyon & Eckhardt) supplies home office with regular report on local video activities. Agency assembles similar info from its other offices to keep New York headquarters abreast of latest in tele progress.

Confess Ignorance

Aside from these four men, local commission houses have little to boast as far as tele is concerned. Average agency rep bases his knowledge of Hollywood video by dropping in during a broadcast about twice a year and seeing show from the control booth monitor. Indicative of their almost complete lack of knowledge of what's going on, nearly all (with exception of above mentioned men) percenteries contacted in *The Billboard's* survey confess ignorance of local outlets' recent remote activities. When asked what is their agency doing with tele, all named their New York men and claimed that their company is really going to town. When nailed down on the Hollywood question, majority replied nothing can be done here until FCC

Para's Remote Sked Is Upped; Pickups To Be Regular Feature

HOLLYWOOD, Sept. 21.—In line with its policy of more remotes, Paramount's W6XYZ will bring in the Pacific Southwest Tennis Championship games starting today and will cover them daily for the next nine days. Tele Director Klaus Landsberg expects to be on the air five hours per day in addition to his regular bi-weekly night shows.

Remote from the Los Angeles Tennis Club courts comes on the heels of outlet's pick-up last week from Pomona covering motorcycle races. This gives Paramount score of three events covered via remote in past four weeks. W6XYZ broke area's five-year remote lull when it scanned the Sheriff's Rodeo one month ago.

Set Sale Spur Seen

Para expects to hypo its remote sked until out-of-studio material becomes a regular feature. Landsberg feels remotes, more than anything

else, will get potential set buyers tele-minded. To follow out this plan he will install a receiver in the Paramount Hollywood Theater lobby while covering tennis tournament. To further attract public's attention, fact that receiver will be located at the pic palace will be advertised on the outside of the theater as well as on its screen. Set will also be installed at L. A. Tennis Club.

Outlet will move its vaude show (a regular Tuesday night feature) from the studio to tennis courts. Seg, normally running less than 30 minutes, will be expanded to a full hour. Aimed at the international aspects of the tennis tournament, show will star Para pic player Olga San Juan with seven supporting acts. Usually put on before small studio audiences, this will be first time outlet will scan its vaude fare with large audience on hand to provide response. Admission will be charged with take to be turned over to charity.

With receivers located at Paramount Theater and at L. A. Tennis Club, Landsberg expects one of the largest tele audiences ever achieved on the Coast.

ATL Endowing School To Train Tele Personnel

CHICAGO, Sept. 21.—Shortages of trained personnel, one of video's biggest bottlenecks preventing the industry from getting started on a mass scale, is expected to be ended in the not too distant future, according to U. A. Sanabria, prexy of American Television Laboratories, who recently revealed plans for the founding of a communications college in Chi, which will turn out around 60 trained men a week. College will be non-profit and will be located on South Plymouth Court.

Students will be instructed in all phases of wireless, radio television, and electronics, Sanabria declared, and this includes installation and servicing. American Television Laboratories is endowing the college which is as yet unnamed, but school will be a separate operation and is expected to gross around \$2,000,000 per year from students' tuition fees. College will begin operation sometime early next year, and will be bigger than the RCA school in New York which turns out an estimated 900 a year.

Sanabria said he thought of opening the college in New York, but decided against it since he was convinced Chicago would probably be just as or almost as important as the Main Stem when video really got going. Lee DeForrest, present director general of the Television Lab, will be college prexy.

grants commercial licenses to local outlets.

Both Klaus Landsberg (Paramount's W6XYZ) and Harry Lubcke (Don Lee's W6XAO) argue local ad men would be wise at least to get their tele feet wet by putting together experimental shows such as JWT's Ted Simth has been doing. Still operating on an experimental basis and therefore not allowed to charge advertisers for time, stations are willing to turn over their facilities to agencies who would like to try out a (See *Film City Ad-Men* on page 15)

Agency Video Committee Set In Windy City

To Work With All Interests

CHICAGO, Sept. 21.—One of the final steps to make Chi the country's video center was taken Wednesday (18) when reps of advertising agencies met to form an agency video committee which will work with the electric association, video set manufacturers and dealers and broadcasters. Fran Harris, tele director of Ruthrauff & Ryan, was elected chairman of the committee.

General viewpoint expressed at the meeting was that the over-all Chi video promotion plan would help advertising business here, and it would be to ad agencies' advantage to have a part in the plan. In radio, some of the agency men said, a few clients and agencies were able to grab up most of the best time because they could steal a march on other agencies that were not prepared for radio's growth. They reasoned that if they participated in the video plan they could remain fully informed on latest video developments and thus be in a better position to advise clients on buying and maintaining video programs.

At the agency committee meeting to be held in a few weeks, objectives the agencies hope to achieve as a result of their participation in the promotion plan will be outlined. These objectives, as well as the objectives of the other committees, will be relayed to the television promotion steering plan of the electric association. Then will be formulated the specific plans for the promotion job.

Field's Buys McNeil "Dinner" on WBKB

CHICAGO, Sept. 21.—Don McNeil, emcee of ABC's *Breakfast Club*, will start a new program on WBKB, local B&K video station, September 25, under the sponsorship of Marshall Field & Company. Program, to be known as *Don McNeil's Dinner Club*, will originate at both the WBKB studios and smart niteries in town. Contract between Field's and WBKB is for a 26-week series, to be telecast every Wednesday from 8 to 8:30 p.m. Agency on the series is Foote, Cone & Belding.

The show will be emceed by McNeil and each week will feature Sam Cowling, *Breakfast Club* comedian. In addition, there will be a fashion show and guest stars brought in by McNeil, a la the ABC radio show. When the program originates out of the studio the entire cast, including the fashion models, will go thru their paces at the niteries visited. While at a niterie McNeil will interview various celebrities present.

Field's had the first commercial video series in Chi, telecast on WBKB in 1944. This series also featured McNeil. Since then the store has had programs intermittently on WBKB. Field's also has on order G. E. equipment for an extra store radio system.

Ford Line-Up Adds Northwestern Games

CHICAGO, Sept. 21.—Continuing its policy of sponsoring the telecasting of major sporting events, the Ford Motor Company this week signed to bankroll the telecasting of the home games of Northwestern University by WBKB, local B & K video outlet, starting September 28. So far, Ford's sponsorship of sports telecasts have been confined to the East, and airing of Northwestern games will mark the company's first entrance into the Midwest television picture. Ford will pay a time charge of \$100 per hour as well as production costs of the series (*The Billboard*, September 14).

To present the games, WBKB will use two orthicon cameras, and the pick-up at Dycbe Stadium, Evanston, suburb north of Chicago, will be relayed to WBKB's Loop transmitter, from which it will be transmitted to home receivers. Execs of WBKB claim this relay jump will be the longest in video history.

Agency for the Ford shows is J. Walter Thompson.

R&R Eye on TBA, Shifts Symposium

CHICAGO, Sept. 21.—As a result of the newly increased activity in video here brought about by the effect of the Chicago video promotion plan (*The Billboard*, September 14), and to be able to bring all the latest video developments to those attending the Television Broadcasters' Association meeting in New York October 10 and 11, Chicago office of Ruthrauff & Ryan has changed the dates on which it is going to have its first television symposium here from September 18 and 19 to October 16 and 17. Symposium will be attended by agency account execs and other staffers as well as clients interested in video and will feature discussions of merchandising, production, commercials and other subjects.

Motorcycle Races

Reviewed Sunday (15), 2-2:45 p.m. Style—Motorcycle race, remote pick-up. Sustaining over W6XYZ (Paramount), Hollywood.

Paramount comes thru with another remote pick-up (its second in three weeks), packing plenty of set-buying urge into the scanning. For this away-from-home stint, outlet packed its len boxes off to Pomona (30 miles from here) to pull in a polio benefit motorcycle race. Telewise, this type of outdoor event is far from ideal. Dust cloud raised by the lead man envelops followers. One of the fastest sports, motorbike racing is done at breakneck speed, making it difficult for both viewer and lensmen to follow. Add to these problems the fact that big track makes for tough camera coverage.

However, displaying some of the finest and fastest camera wielding seen in a long time, lensers picked up the speed riders and kept them centered on the screen. Tele director, Klaus Landsberg, showed good judgment in placing his two cameras side by side at the center point of the field. One box would pick up the racers as they rounded the curve, following them to the center at which point the other would take over for the second half of the track. This proved to be more than adequate coverage. When the camera-to-camera switch routine grew tiresome, process was altered for a couple of laps with the tele-eye remaining stationary. Image quality was good enough to allow lookers to distinguish racers all the way around even to the far side of the track.

Motorbike fans viewing this from their homes were undoubtedly confused as to who was leading. This is due to the fact that racers have to be watched as a group thruout so that changes in relationship between each contestant can be observed at all times. This cannot be easily accomplished via tele, so such events do not lend themselves to the air-pix medium.

Doing the Shops

Reviewed Wednesday (18), 3-3:15 p.m. Presented sustaining by WBKB (Balaban & Katz), Chicago.

This was a perfect example of how an attempt to weave commercials into video programing can result in a program that sacrifices interest-holding properties for the sake of commercialism. Pat Murray, top New York video actress, made her Chicago debut in this program, and altho she did her best to ad lib her way thru a tough situation, the program was plenty bad.

Gimmick was having her carry on a mythical telephone conversation with a friend. During this conversation she described with great detail all the items she had bought at Chi shops that day. As she went thru her descriptions, the cameras were focused on the items she "purchased." After she went on and on about item after item, interest lagged and all that was left was a long sales talk.

What this series needs is a format that will have entertainment, educational or informative content to hold interest. Into this should be woven subtle commercials and shots of items bought at Chicago shops. But a continuous commercial for 15 minutes will never capture and hold an audience.



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Louis-Mauriello Fight

Reviewed Wednesday (19), 8:45-10:15 p.m. Style—Boxing. Sponsored by the Gillette Safety Razor Company on WNBT (NBC), New York.

Louis-Mauriello fight and the preliminary matches covered by NBC on WNBT, with the telecast shot over a four-city network (N. Y.) Philly, Schenectady and Washington from Yankee Stadium, proved again that one can enjoy close-ups of top-notch fighters in action without paying 30 bucks for a ringside seat or three bucks for a seat several blocks away from the ring. Cameras swung into action and gave viewers plenty of close-up shots, including Louis's twisted face when Mauriello got in with the one and only, and the latter's grimaced face when he took the count after being kissed by the Brown Bomber's punches.

Announcer did a good job by not distracting the viewers with a lot of chatter. His occasional patter was only to highlight a point or make a remark concerning something or someone of interest not in camera range. Audience interest could be heightened considerably if more cameras were used and placed so as to catch some of the celebrities at the ringside between the rounds. Governor Dewey was spotted and introduced, but cameras were unable to pick him up since he was on the other side of the ring—away from the cameras.

Probably the only unhappy guy besides Mauriello was the sponsor, Gillette, who got only two minutes, and nine seconds of the main feature for his money.

Music for You

Reviewed Wednesday (18), 3:30-3:45 p.m. Presented sustaining on WBKB (Balaban & Katz), Chicago.

Altho this program was only 15 minutes long, it had in it many examples of how video can be top entertainment if it is produced and directed with imagination, ingenuity and an ability to use all the medium's techniques. Co-arrangers of the program were Jenya, WBKB staff pianist, who also displayed her top piano ability during the show, and Beulah Zachary. Miss Zachary also directed.

Foundation of the program was Jenya's playing of music by Grieg and commentary about the music by Wallace Owen. What made the show tops, however, was the way in which the co-producers had figured out ways in which to combine movies depicting Norwegian scenes, shots of the narrator, Jenya, an impressionistic dancer and scenic paintings. Tops, too, was the direction of Miss Zachary, who called for double dissolves, montages of the piano keys superimposed over the painting and dancer, and movie fade-ins at just the right time. Over-all result was a show that had top music and the added value of visual effects which contributed much to the enjoyment of the music.

Pigskin Primer

Reviewed Monday (16), 9-9:15 p.m. Style—Variety. Sustaining over W6XAO, Hollywood.

Over-all achievement of this telegame was definitely on the plus side, with production, lensing and continuity showing healthy progress. Credit writer-director, Elbert Walker, with using ingenuity and imagination in bringing the spirit of the coming gridiron season to home viewers.

Seg opened with football film inserts from sportsreels, segueing smoothly to studio scene with camera focused on simulated grandstands. Lensers traveled thru stands closing in on various types of game viewers, including the silly gal, drunk alumni and hot-dog eating types. Camera

Renewed Interest In Color Video Cued by Store Ap

WASHINGTON, Sept. 21. — Renewed interest in color video was highlighted recently by FCC's acceptance for filing of application for an experimental color tele station by one of the largest department stores on the Eastern Seaboard. The asker, Cherry & Webb (Providence, R. I.), underscored its interest in color by making special mention of same in the application.

It is viewed as significant here, since this is one of the first applications to come out for color since the recent charges of retarding standard tele, brought on by the development of color video by the Columbia Broadcasting System. C. & W. is asking a frequency assignment in the 480-920 band, with a power peak of no more than one kw.

In addition, FCC made five experimental tele grants, awarding experimental tele-CP's to Continental Television Corporation, Boston; Cone-stega Television Association, Inc., Lancaster, Pa.; Bendix Aviation Corporation, Radio Division, Towson, Md.; Don Lee Broadcasting System, Hollywood, and Radio Corporation of America for portable-mobile relay station. Frequencies of all stations to be assigned by FCC chief engineer as needed.

then shifts to different set showing same fans the "morning after" with usual after-game headaches, gripes and "post-mortem" arguments.

To settle squabble between man and wife, camera shifts to mock gridiron where lensers pick up first string team of Los Angeles City College being put thru their paces by Coach Paul Schissler.

To pick up team's demonstration of various plays and formations, second camera was mounted atop 15-foot platform shooting downward. Despite lack of suitable wide-angle lens on mounted camera, lenslads caught most of the playing field action with ease and clarity.

Dialog was adequate and well-handled by cast which included film actor Douglas Blackly, Merry Walker, Bob Bench, Virginia Johnson and Wesley Steadman. Bob Turnbull gave producer Walker valuable assistance.

Spanish Dances

Reviewed Sunday (15), 9 to 9:30 p.m. Style — Dance. Sustaining over WCBW (CBS), New York.

Colorful Spanish dance program by dancer Federico Rey and his troupe was a four-star presentation with plenty of zing. Choregraphy, especially arranged for video, was tops; camera work was unusually good and there was enough variation thruout to make the show well worth seeing. Dancers really knew their stuff and kept well within camera range.

Director Paul Belanger, who knocked it off with only a few hours of camera rehearsals, used superimposed shots—fade-ins and fade-outs—of the dancers feet, which added plenty to entertainment values.

Jim McNaughton, station art director, did a good job in designing an attractive Spanish motif setting. A specially designed floor covering added to attractiveness of setting.

Program was adapted to the music of Manuel De Falla's *Three-Cornered Hat* and *Nights in Gardens of Spain*. Maria Teresa Acuna was featured with Rey. He was assisted by Hilda Garcia and Manola Rivas. With video sets due on the market soon, it will be good programs like this that will easily land a sponsor as well pull a good viewing audience.

Follow-Up

ABC's *Ladies Be Seated* show (WABD: Du Mont, New York, Thursday (19), 8-8:30 p.m.) was one of the best and smoothest audience participation programs in a long time. Directed by Harvey Marlowe, show made for a swell scanning.

Zip and zany emcee, Johnny Olsen, was in rare shape and with his fast patter proved himself, as usual, a top-notch video entertainer. For the first time he operated without the usual high-hat and tails costume which trade-marked him on his network radio stints and previous video shows. Working in ordinary biz suit makes him more emseeish and less clownish looking.

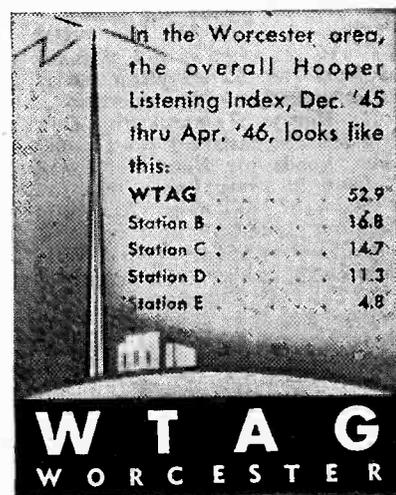
There were some clever pitches for Bab-O Scouring Powder. Opening commercial was a film strip of gal scrubbing pots and pans with Bab-O, actually demonstrating its effectiveness. Product was cleverly worked into program when Olsen had two contestants cleaning pans. Only bad part was lengthy and dull premium pitch which ran for some three minutes. An Egyptian scarab pin was offered to viewers for 25 cents and a label from a Bab-O can. Insert consisted of woman in Park Avenue jewelry shop with gem man telling her what a wonderful piece of jewelry the scarab pin is. Either a new twist of offer or shorter spiel would be better. Duane Jones, product agency, is making the offer in an attempt to measure the television returns and compare them with radio returns since pin is also offered on sponsor's radio shows.

Format of show remains the same. Opening shots show audience of giggling women with Johnny making the customary grand entrance and sailing into audience with fast talk. He selects participants from audience who then vie for prizes.

Program supervised by Walter Ware.

Don Lee Using FM

HOLLYWOOD, Sept. 21.—Don Lee Television switched to FM sound with its Monday (16) scanning. Paramount (W6XYZ) has been on the FM beam for some time.



In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8

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TOO SHORT FOR A HEAD

NBC's Record Wax Sale; KYW Hypoes Football Programing

WAX BIZ is looking up. William Gartland, salesman for NBC's Western radio recording division, reported the largest syndicated platter sale in the web's Western division history. Sale was made to six stations, the percolators buying 19 programs for a total of 2,708 platters. Deal was wrapped up in four days. . . . Joe Bell, recently resigned Pedlar & Ryan producer, may take over announcing chores for *Sherlock Holmes* seg. He was famous as "Mr. Bell" years ago when the seg was sponsored by George Washington Coffee. . . . Eleanor L. Larsen appointed manager of ZBM, Bermuda, by H. J. Tucker Jr., vice-president of Bermuda Broadcasting Company. Larsen, formerly associate radio director of Geyer, Cornell & Newell, replaces Cole Wiley, resigned because of illness.

Exodus from Ruthrauff & Ryan Agency continues, latest to leave being Thomas A. McCorrey, who goes to accounting division of American Newspaper Advertising Network, Inc. ANAN has also taken on Robert S. Reynolds, formerly of McCann-Erickson, Inc. . . . Ralph Worden, news editor of WGAR, Cleveland, has been named director of public affairs by John F. Patt, station's general manager. As part of general move-up, Charles Day, of the newsroom staff, has become acting news editor. Will Dougherty, formerly program director at WMBO, Auburn, N. Y.; WRBL, Columbia, Ga., and WTBO, Cumberland, Md., is new program manager at WPIK, Alexandria, Va.

Football coverage on KYW, Philly, has hit a peak, with three new programs inaugurated. *Pigskin Review*, quarter-hour series debuting Saturday (21), is conducted by Tom Rodgers and is bankrolled by Buchanan Men's Store; later in the day, at the conclusion of the games, Pat Corr comes on the air with a quarter-hour *Football Round-Up*, 6:45-7 p.m., sponsored by Berman Clothing Company; third show, *Here Comes Harmon*, debuts Thursday (26), 7:30-45 p.m., and presents Tom Harmon, former Michigan all-American, predicting the outcome of the coming Saturday's games via transcription. Latter is bankrolled by Crest Specialty Company.

Richard Gerken appointed account exec in New York office of John Blair, radio reps. . . . "Checkerboard Jamboree," folk music show, renewed over Mutual for 52 weeks by Ralston-Purina. . . . Don Lee tele outlet W6XAO switched to FM channel as final step in adapting outlet to commercial video operations. . . . Henry Gerstenkorn, Don Lee-Mutual assistant sales manager, heads for New York and Chicago for annual sales trip. . . . William H. Wise & Company, Inc., has signed 52-week renewal with ABC for sponsorship of William Lang, commentary seg aired over the web Tuesdays, 11:45-12 noon. Set thru Huber Hoge & Sons. . . . Ell Henry, publicity manager of ABC's central division, leaves Chi to attend the United Nations Food Fair, opening in Kansas City, Mo., Thursday (26).

Thomas D. Rishworth, manager of NBC program package sales since January, has accepted the directorship of Radio House at the University of Texas. He left NBC Thursday (19). . . . Myron Curry, former announcer at KMBC, Kansas City, has been promoted to post of continuity editor, assuming duties recently vacated by Robert Liggett, who went to WCAR, Pontiac, Mich., as program director. . . . Rosalie Allen, guitar-playing hillbilly singer and emcee of *Prairie Stars*, heard nightly over WOV, New York, has signed a one-year exclusive recording contract with RCA-Victor. . . . WBSR, Pensacola, Fla., goes on the air Thursday (26), with Ruth Braden, majority stockholder, serving as general manager and program director. Partners

in the new operation include Bert Mead and Kirke M. Beall, engineers.

CBS tele programing slated for an extensive revamping. . . . Jim O'Bryon, chief of MBS publicity, back in New York after a four-week vacation in the Blue Ridge Mountains of Virginia. . . . ABC completing 35mm. video film of the international speedboat races in Detroit, with Walter Kiernan and Don Dunphy handling description. Film will be shown next week on WABD, New York; WPTG, Washington; WPTZ, Philly, and WBKB, Chicago. . . . William Coleman, scripter and radio actor, heads up newly formed radio division of Fordham University.

U. S. Rubber Company's sponsorship of *Television Quarterback*, debuting Friday (27) over WNBT, New York, will cost the bankroller \$1,000 per show. . . . General Artists' Corporation has taken an option on services of Bret Morrison (*The Shadow*), for a fall musical or play. . . . Negro talent being showcased over *Democracy, USA*, program over WBBM, Chicago. Station is co-operating with *Chicago Defender*, Negro newspaper, on production. . . . John H. MacDonald, NBC vice-president in charge of finance, named president of the Controllers' Institute of America at the convention in New York this week.

Alaska now has a web composed of three of its four stations: KTKN, Ketchikan; KINY, Juneau, and KFDQ, Anchorage. Tabbed *Alaskan Broadcasting System*, net is headed by W. J. Wagner, of Anchorage. . . . Marjorie Sheldon named director of civic events at WGL, Fort Wayne, Ind. . . . New addition to WPIK, Alexandria, engineering staff is Harold Wolfe, formerly with WENC, Whiteville, N. C. . . . Bible Institute of Los Angeles has applied for full time "educational type" FM outlet. . . . Michael Brown heading up new radio department at James McGuinn & Associates in Chicago.

Fred Ohl and Joe A. Oswald recently resigned their respective positions as manager and commercial manager of KWKH, Shreveport, La. John D. Ewing, president of International Broadcasting Corporation, which operates the station, has announced the appointment of K. K. Kellam, former manager of KTHS, Hot Springs, Ark., as acting manager of KWKH. Ack Wolever, former KTHS program manager, succeeds Kellam as manager. . . . WMAN, Mansfield, O., has skedded a series of programs using talent from Ashland College and high schools in 20 near-by towns, to run for the balance of the school year. W. H. Miley, head of Ashland College Speech Department, will produce.

Joyce Hayward, after a four-year absence from radio, returns to the air in the role of Barbara Hale on *Young Doctor Malone* over CBS. . . . Jones & Brakeley, Inc., of New York, has been elected to membership in the American Association of Advertising Agencies. . . . Christopher Lunch, Irish tenor and protege of the late John McCormack, debuts at Carnegie Hall September 30 and will appear on *The Voice of Firestone* broadcast over NBC. . . . Charles Dulle, account rep and manager of the J. Walter Thompson Company office in Sao Paulo, Brazil, has arrived in New York for a four-week visit during which he will confer with clients.

Thomas R. Santacroce, for over 20 years with Lever Bros., has been appointed merchandising manager of New York office of *Dancer - Fitzgerald-Sampel, Inc.*

. . . Gertrude Scanlan, local radio manager of BBD&O's New York office, has been appointed Wildroot Company national radio account rep. Firm airs "Adventures of Sam Spade" (switching from ABC to CBS Sundays, September 29, 8-8:30 p.m.). Elenore Scanlan, sister of Gertrude, will move into the post of local radio manager. She is also senior member of the agency's spot time buying department.

Al Chance, recently transferred from the Chicago office of the Gardner Advertising Agency to the main office in St. Louis, is now auditioning dramatic talent for the new Mary Lee Taylor program on CBS. . . . Thursday (19) marked the eighth anniversary of KXOX, St. Louis, and it was observed that of the original staffers, 11 are still with the station. They are Bob Hille, Bruce Barrington, Margaret Carroll, Harry Renfro, Art Rekart, Fred Boecler, Mike Chuckray, Homer Daly, Vern Fish, Ed Henry and Rudy Isenberg. . . . Philip M. Baker, Washington radio attorney and for the past two years associated with Andrew G. Haley and Maj. Gen. Myron C. Cramer, specializing in radio broadcasting and communications, has opened his own offices in D. C. From 1941 to 1944 Baker was attorney for the FCC.

More than \$300,000, representing 2,500 animals actually delivered to Greek farmers, has been collected to date as a result of county fair promotion. Drive for the give-an-animal campaign began August 10. . . . WBSR, Pensacola, Fla., will affiliate with ABC on or about September 28, bringing total number of the web's outlets to 217. Station owned by Escambia Broadcasting Company, will operate full time with 250 watts on 1450 kc. Ruth Braden will manage. . . . WJZ, ABC New York outlet, is increasing its weather report broadcasts to include a summary of conditions. Every hour thruout the evening and four times during the day, a compilation of flying weather reports from both Newark and La Guardia airports is aired.

WMT, Cedar Rapids, Ia., has appointed Charles (Chuck) Worcester farm service director. Worcester, formerly director of agricultural programs for CBS, succeeds A. G. Wool Fries, resigned. . . . G. William Anderson Jr., for several years with CBS, has joined the New York office of Foote, Cone & Belding as assistant to Stephen Czufin, vice-president and American Tobacco account exec, on Lucky Strike radio.

Arold B. Stokes, producer, musician and composer, appointed program manager of ABC's central division (Stokes has named Fred Kilian production manager). . . . Don Ball returned to CBS in New York as assistant director of editing department. With the web since 1929, Ball left in November, 1945, to join Neff-Rogow, Inc. . . . Gabriel Heatter's new series, tabbed "Gabe Heatter's Sunday Stories," debuts over Mutual October 13 in the 10-10:30 p.m. slot. . . . Cyril M. Penley joins the news staff of KOA, Denver, Monday (23). He replaces George McWilliams, who resigned to join the War Assets Administration. KEX, Portland, Ore., granted a power increase from 5,000 to 50,000 watts. Just approved by FCC, the increase gives Oregon its first station of that power. . . . Frederick P. Laffey, recently released from the army, will resume duties as chief announcer for WLAW, Lawrence, Mass. . . .

Formal application for transfer of WEOA, CBS outlet in Evansville, Ind., from Evansville On the Air, Inc., to WFBM, will be filed this week with FCC. Negotiations for purchase of WEOA were completed last week by Harry M. Bitner Jr., WFBM president and manager, and Clarence Leich, secretary of Evansville On the Air, which is also licensed to operate WGBF and WMLL (FM), Evansville, and WBOW, Terre Haute, Ind. Invoking multiple ownership rule, FCC last March ordered Evansville On the Air to dispose of the FM station in Evansville.

Paul Talbot, director of American Division of Fremantle Overseas Radio Limited, European station reps, returned this week from an extensive European tour of commercial stations repped by the organization. . . . Tune Topic Time, musical quiz, is newest addition to the wax productions of IMC radio productions. An open-ender, completion of the first 39 quarter-hour episodes, is expected in four weeks. . . . H. Addison Campbell, formerly manager of research for Turck-Hill & Company, has joined ABC's research department as director of market research.

Ginny Simms is trying to get together an idea for a new radio series, based on Harry Salter's *Time of Your Life* theme. . . . Jim Ameche, Don's brother, will be featured on MBS in a romantic comedy program, it's understood, probably on Friday nights.

A permit has been issued Regional Broadcasting Company to construct heavy concrete piers at its broadcasting station site, Chicopee, Mass., at a cost of \$10,000. Permit has already been issued for the construction of a station and administration building costing \$35,000.

Bob Hope has revealed tentative plans for a post-season baseball game between his Cleveland Indians, of the American League, and Bing Crosby's Pirates, of the National League. Game probably will be played in Cleveland on September 24 coincident with Hope's opening radio program to be broadcast from that city. Proceeds from the game will be equally divided between Pittsburgh and Cleveland Community Chest campaigns. Hope and Crosby are trying to arrange their schedules in order that they might attend. . . . Noel Wesley, theatrical producer who is expanding his production department, has signed Sue Chrysler to handle all talent for the firm. Paul Petty, formerly of WRGB television, General Electric, Schenectady, N. Y., and Sonya Finard will handle the concert department.

Dorothy Cloud, traffic manager of KTBC, Austin, Tex., back after a leave of absence during which she attended the public radio institute at the University of Wisconsin.



You Tell Us
What's Important
To YOU . . .

SEE INSERT AT
PAGE 67

WJBK Transfer Draws CIO Beef

DETROIT, Sept. 21.—Formal protest against acquisition of WJBK by Fort Industry Company was recently made to FCC by CIO thru August Scholle, president of State CIO council, specifically citing that Fort already has grants for FM stations at Toledo and Wheeling, and that FCC has issued a rule that the second FM film station will not be granted to one applicant until its first station is on air. Claims rule that not more than six stations may be owned by one corporation is violated on grounds Fort Industry already has seven standard stations.

Present station owners, Richard Connell and James F. Hopkins issued the statement that purchase deal is approximately \$730,000 rather than \$550,000 given in earlier reports. CIO's attack centers largely on FM angle, as title to station includes right to FM permit, and asks that FCC call in Department of Justice to stop "this vicious abuse." Emphasis of attack is upon "inactivity of standard broadcast licenses in developing new art of FM broadcasting."

"Some of such broadcasters are joining with certain radio set manufacturers in retarding the development of the staticless high-quality FM broadcasting. I assume that you are aware of the speeches of Harold Ryan, president of Fort Industry Company, before the Toledo Chamber of Commerce, the Rotary clubs and others to the effect that Fort Industry Company has no intention of promoting its FM stations for several years. You witness, therefore, the fact that the Fort Industry Company is the perfect example of a standard broadcasting station acquiring FM licenses merely as a method of insurance against the inevitable development of the superior FM. I hope that the FCC has the courage to stop this abuse by its licensees, and this violation of its own rules."

WASHINGTON, Sept. 21.—Despite the fact that chances here are regarded as slim, CIO with an eye on American Broadcasting Company's KGO (San Francisco) filing for renewal Wednesday (18), will throw its legal weight around next week to prevent the West Coast outlet from getting an FCC okay, according to union's attorneys. Beef by union revolves about denial of air time by KGO, CIO prexy, Philip Murray, and James Carey, CIO secretary, and union legalists are working up a full case in conjunction with the CIO Food, Tobacco and Agricultural Workers Union for presentation to commish late next week. KGO license expires November 1.

WXYZ Cleared of Catholic Paper's Rap of 'Outlaw' Deal

DETROIT, Sept. 21.—Minor misfire in an editorial attack on the awarding of tickets to *The Outlaw* at the Palms-State Theater by the Radio Schoolhouse show on WXYZ was acknowledged by *The Michigan Catholic*, official organ of the Detroit archdiocese. The film itself has aroused national antagonism from Catholic sources, and is currently setting box-office records at the Palms-State.

In apologizing, the paper said last week that the article "hit two targets it should have spared . . . and missed one that since has acknowledged full responsibility. Moreover, we are informed, our shot went awry as to the facts." In a letter, Alice Forham, veteran exploiter of United Detroit Theaters, said that the handling of the awards for the program, broadcast from Broadway-Capitol Theater, was entirely the theater circuit's responsibility, and not the radio station's.

FM Applicants Get Gander at Status; Rumors Irk FCC

WASHINGTON, Sept. 21.—Obviously intent on stilling some of the rumors and hush-hush talk about retarding FM, Federal Communications Commission, in line with its stepping up of FM grants in recent weeks, is giving applicants a look-see into the status of their requests as revealed by a commission listing this week (19). Exclusive of this week, present picture shows 65 FM stations on the air; 270 CP's granted since October 8, 1945; 261 conditional grants; 137 applications set for hearing, and 196 applications on which no work has been done.

Breakdown of conditional grants reveals that biggest log-jam to conversion in final CP's is caused by delay of engineering approval pending receipt of further info, with 154 in this class, while another 85 are waiting for engineering study. Some 50 applications in the "set for hearing" category are awaiting a decision, while the remainder are either coming up for a hearing or for further engineering testimony. Eighty-two applications of those which have had no work done on them are known to be complete and are awaiting further FCC action. Exclusive of FM stations on the air, status of 864 applications are reported on in present survey.

Admen See Fax

NEW YORK, Sept. 21.—More than 200 top advertising and industry men last week witnessed the first large-scale facsimile demonstration at the Advertising Club by Radio Inventions and WOR. System is a fast, high-fidelity method of transmitting high-definition reproductions of printed matter and pictures by radio or wire.

Text can be sent at a rate of 500 words a minute. According to John V. L. Hogan, president of Radio Inventions and also head of WQXR and its FM outlet WQWQ, facsimile receivers will soon be on the market at a cost of \$80.

MILLER BLAST KEYNOTE

(Continued from page 5)
hold session. Topics for following day will include music copyright, small-market stations and public relations. An NAB business session will be staged that day when directors-at-large will be elected and membership will vote on proposed by-laws which were listed officially in the current issue of NAB Reports. At a dinner climaxing that day, discussion will include freedom of speech, press, and "right to listen." Following day will be devoted to retail advertising discussion and broadcast advertising clinics, with banquet that night.

SCHREIBER WGN G. M.

(Continued from page 5)
of policy and other important matters concerning WGN's operation were in Campbell's hands, Schreiber will now be in full charge of the station. Campbell's election came about after the deaths of Capt. Joseph Patterson, publisher of *The New York Daily News* (published by a sister company of the Tribune org) and Roy Holliss, news syndicate general manager. As a result, elections were held to shuffle officers of the News and Tribune companies.

Col. Robert R. McCormick, publisher of *The Tribune*, was prexy and treasurer of the Tribune Company. Now he is prexy only. He remains WGN boss. Patterson was first vice-president of WGN, Inc., and his old position with the station was not filled at the elections.

After Schreiber received full con-

AFRA Demands Nets' Headache

(Continued from page 5)

outlets refuse to negotiate or arbitrate with AFRA. Union's position is that not only is it striking against its own members when cardholders work on shows sent out to anti-union stations, but it is allowing these stations to make dough.

Even the AFRA will not allow the question of AFRA-shop to be arbitrated. It feels that its position is unassailable because it is willing to arbitrate disputes. Clause of this kind in the AFRA contract would presage an all-out organization drive on local stations.

AFRA is getting ready to ask for a radical adjustment on jingle rates from transcription companies. Union's claim is that jingle industry has developed amazingly recently and that currently, for a very low rate, millions of people can be reached.

Next on the list is a demand on the part of AFRA to bring sustaining rates up to commercial level. Claim here is that nets collect both ways if sustaining shows are sold—for the time and for the package.

Labor org is also making a pitch for commercial rates for its sound men who, it points out, play a great part in the success of the show. Union is also going after audience participating shows and expects any singing, acting or announcing on the part of the audience paid.

AFRA held its quarterly meeting Thursday (19) at the Hotel Capitol at which union execs reported to members on Los Angeles convention. Meeting was comparatively uneventful.

Radio Newies Cold To Commerce Dept.'s Advisory Service

WASHINGTON, Sept. 21.—Broadcast newcomers are giving the "cold shoulder" to the Commerce Department's "small business" advisory service for radio prospectors, with less than 20 persons attracted to the agency for advice during the entire year. Despite increased congressional appropriation to the small biz counseling service in Commerce, the agency so far seems to have little appeal to practical folk going into various segments of entertainment biz. However, Commerce hopes the agency will attract more comers after the field force is strengthened. Under latest outlay, Commerce will be able to augment existing staffs so that roughly 700 counsellors will be on tap in all of the departmental region offices.

Besides seeking to give additional advice to radio prospectors on the business and broadcast side, Commerce also tries to help on the engineering side, furnishing estimates of construction costs, technical info and references to other sources. Advertising advice is given in analyses of the potential market, listings of existing commerce in the area, newspaper and radio competish, etc.

trol he announced an executive or-organizational set-up new at the station, with him at the top and direction of WGN in the hands of five departmental heads: Henry Weber, in charge of music; Carl Meyers, engineering; Buck Gunn, programs; William McGuineas, sales, and Bruce Dennis, public relations. Each has been in charge of these departments, but Schreiber's statement constituted a formal announcement that they would work as a directional team. Paul Brines, assistant to Schreiber, will continue as his administrative assistant.

Film City Ad-Men Give Tele Brushoff

(Continued from page 12)

couple of live program ideas. Tele-men feel this plan (so far tried only by Landsberg with Ted Smith) has many advantages to all concerned. It gives agency men a working knowledge of the new medium so that when the tele ball gets rolling commercially out here, agencies would already have some know-how as to what can be done by the time sponsors would be ready to shell out dough for air-pix plugs and agency-produced shows would have already reached a salable status.

To date, agencies have centered their tele activities in the East because (1) outlets there operate on commercial basis, (2) eastern stations are on or near agencies' home grounds, hence shows can be supervised more closely; (3) more sets in operation in the East, therefore public reaction can be more easily ascertained. However, Hollywood's tele broadcasters say percenteries' Eastern operations should not interfere with experimental work on the Coast. They also point out that with transmitters atop Mount Wilson (world's highest tele site), Coast stations will cover a terrific market and therefore cannot be ignored. They bring up an important issue by pointing out the fact that live programs developed in the East may not have equal appeal to California home viewers. Treading on controversial soil they also add that Hollywood is the nation's future tele center (as it already is for pix and radio) due to huge talent resources and that agencies should get in on the tele production ground floor. Pitch is: "You're going to have to come out here anyway so why not come now."

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"WE DELIVER WHAT WE ADVERTISE"

ARA Into Receivership; Will Go on Block Intact Or Piecemeal After Audit

Gordon, Blau Rep Talent, Publisher Creditors

HOLLYWOOD, Sept. 21.—Survival of ARA Records in the field took on a thorny doubtful air last week when creditors threw firm into hands of federal receiver after turning down proposition of music publisher, Ralph Peer, Universal-International exec, John Beck, and West Coast coin machine man, Charles Washburn, to take over diskery. Internal Revenue Department stepped in last Friday to take claim to ARA remains, but receivership had already been filed. ARA will be up for sale to the highest bidder after a two-week audit of assets, etc.

Whether sale of ARA will mean buyer or buyers will take over entire record producing properties of diskery or whether it will be purchased in individual parcels will probably be the deciding factor as to future of ARA records remaining intact. It is possible that various platter firms will purchase portions of ARA equipment and remaining masters. It is reported that ARA assets amount to around a half million dollars. Liabilities reportedly about \$900,000.

Reorganization Flopped

Peer, Beck, Washburn combine is not expected to participate in the open bidding. Washburn spent over a week at ARA headquarters attempting to reorganize diskery but nothing concrete developed. Attorney Morton Garbus, who has been reported to represent 55 per cent of ARA stock (Boris Morris, original ARA owner, and Mark Leff, who just dropped out of ARA, reportedly split

remainder) continued as company negotiator.

Among the creditors, biz manager, Elliott Gordon, is representing ex-ARA talent and Victor Blau, of local Warner's pubberies, Harms, Remick and Witmark, is negotiating for Music Publishers Protective Association, covering song royalties. Max Fink is the attorney for the creditor group.

Former ARA exec personnel like Bruce Altman, promotion manager; Dave Gould, talent chief, and Lou Bring, musical director, are all on the make for new associations. Folderoo of ARA label, which registered for a while among leading contenders in the indie category with Musicraft, Majestic and Mercury, follows weeks of varying reports that a radio net, flicker firm and another big record indie were among potential purchasers.

Susan Is New Para-Sponsored Loesser Firm

NEW YORK, Sept. 21.—Operating under the guiding hand of Famous-Paramount Music, a new publishing firm will open for business around the first of the year. Tabbed Susan Publishing Company, the new house is a project of songwriter Frank Loesser. Initial tunes due for publication and exploitation will come from Loesser's score for the Betty Hutton pic, *Perils of Pauline*.

\$6 Daily for Meals, New AFM 77 Scale

PHILADELPHIA, Sept. 21.—High cost of living was reflected in the 25 per cent pay increases secured by the local musician's union for the tootlers. And now the AFM chiefs are tackling the inflated food prices.

Local 77 just set a new scale for meals for traveling music makers—\$1 for breakfast, \$2 for lunch and \$3 for dinner.

ASCAP, BMI Relationships & Ork Guarantees Among Items On P. C. Terp Assn. Program

Geer, of Midwest Ops, To Attend First Meet

HOLLYWOOD, Sept. 21.—First official meeting of the Pacific Coast Ballroom Operators Association is set to take place October 3 at the Los Angeles Athletic Club. Al Bamford, Northern California dance promoter who initiated formation of org, will preside over first meet altho officers are to be selected then.

Working closely with Bamford in get together of ballroom men are Barney McDevitt, of the Avadon, and Kermit Bierkamp, of Casino Gardens. Bierkamp, who just came to the West Coast recently after hand-

His Lordship, S. P.

NEW YORK, Sept. 21.—Since Happy Goday has taken over the activities of Peter Maurice, Inc. (Leeds' firm which pushes English music here) he is going on a Bond Street kick. Goday is having cards printed reading "Lord Reginald H. Goday, V.P., G.M., M.P.C.E." On the next line is the descriptive phrase "etude emissary," strictly Buckingham Palace for song pluggers. Instead of asking leaders whether he is "On tonight," Lord Goday is giving them: "Are you performing my latest ode, *Under the Willow Tree* on the wireless this evening, old chap?" First orkster Goday tossed it at answered succinctly, "Huh?"

Trade figures if Goday can really learn to grasp a monocle with the flesh around his right eye, and drop his aitches, he might back *Dear Boy* Sammy Kaye right off the boards.

Ross To Stay With Barton; Made a Veepee

NEW YORK, Sept. 21.—Despite split between Frank Sinatra and his Barton-Stanwood Music partners, Ben Barton and Hank Sanicola, Charlie Ross, professional manager of Barton, will stay with the firm, and will, as a matter of fact, take on a vice-presidency and a chunk of Barton's and Hank Sanicola's share of the company stock. (Each of them and Sinatra own one-third.) Lester Sacks, on the other hand, is expected to leave the Barton-Stanwood operation, and trade sees a possibility that Lester may go with Sinatra's new publishing company, Sinatra Songs, Inc. In the meantime, attorneys for Sinatra and the Barton-Sanicola factions are confabbing on best way to wind up the situation. There is a long-shot outside chance the split-up may not come off, but nobody has much hopes it won't.

Earl Assistant to Birge

BRIDGEPORT, Conn., Sept. 21.—Albert Earl was made assistant advertising manager of Columbia Recording Corporation this week, John Birge, the diskery's new ad director announced. Earl will continue to work out of Bridgeport. He's been with Columbia two years and formerly worked on artist tour promotion, co-op advertising and catalogs.

Will AFM Ask Hike in Disk Royalty Rate?

Not Just Scales, Think Some

NEW YORK, Sept. 21.—With first of October, date on which diskers expect to get their new recording scale and other proposals tossed at them by James Petrillo and his American Federation of Musicians drawing near, rumors are flying around the trade as to what the proposals might entail. Diskers maintain a stoic calm, many of them expressing the opinion that they don't feel Petrillo wants to put them out of business, so the proposals will at least be negotiable. None seem inclined to admit the possibility of a "cease recording" walk-out similar to the 27-month strike which started in 1942.

Some trade observers feel that there is a chance the union will be fairly reasonable about increased scales, but that they might demand an increase in the royalty rate they now receive from platteries. Union now gets royalty amounting to 1/4-cent on each 50-cent record, with rate going up as price of record increases.

Veepee R. Facchine Resigns His MCA Post

HOLLYWOOD, Sept. 21.—Russ Facchine, Music Corporation of America vice-president and key band booker for the firm for over 13 years, has just resigned. Facchine came to MCA's West Coast office about 10 months ago after a two-year stretch in the service. Prior to that he headed the band division of MCA's Chicago office for seven years.

During his term with the local, Facchine sized up the entire West Coast territory, spending some time in the Northwest area. Facchine's future plans have not been announced. Reason for his leaving MCA was also not revealed.

Raft of Tootlers But Little Music In Hopkins Show

NEW YORK, Sept. 21.—The Arthur Hopkins legit, *Hear That Trumpet*, has completed casting the actor-musicians required for the production. In addition to the previously announced casting of ork leader Bobby Sherwood for the lead role; Sidney Bechet, longtime hot clary-soprano sax jazzman; trumpeter Marty Marsala, drummer Skippy Layton, and bassist Bart Edwards have been set for acting roles in the play. Ray Mayer, a piano-playing actor, has been brought in from Hollywood for one of the top roles. Reports have it that despite the presence of impressive musical names there are only three minutes of music in the entire length of the play. Production is due for Broadway opening in the first week of October.

J. Meyerson to G. M. World; Goodman Decca Div. Mgr.

NEW YORK, Sept. 21.—Decca Records appointed Stanley Goodman as merchandise manager for the firm's phonograph and accessories division.

Goodman replaces Jack Meyerson, who has moved on to assume the general management of World Broadcasting, a Decca subsidiary.

Alexander and Basie Split; WM Gets Band

Ebbins Continues P.M.

NEW YORK, Sept. 21.—William Morris Agency romancing of the Count Basie ork, which has been getting hotter and hotter in recent months, seemed skedded to pay off this week with the 88-er set to sign with the agency and break off his 10-year association with Willard Alexander.

Number of differences between Basie and Alexander have come up in recent months, with the Count of the definite opinion that he wanted to be handled by a major office, and Alexander reluctant to turn the band over to a major agency except on terms the agencies considered inequitable. It is known that Alexander discussed the Count with Music Corporation of America, General Artists Corporation, and even Frederick Bros. and Consolidated Radio Artists (latter two for concerts and special dates), as well as the Morris office.

At press time Alexander was in Boston and couldn't be reached for comment, and Nat Kalcheim, Nat Lefkowitz and Morris Stroller, of the Morris office, were all "away for the week-end." Milton Ebbins, also unavailable for comment, will definitely continue as Basie's personal manager.

802 Ratifies Hotel, Club & Cafe Contract

Will Spots Use Less Men?

NEW YORK, Sept. 21.—Agreements between Local 802, American Federation of Musicians, and the hotel, night club, restaurant and cafe operators was ratified Friday (20) by the union's members. Agreement covers some 60 hotels and about a hundred clubs, cafes and eateries.

Tho the tootlers won themselves a 20 per cent hike, they failed to push over what was purported to be one of their key objectives when original demands were made. That was the demand that no spot could use less musicians for the 12-month period from September 1, 1946, to September 1, 1947, than were used the previous year. New contract says only that no reduction in size of orks presently playing shall be made as a result of the pact. However, there is nothing to prevent spots from using bands half or quarter as large as they did formerly in the future, and many 802-ers fear that is what will happen in a number of spots.

Newark Tootlers Get 20% Hike in 60 Spots

NEWARK, N. J., Sept. 21.—Basic 20 per cent hike was granted to music men of Newark Local 16, AFM, September 16. Local covers about 60 spots in Newark and surrounding territory, including Frank Dailey's Meadowbrook in Cedar Grove, N. J. Union had been negotiating for two weeks with individual night spot operators and next move, according to James Marzulli, business agent, will be to attempt getting about 20 Negro ballrooms and clubs in the area to join up also.

Agreement also upped bandleaders take 30 and 40 per cent at some ballrooms and clubs. Marzulli and James Buono, union prexy, conducted negotiations.

Cole Trio Kicks Off Philly 1-Night Season

PHILADELPHIA, Sept. 21.—First major dance promotion for the new season set for September 28 at Town Hall with the King Cole Trio, currently featured at Ciro's Musical Bar here, taking in the one-night stand.

Dance is aimed at race trade and promises to be the first in a series sponsored by a new booking combine that includes the Woody Rice Theatrical Agency, race booking office. Coupled with the Cole trio will be Carlyle Corbin and His Dukes Orchestra, local combo. Corbin is former bass player and arranger for Andy Kirk.

Redman, Jazz Unit Ist Yanks Musikers To Scandinavia

NEW YORK, Sept. 21.—Don Redman, longtime ork leader and clarinetist, flew to Denmark last week with a jazz combination for an extensive tour of the Scandinavian countries. Deal was set several months ago when Danish jazz entrepreneur, Timmie Rosencrantz, was visiting in New York. Tour is the first of its kind on the continent since the war started.

Booklet Twists

NEW YORK, Sept. 21.—Indie International Record Company came up with an interesting gimmick for album notes. In its *Jack and the Beanstalk* kiddish album, accompanying booklet is made up of the disk story in play form, in simple enough language for school-age kids to understand. An album of French tunes, *Chansons Francaises Pour les Petits*, is a booklet with the French lyrics and their English translations. A third album labeled *Swing Notes*, which features tenor sax solos, contains the sheet music for each of the featured reedmen's rides.

Fast Switches Mark Strike Settlement

NEW YORK, Sept. 21.—Settlement of the musician's strike with local hotel owners brought on a wave of rapid booking switches. Claude Thornhill, who canceled out of his original September 16 Pennsylvania opening due to the strike, was skedded to open at the hotel's Cafe Rouge this week. Two Morris Agency theater bookings that were made for the band when it couldn't open at the hotel spot were canceled out. Replacement for Thornhill at the State Theater, Hartford, will be Duke Ellington with a package revue. Replacement for an Earle Theater, Philadelphia, date has not yet been set.

Another quick switch put the Les Elgart crew into the Terrace Room of the New Yorker. Elgart was due to open at the Anchor Room of the Knickerbocker Club, Port Chester, N. Y., but was pulled out at the last minute when it was found that Chuck Foster's ork, originally set for the New Yorker, would be unavailable. Elgart replacement at the Port Chester club was Ted Straeter's ork. Other booking switches ran along similar lines.

Cott To Cut Kidisks, Gets Veepee Post in Tone Prod.

NEW YORK, Sept. 21.—Ted Cott, WNEW program director, pacted by Tone Products Corporation of America to produce firm's complete line of Merry-Go-Sound kiddie disks. Contract gives him vice-presidency in outfit. He'll continue with WNEW. TPCA manufactures only electronic phonograph designed for tot mart. Cott also produced firm's initial output of three albums, *Rumple Stilt Skin*, *Seven at a Blow* and *Mother Goose Party*.

Gordon in for "Blue Preem"

NEW YORK, Sept. 21.—Mack Gordon, producer and co-cleffer on the *Three Little Girls in Blue* pic, came East for the Roxy premiere of the movie. Songs for the film, written by Gordon, with Joe Myrow, are published by Bregman, Vocco & Conn and include firm's present top plug tunes *Somewhere in the Night* and *This Is Always*. After the premiere, Gordon and Myrow will return to Hollywood to do the score for a new Betty Grable flicker.

Int'l Sweethearts to Glaser

NEW YORK, Sept. 21.—International Sweethearts of Rhythm, all-gal ork which bought back booking agreement from Frederick Bros. when agency decided to divest itself of several of its name bands, switch to Joe Glaser's ABC office November 1.

"... Many MGM Film Stars Will Be on MGM Records," So Other Waxers Maneuver

Re-Sign-Now-or-Maybe-No-Disks Is One Technique

NEW YORK, Sept. 21.—Tho it comes as a great surprise to absolutely no one, MGM record division is now openly stating in official announcements that the reason for retaining MGM as label tag is that the company will feature "many of the stars now appearing in MGM pictures..." This, of course, includes some talent now recording for other diskeries. Latest ork to be signed to the film company-controlled plattery is Raymond Scott band.

Other record companies, in order to protect themselves in holding artists working in MGM pictures, are asking artists whose contracts don't expire until as late as next spring, to sign renewal pacts right now. If the artist refuses, or says he isn't ready, he may not get any releases, or he may get insignificant and inadequate production on releases right up until his contract actually runs out. Since MGM plattery doesn't figure to get into production until early '47 at the soonest, this technique is proving effective with some talent. Talent figures if they don't get any platters from their present diskeries, in circulation for next six months or more, they may be dead record-wise, and

Audience Records Gets Sales-Mfg., Disking V.P.'s

NEW YORK, Sept. 21.—Audience Records, Inc., the firm producing the audience and top 10 labels with the "name" comedy airshows gimmick, elected C. P. Jaeger vice-president in charge of sales and manufacturing, while Norman Merrill was named v.-p. in charge of recording. Firm prexy is advertising agency exec, Paul Warwick, of Warwick & Legler.

Jarrett Back as Fronter

CHICAGO, Sept. 21.—Art Jarrett, formerly featured singer with several sweet-kick names, including Hal Kemp, and for a short time leader of his own band before entering service in 1942, has returned to fronting with a 13-piece commercial crew, currently doing one-nighters in the Cleveland area. Booked by MCA, the crew lines up with two trumpets, two trombones, four saxes and three rhythm, with the leader's guitar featured often as solo instrument. Vocal situation is still in the process of being worked out, with Jarrett the only regular vocalist. Ork just closed a two-weeker at Trocadero, Evansville, Ill., and will do a four-month stay at Hotel Cleveland, Cleveland, teeing off October 4.

H'wood Liberty Now Blazon

HOLLYWOOD, Sept. 21.—Liberty Record label, featuring folk music exclusively and headed by Zeke Clements, set for a name change due to pressure from Liberty Records, of New York City, to stop Clements from using identical tag. New label name will be Blazon Records.

Clements, ex-Station WSM *Grand Ol' Opry* artist, said that he knew nothing of eastern diskery when he took on Liberty name for his record company about a year ago. In addition to spotting his own folk vocal talent, Clements has several other artists signed.

TD Not Busting Up Ork, Just Adding All-Fem Stringers

HOLLYWOOD, Sept. 21.—Among the pioneer swing bands to use a string section, Tommy Dorsey is expected to add an all-girl string group to his crew for the first time before departing for a series of concert dates. T. D. dropped use of strings several months ago but the forthcoming long-hair chain of appearances is seen as the basic reason for return. Dorsey has also been without a fem chirper or vocal group for some time and gal fiddlers are expected to lend feminine charm as well as musical skill. Before skedding concerts, Dorsey will do a 16-day stretch at Dallas State Fair, starting October 2.

Dorsey concerts were up in the air for a while when combination of his blowing up at MCA and also at his band personnel had rumors floating around Sunset and Vine sector that T. D. was going to give up the biz—at least for the time being.

Feist Wins Judgment In Performance Action

NEW YORK, Sept. 21.—Leo Feist, Inc., was granted a judgment of \$500, attorney fees and costs in a song infringement suit against the Spot, local club operated by Henry and Mary Vigilanti.

Club was charged with publicly performing the Feist tunes *Candy* and *My Blue Heaven*, specifically last June 14 and on several other occasions. Judgment was made when the defendants defaulted by failing to answer the action.

Report on Two "Rum" Suits

NEW YORK, Sept. 21.—U. S. Federal Court Judge Murray Hulbert appointed Alfred J. Biel to serve Jeri Sullivan with complaint in suit by Maurice Baron against Leo Feist, Inc., and Morey Amsterdam, Paul Baron (no relation) and Sullivan, publisher and writers of *Rum* and *Coca-Cola*. Baron's attorney's claimed that they were unable to serve Sullivan for past three months as she is California native. She is due here September 23.

Baron, publisher of *L'Annee Pensee*, charged infringement on *L'Annee* by defendants in writing and publishing *Rum*. *L'Annee* was composed by Leon Belasco and Massie Patterson in 1942 and assigned to Baron.

Feist is also being sued by Mohammed H. Khan, who claimed *Rum* was copied from his copyrighted *Victory Calypsos 1943 Souvenir Collection*, published in Trinidad.

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**Pubs To Mull
SPA "Digest"
& Meet Later**

List Is a Longie

NEW YORK, Sept. 21.—Songwriters' Protective Association proposals to the Music Publishers' Protective Association were set up on three "galley-type" printed sheets, each measuring about two feet long, with text set in small type, indicating that the cleffers' committee (which have been for about a year, mulling the changes they would like made in their pub deals), hasn't been wasting its time.

Sidney Wattenberg, of Wattenberg & Wattenberg, MPPA attorneys, is presently preparing a digest of the penners' proposals to be sent to the publisher org's board members. These digested proposals will probably reach pubs some time this week and it is likely first meetings will take place next week.

Everybody Mum

Wattenberg, MPPA officials, John Schulman (SPA attorney) and top writer reps like Fred Ahlert and Milton Drake, are all maintaining strict silences about the proposals thus far. Neither side, apparently, wants to tip its mitt to the other before it's necessary.

It is understood, however, that some of the points which will be up for discussion are: "Guarantee" of writers' copyright in all parts of the world; royalties on foreign sale and usage; new royalty set-up on synchronization sales, electrical transcription, recordings and other mechanical usages; lyric magazines and folio royalties; sliding sheet music scale and a number of others. Present pact expires December 31, so boys have at least a couple of months to come to agreement.

**Jarvis To Promote
Berigan Fund Hop**

HOLLYWOOD, Sept. 21.—Al Jarvis, town's top disk jockey, has started local action on getting a take for the Bunny Berigan Memorial Fund per the suggestion of a letter to the editors in *The Billboard* (August 24 issue). Jarvis hoped originally to have event take place around October 22, but negotiations with local ballroom ops for clearance of a night will take longer than he anticipated.

His plan calls for plugs for affair over his *Make Believe Ballroom* and dropping around to various danceries participating in fund for Berigan family with a caravan of artists like Slim Gaillard, Andy Russell, etc. Bunny Berigan night at terperies, with subsequent publicity, should amount to substantial take and a percentage agreement has to be worked out for Berigan family fund.

Block Back at St. Louis Castle

ST. LOUIS, Sept. 21.—Nathan Block has again taken over management of the Castle Ballroom here, after an absence of three years, during which time he was engaged in the coin machine business. Previously he had operated the Castle Ballroom for eight years. Block's intentions are to run one-night band attractions, and he is at present on a trip to Chicago and New York to arrange bookings.

**Woodwindtette Is
Lawrence Small
Unit Gimmick**

NEW YORK, Sept. 21.—Something new has been added to the Eliot Lawrence orchestra. Youthful maestro has molded an unusual band-within-a-band gimmick labelled the Lawrence Woodwindtette. Unit is actually a quintet made up of bassoon, French horn, English horn, oboe and clarinet, with the maestro handling the keyboard. Oddly-instrumented quintet plays works from Beethoven and Stravinsky in between symphonic-sounding swing compositions.

Woodwindtette was introduced by Lawrence during his present engagement at the Meadowbrook, Cedar Grove, N. J., as an experiment to prove his contention that hastily tabbed "classical" instruments have a legitimate place in the modern dance band.

Columbia Records, which holds Lawrence's disk pact, has penciled in a recording date for the unusual unit. After the Lawrence band concludes its Meadowbrook engagement, it will take to the road for five weeks of General Artist Corporation arranged one-nighters.

**Hubba Defendants Ask
Dismissal of Suit**

NEW YORK, Sept. 21.—In asking for a dismissal of the infringement suit brought against them for the claimed misuse of the term Hubba-Hubba in their campaign on the tune *Dig You Later*, Radio Corporation of America, Robbins Music Corporation, 20th Century-Fox Film Corporation and 20th Century Music Corporation claimed that the complaint had failed to state a cause of action. In their answer to the suit filed in the U. S. District Court, the defendants gave as further grounds for dismissal that the court lacked jurisdiction over the subject in question.

Suit was instituted by Irving Weissman, who claims that he composed and had published prior to June, 1945, a song called *Hubba-Hubba* or *The Hubba Song*. He charged that 20th Century-Fox used the allegedly infringed song *Dig You Later* in a film called *Doll Face*, and that they exploited the song as *The Hubba-Hubba Song*. Weissman is seeking an injunction to restrain further sheet music and disk sales of *Dig You Later* and is asking for an accounting of the profits.

**Strong Opens Indiana
Terpery's New Season**

INDIANAPOLIS, Sept. 21.—Benny Strong and his orchestra will supply the dance tunes when the Indiana Roof Ballroom reopens for the season tonight.

Bob Crosby and his orchestra will play the first one-nighter of the season at the terpery October 23. Benny Strong band will play entire opening week-end.

Plugger Thanks

NEW YORK, Sept. 21.—Bob Miller, exec director of the Professional Music Men, Inc., sent out letters of thanks this week to donors of gifts to the contactmen's annual golf tourney. Miller also asked *The Billboard* to extend pluggers' thanks thru its columns, so here it is. Larry Taylor was winner in the most successful tourney ever held by the songmen.

British Sheet Sales Down, Records Up, Says Gibbons

NEW YORK Sept. 21.—American-born Carroll Gibbons, who leads England's top society ork, returned to the homeland for a short visit last week. The piano-playing leader-composer gave *The Billboard* a comprehensive picture of the English music biz as he sees it. Gibbons stated that English sheet music have dropped drastically in volume since the end of the war. Reasons are quite obvious, he said. The English had more money to spend on entertainment during the war than they have now. Now that some of the everyday necessities have returned to the British market, the English have been buying these commodities instead of such luxury items as sheet music. In addition, post-war Englishmen, with folding of war work, are finding it harder to earn their shillings than they did for the past six years.

Gibbons told of an increasingly greater demand of the British public for records. He stated that recording materials are starting to come into the United Kingdom in greater quantity, and that the isles are due for a tremendous disk boom. Gibbons said that most of his non-musician (as well as music biz) English buddies could serve as solid examples of the disk resurgence. They wouldn't buy a radio unless it had a record-player attachment, and those that haven't yet gotten their set have been buying records to play on it when they do get it.

Service Newies

The majority of the newer bands, said Gibbons, in the UK, have moved intact from service units into civvy jobs. The Paul Fenoulheted Sky-rockets have moved from the RAF into the residency (location) job at the London Palladium. Jimmy Miller's Squadronnaires, also formerly RAF men, have been playing highly successful barnstorming tours thru English provincial towns. George Mellichrino, the British counterpart of the Glenn Miller AEF outfit, is playing a series of concerts with the former army orchestra. Ted Heath ork, whose phenomenal rise to the top is the talk of British music circles, started 16 months ago, while most of the boys were in khaki or gray. Outside of these former service orks, there has been more disbanding activity than there has been organization effort in the ork field.

Would Like Swap

Gibbons, here to see his family for the first time in seven years, received offers from a major agency for American bookings. Talks mentioned society locations such as the Waldorf Wedgewood Room or Starlight Roof. Only possible way for deal to work would be for Gibbons, who is an 802 member, to leave his own ork in Britain, bring his arrangements and himself to the States and organize an all-American ork for the occasion. Biggest snafu on the deal so far has been financial in nature. Gibbons would like to have a switch arranged, whereby he could bring his own ork here from the London Savoy Hotel, where it works 11 months of the year, and have a name American band fill in for him at the Mayfair spot.

Gibbons left for Nova Scotia last night, where he will catch the Queen Mary back to England in time for his September 30 opening at the Savoy.

Ben Franklin Gets 2 Orks In Booking Mix-Up

PHILADELPHIA, Sept. 21.—Booking mix-up finds the Benjamin Franklin Hotel saddled with two bands with the relighting of its Garden Terrace this week.

Bob Simone ork and Earl Denny, another local maestro, deposited contracts with the local union for the job. And since the hotel couldn't decide which maestro it had ordered, union ruled that it had to hire both.

Treasury Calls on Disk Jocks To Aid Latest Bond Drive

NEW YORK, Sept. 21.—New evidence of growing importance of disk jockeys in the plug picture came this week from the Treasury Department radio section. Treasury sent out a form letter and record to disk jockeys and tradespeople asking them to plug the new bond song, *What's Your Favorite Dream?* Song was written and is being plugged in connection with new bond savings drive scheduled for November 11 and set to run thru December 7. Reason for the drive is to help ease inflationary pressures which Treasury Department claims are bound to come with the end-of-the-year, holiday buying period.

Disk was cut by Barry Wood, who has sparked previous wartime bond drives, with an orchestra and chorus conducted by Mark Warnow. Tune was clefted by Denes Agay and lyrics were penned by Lee Jordan.

Buddy Robbins Mulling AAB Disposition

NEW YORK, Sept. 21.—Howard (Buddy) Robbins, head of the American Artists Bureau, denied having sold his interests in the firm. He confirmed that AAB may change hands in the near future, but specifically stated that no deal has been set to date.

Robbins said that there were a number of possibilities being mulled. AAB may be sold outright, or Robbins may take in a partner. A third possibility would be for a major agency to absorb AAB in a deal that would include a pact for Robbins. Rumors that the bureau had been sold to Milton Deutsch were nixed by Robbins tho he didn't deny that Deutsch had been one of several persons who have made propositions for the purchase of AAB. Robbins concluded with a statement that there were many entanglements yet to be straightened out before AAB changes or joins hands.

AAB talent roster includes Bobby Byrne ork, chirp Sara Vaughn and the rumba outfits of Noro Morales and Luis Del Campo.

"Parade" Promotion Pic

NEW YORK, Sept. 21.—American Tobacco Company this week filmed 16 mm. shots of *Hit Parade* broadcast, with entire cast of Lucky Strike's weekly CBS show. Pic will be used by company's salesmen to show tobacco dealers. *Parade* shots add up to a sequence of 10 minutes, which also gives a bit of background in the manufacture of Luckies. Screening was made Tuesday, Wednesday and Thursday at Filmcraft's Bronx Studios. *Parade* sequence included Andy Russell, Mark Warnow ork, Hit Paraders, L. A. (Speed) Riggs, tobacco auctioneer, and Basil Ruysdael. Janette Davis, of Arthur Godfrey morning show, filled Peggy Mann spot. Andre Baruch did narration. Pic, titled *LSMFT*, was arranged by advertising department of ATC.

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ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

Saxie Dowell

(Reviewed at the Blackhawk, Chicago, September 17. Booked by General Artists' Corporation. Personal management: Grady Watts.)

TRUMPETS: Larry Forand, Rob Turk, Johnny Mauro.
TROMBONES: Harvey King, Fred Webb.
SAXES: Joe Cross, Dom Devito, Paul Feltz, Larry Bernard, Carl Rosen.
RHYTHM: Hal Geary, drums; Jack Titolo, piano; Walt Lanetz, bass.
VOCALISTS: Saxie Dowell, Don Grady, Connie Dale.

Saxie Dowell, long remembered for his novelty vocals for Hal Kemp, particularly on some tunes he wrote himself, such as *Playmates* and *Three Little Fishes*, has been fronting this crew for the past three and a half months, the present engagement being the first outside the East Coast for the band. Aggregation is strictly on a commercial kick, but classifies outside the Mickey category.

Band's biggest assets are leader's name (which was kept somewhat alive while he was in service when he won plenty press kudos for his valorous efforts as musical chief on the U.S.S. Franklin, when it sunk in the Pacific), his former prominence as a name sideman, and the band's sax and rhythm sections. Dowell makes a good fronter, handling show intros modestly and yet with enough push to satisfy customers, and singing novelty and standard lyrics to rich mitts. Seemed a bit stiff on his Midwest opening, but straightened out after first 15 minutes. Mike went very bad at opening of show and damage was never fully repaired.

Saxie, a vet reedman himself, has whipped up a top saxtet, with Joe Cross, who doubles as musical director and lead alto, proving bulwark. Blend is excellent. Brass has it rough, with arranger Fred Robbins, who formerly scored for Kemp, again attempting to insert the glissandi passages which are rough on the embouchure. More experience may remedy this fault.

Library is excellent. When caught Dowell usually opened set with a medley of half a dozen choruses of standards that should be heard more often but aren't. Book has varied assortment of pops and Dowell handles novelties well. Vocalists Don Grady and Connie Gale handle selves well for visual audience, but quality of their vocal work was hard to judge because of defective p.-a. Band is in on indefinite pact here, but will probably stay some months. Band is getting disk releases on Sonora label to hypo interest.

ABC Asks Dismissal in Swagger Trio Show Suit

NEW YORK, Sept. 21.—American Broadcasting Company this week asked for dismissal of \$139,498.50 suit brought by Products Distributing Corporation in U. S. Federal Court for alleged breach of contract in web's canceling *Swagger Time* program with Van Olman ork.

PDC had charged that agreement made with ABC on August 30, 1945, would air program for a year over WJZ in four 13-week stanzas. Packers claimed that net dropped show after first 13 weeks without the two weeks' notice previously agreed upon by both parties, adding that they paid \$41,499.50 for air time, receiving from sponsor four times that amount laid out to prepare program. PDC seeks quadruple figure, plus \$15,000 incurred thru hiring people for program.

In answers filed, ABC made general denial of all allegations, asserting that it was not necessary for plaintiff to hire any persons or incur any expenses in order to fulfill contract. Web also denied knowledge

Enric Madriguera

(Reviewed at the Elmwood Room, Windsor, Ont., August 30)

TRUMPETS: Howard Gaffney, Frederick Shear, Frank Davis.
TROMBONES: Robert Dale, Larry Hall.
SAXOPHONES: Rocco Galgano, Sidney Stamer, Earl Boyer, Anthony Civitillo and Barney Marino.
RHYTHM: Ernest Ciccarelli, piano; Sol Damiata, bass; Mario Toscarelli, drums.
VIOLINS: Carl Austin, Sidney Colman, Orcha Halprin.
BONGO: Miguel Hernandez.
VOCALISTS: Patricia Gilmore, Danita Rodriguez, Bernard Casillas.
ARRANGERS: Enric Madriguera, Jimmie Carroll, Jack Belasco.

Madriguera is back with a new band after having left virtually his entire former organization on the West Coast. He has whipped together an ensemble that works closely, with an absence of the clash between individual tootler styles that usually characterizes a new band. Ork is much similar to leader's original outfit, tho only one sideman, Halprin, carries over from the old band.

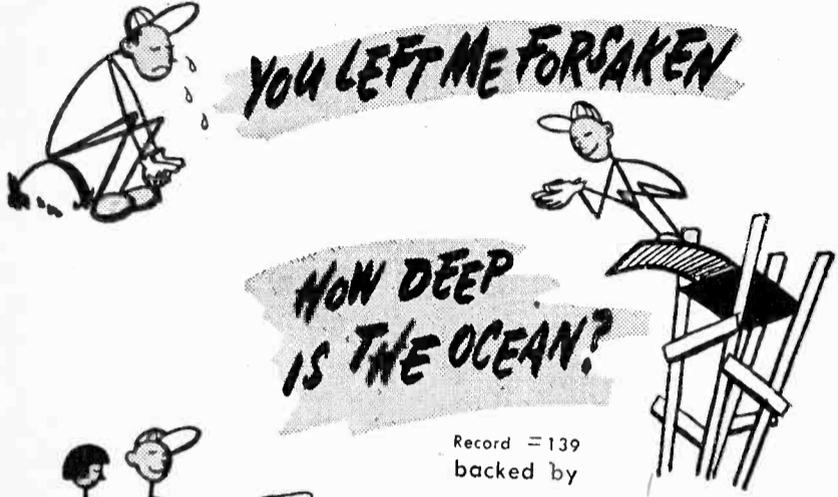
In this combination supper club-terpery the band turns in considerable dinner music plus some terp stuff on the more subdued side. He does plenty of mildly romantic, slower paced numbers, a marked departure from the "typical" latino style, but delivers a variety of dance music in addition to his own specialties. L.-A. devotees, of course, have their innings when band cuts loose with rumbas and sambas. Even the oldsters get out on the floor for these.

Madriguera himself, as usual, works much of the time with his own violin facing the mike, but rarely takes solo flings. Patricia Gilmore, tall, blond and lovely, does frequent vocals, blending into the orchestral mood in the style variety that has long made her an important member of Madriguera's outfits. Soft-voiced Danita Rodriguez, cute and vivacious in colorful costume, does the Spanish numbers, and with Casillas making up the maraccas section, adds plenty animation to the band's fine appearance on the stand.

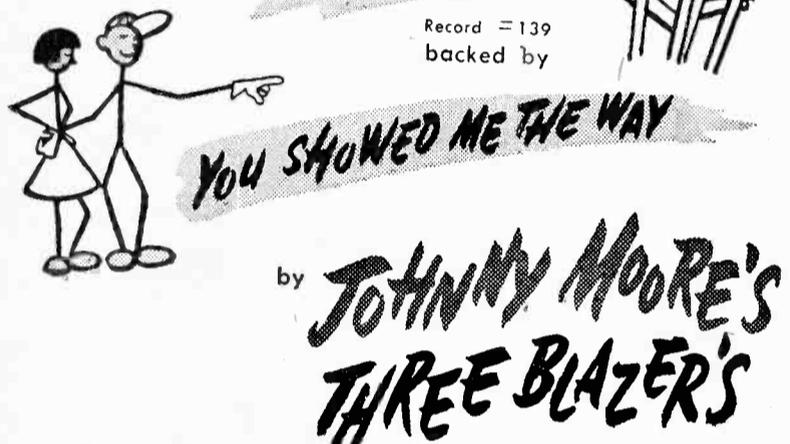
as to truth of the allegations in complaint. Sponsors named by plaintiff are Laurent, Inc., and Regent Laboratories, Inc., and ad agency Aetna Advertising Agency.



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Woll Bows Out Of Petrillo Prosecution

CHICAGO, Sept. 21.—United States Attorney Albert J. Woll asked to be, and was relieved of the job of prosecuting American Federation of Musicians Prexy James C. Petrillo on a criminal charge of violating the Lea Bill. The attorney general's office said they would appoint a special assistant attorney general to handle the case. Woll is a son of Matthew Woll, a vice-president of the American Federation of Labor. Petrillo is an AFL veepee, too.

New Tanner Ork to FB

CHICAGO, Sept. 21.—Announcement that a new 12-piece band to be fronted by whistler, Elmo Tanner, currently in at Colosimo's here as a single, will begin operating about November 1, was made here this week by Howard Rosene, ex-GAC act booker, who will be p. m. for the band. Rosene said that the band will feature the whistling of Tanner and a girl singer who has not yet been selected. Band will be booked thru the Frederick Bros.' office here and will use as its theme the fave that Tanner helped to put over while he was with Ted Weems, *Heartaches*. No bookings have been set as yet.

Cool's Warm \$2,034

BRIDGEPORT, Sept. 21.—Harry Cool, second name band of the season to play the Ritz Ballroom here, did okay, attracting 1,659 persons. With admission at \$1.20, gross totaled \$2,034. New band was well liked here.

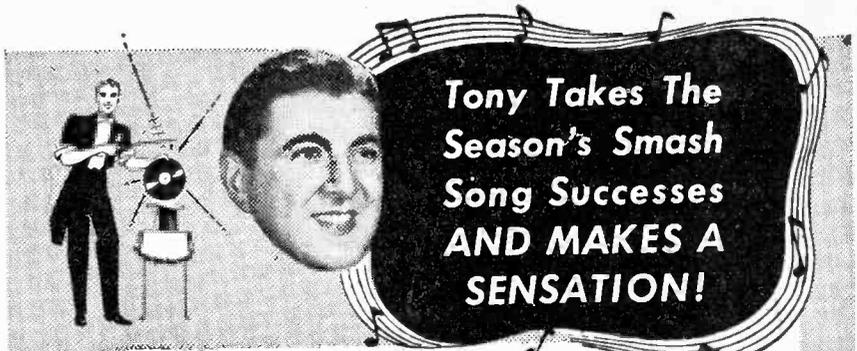
Schooler Revives Tune-O Gimmick For Terpalaces

HOLLYWOOD, Sept. 21.—Revised gimmick being introduced to Coast ballroom patrons called Tune-O is being pushed by promoter Harry Schooler as a regular biz stimulant similar to the bingo pitch by theaters in the drab days of the '30's. Pop Gordon's Aragon Ballroom initiated the test of Tune-O last week, and Barney McDevitt, of the Avadon, is taking a flinger with it starting October 15. Spade Cooley debuted the set-up at his Santa Monica ballroom September 8.

Tune-O, a game of skill, picks as winners three to five people who recognize and mark four tunes in a row on a bingo-styled card, with prizes coming from tie-ins with local merchants who, in turn, use window cards telling of the ballroom using the gimmick. Deal is being packaged to ballrooms at \$25 weekly, with spots being given clause franchises for a year. Schooler hopes to hit national danceries with the idea. He started a similar approach at the Aragon here in 1943, but peak biz then brushed it aside as non-essential, according to Schooler.

Starts 54th Terp Season

BRIDGEPORT, Sept. 21.—Daniel C. Wulity, dean of dancing masters in Southern New England and one of the oldest dancing masters and dance hall proprietors in the country, opened his 54th season this week at his Colonial Ballroom here. Spot hasn't played any name bands in many years, confining their bookings to local bands exclusively.



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and "EITHER IT'S LOVE OR IT ISN'T"

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Vocal by Tony Pastor

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Hal McIntyre AND HIS ORCHESTRA

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and on the reverse side

PART II (Instrumental)

COSMO RECORD 515

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The Billboard

"Dealers stocked up with this album will unquestionably reap a harvest, it being by far one of the best down-to-earth kiddie sets in many a moon."

Coin Machine Review

"This is the kind of Kiddie Album for kids from 8 to 80. The tunes are catchy and clever enough for automatics. Highly recommended."

Disc Magazine

"JUNIOR of Disc says: 'I get a big kick out of this album. It is one of the funniest in my collection. My pal, Roland, thinks it's the best one I've got. You will, too.'"

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It's Been So Long Darling

109 - Nineteen Years Old
Darling What More Can I Do

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HOLLYWOOD, CALIF.

"BY REQUEST"—JAMES MELTON
(Victor M-1060)

Flushed by the success of an earlier James Melton album, and rightly enough, the Victor Red Seal label again packages the lyrical tenor for a set of six sides that takes in favorites most requested by his radio audiences. And with David Broekman's music adding to the singer's lyrical integrity, Melton offers up familiars from stage, screen and folk folios. Selections, and all desired ones, take in *Make Believe*, *The Way You Look Tonight*, *The Hills of Home*, *All Day On the Prairie*, *Siboney* and *It's a Grand Night for Singing*. Songs run the gamut of lyrical emotions and Melton adds materially to his spinning successes in vitalizing each selection. Plenty of merchandising appeal in the album cover itself, featuring a personality photo of the singer on front, and bio material embellished by personal candid photos on the inside cover.

CHILDREN'S ALBUM (Vogue Album V-106)
Trial of Bumble the Bee, Parts 1 and 2
The Little Boy Who Cried Wolf, Parts 1 and 2

Set has one immediate advantage over its competitors in the kidisk market—and that is the way juves should take to the brightly colored Vogue platters with their flashy eye appeal, regardless of merits of recording itself. Cartoon pictures on all four sides of the two disks in this set stimulate the kiddies' imagination and put them in a perfect mood to absorb the story-telling as it comes out. The stories are enacted by players of the Jewell Playhouse, Inc., under the direction of James Jewell, and show the versatility of top-notch radio talent. Musical backgrounds and occasional lapses into sing-song verse enhance the imagery. *Bumble the Bee* tells of the bumblebee who could fly and for this heresy is tried by his fellow insects. *Boy Cried Wolf* is the familiar Aesop fable, written in playlet form. Eye appeal alone does a lot to sell this album over the counters.

INNOVATIONS (Jewel D-1)

It's jazz impressionism, with Boyd Raeburn bridging the gap between the modern longhair and synco schools. This six-sided disk book packs some of the most original material to come out of a dance band in our time. Raeburn achieves new freshness of ensemble sound by avoiding standard band make-up. To gain unique tonal colorations maestro employs French horns, flute, bass and alto clarinets, oboe, bassoon and the complete sax family (soprano to bass). Scoring by George Handy, whose work shows a thoro insight into instrumentation, often borders on the modern symphonic realm of Igor Stravinsky and Serge Prokofieff. Numbers included are the instrumental items *Dalvatore Sally*, *Over the Rainbow*, *Little Boyd Blue*, *Blue Echoes* (vocal by David Allyn), *Body and Soul* and *Temptation* (both voiced by Ginnie Powell). Ork goes on a weird but highly interesting kick for *Dalvatore Sally*, a musical caricature of the surrealist. Backside takes a realistic approach to *Over the Rainbow*, sidestepping the melodic beauty of the tune to emphasize the colors

of the instrumental rainbow. Tho musically effective, some may rightfully question if originality just for the sake of being different is sufficient cause to forsake the conventional. *Little Boyd Blue*, a non-Handy note placer, is the closed Raeburn comes to the commercial groove. Ork cuts out with plenty of rhythmic fire, jump pattern paving the way for some terrific trumpeting by Ray Linn, Harry Babson's sold bass work and Dodo Marmarosa's crafty Stein-

(See Album Reviews on page 110)

Model Molder and Mills Push 'Pin-Up'

NEW YORK, Sept. 21.—Mills Music picked up a new song that came with glamor exploitation possibilities. Tune, *Get Up a Pin-Up Girl*, got a plug in a leading New York tabloid and in a columnist's daily memoirs. Gimmick is that model molder Walter Thornton's name is mentioned in the Don Wolf composed ditty, and Thornton is going all out to help exploit the song for the publicity value.

Sidney Mills, Mills firm head, in the meantime arranged a Leon and Eddie's party for Sunday (22) and is trying to get the tune on the *We, The People* air show. Mills firm also purchased rights to a ditty called *Honey Lou*. Tune was hot English sheet music seller under the title of *Mary Lou*.

Donahue Goes Dine-Dance

JERSEY CITY, N. J., Sept. 21.—Sam Donahue heads new artists committee for Dine and Dance here. Group started by Joe Mans, who has been conducting one-man crusade against local no-dine-dance law authored by Mayor Frank Hague 33 years ago. Mans says he prefers support from artists rather than politicians and reports that half-way mark has been reached in campaign to secure 12,000 signatures on petition to bring question to popular referendum.

Caesar's 'Friendship' Tome

NEW YORK, Sept. 21.—Irving Caesar song book, *Sing A Song of Friendship*, is set for release September 23 with distribution thru music shops being handled by the Caesar org. Tome comprises 64 pages, has words and music by Caesar and illustrations by Albert Barbelle.

Okun-Schilly Set Up

NEWARK, N. J., Sept. 21.—Henry Okun, former road manager and advance man for number of name bands, opened National Attractions here in association with Pat Schilly. Pair plan to manage orks and acts, handle publicity and advertising, and inaugurate a Coast-to-Coast record exploitation service.

Phoneless Virgins

NEW YORK, Sept. 21.—Attorney Andy Weinberger left today for a two-week vacation in the Virgin Islands. Reason Andy gave for his choice of a vacationland was that the islands were the nearest place to the United States that didn't have any telephone connections.

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Vermont Tootlers Form a Union; Now All States Are In

BURLINGTON, Vt., Sept. 21.—Vermont this week became the last State in the nation to have a musicians' union when Burlington musicians, headed by President Willard Goldman, announced the establishment of MPU, Local 351, AFM.

Altho the majority of those now signed up are from this area, Goldman said, some 40 members have been enrolled from Chittenden, Franklin, Grand Isle and Addison counties. The majority of the members are returning war veterans, Goldman said.

Officers, besides Goldman, are: Secretary, Harold Bessett; publicity chairman, Bob Mario, and chairman of the rules and regulations committee, Bernie Kriesel.

Andrews, Schenk Exit 'Scat'

LIMA, O., Sept. 21.—Garth Andrews, vocalist with Johnny (Scat) Davis ork, and Frankie Schenk, band's business manager, resigned from band at conclusion of Plaza Club date in New Orleans. Andrews plans on continuing vocal studies in Hollywood. No reason for split given.

No Sears Moratorium, Says Apollo; So. Africa Perking?

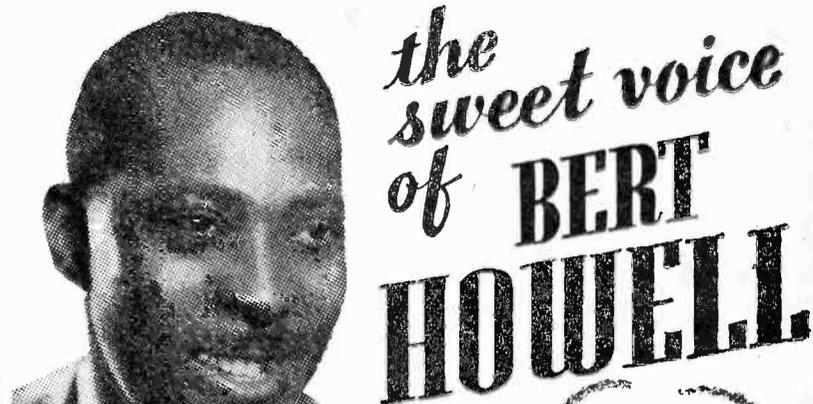
NEW YORK, Sept. 21.—Contrary to the previous report that Sears, Roebuck & Company had declared a month and a half moratorium on purchases from indie disk firms, Apollo Records' Irv Katz reports that his firm is still receiving and filling order for the department store chain. Katz added that his firm had received an order for 12,000 disks from a South African distributor. This was the first major foreign shipment in the short history of the Apollo label.

Cole's Hot \$4,375

WASHINGTON, Sept. 21.—During the week of September 16, the King Cole Trio broke the house record which they had originally established for Turner's Arena here. The Trio drew 3,500 customers, for a net take of \$4,375.

1 to 8

NEW YORK, Sept. 21.—New Pete Johnson album for National tabbed *Housewarming* features unique idea. Based on the traditional blues, side one features Pete at the keyboard solo, side two introduces a drummer, side three adds bass and guitar, etc., until on the eighth side you get eight musicians jamming together.



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PETE JOHNSON

RECORD 4003 ATOMIC BOOGIE and BACK ROOM BLUES

JOE TURNER

RECORD 4002 MY GAL'S A JOCKEY! and I'VE GOT LOVE FOR SALE

GATEMOUTH MOORE

BUM DEE DA RAH DEE and WALKIN' MY BLUES AWAY RECORD 4004

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Music---As Written

NEW YORK:

Tenorman Charlie Ventura's new band will open an eight-week engagement at the Spotlite Club on October 1. . . . Sylvia Marlowe, harpsichordist, has recorded the *Scarlati Sonatas* for Musicraft. . . . John Hammond discovery, Ann Hathaway, opened at Jock's Place in Harlem. Story here is that Ann is a white girl. . . . Ralph Berson assumed the dual duties of sales manager and publicity director for National Records. . . . Buddy Moreno, ex-Dick Jurgens and Harry James crooner, opened at the Belmont-Plaza's Glass Hat last week doing a single. . . . Cleffer Sy Oliver will not do all of the arranging for his new band. He has hired Eddie Barefield to write some stuff in addition to holding down a sax section chair, and there will be other sidemen-arrangers in the band. . . . Billy Wolf, former Louis Prima personal manager, is now doing the same for Chris Cross. . . . Woody Herman's proposed independent movie venture now bears the title *Concerto for Johnny*. Pic is a comedy-drama built to showcase the Herman Herd. . . . Billy Butterfield's new band, now playing a series of California one-nighters, is booked solid for the month of October. He will play theater dates in Omaha, South Bend, Evansville, and will wind up the month in the Tunetown Ballroom, St. Louis.

has taken his band from the MCA stable over GAC's booking department, and expects to start for GAC October 5. . . . Charlie Fisk crew having a rough time because of long layoff's between engagements.

HOLLYWOOD:

Due to sudden illness of his wife, Les Brown missed Long Beach one-niter for Marty Lanau, altho band made it. . . . MPCE official, Mac Green, off for three-week eastern trek. . . . Seymour Heller has signed singer Bob Hendricks. . . . Connie Haines spotted for forthcoming Mickey Rooney tour. . . . Harry Fox, of Music Publishers' Protective Association, in town from NYC and expected to crack down on certain indie diskeries concerning song royalty payments. . . . Jimmy McHugh and Harold Adamson, at RKO, to pen tunes for *Rich Man, Poor Man*.

Jan Barry, now personal manager for Freddy Martin. . . . Disk jockey Al Jarvis expected to make surprise appearance on new Phil Harris airt. . . . Leighton Noble into Last Frontier, Las Vegas, Nev., mid-October. . . . Raymond Scott a possibility at the Avadon, with Lionel Hampton and Les Brown probably not going in due to price demands which op Barney McDevitt considers excessive, since both bands were featured in town just before contemplated Avadon entry.

Carmen Cavallaro moves from Ciro's to the Mark Hopkins, San Fran, November 21. . . . Four Star Records sold their 500 Western Avenue building. . . . Frank Dailey persistently rumored to open own dancery here when materials are available. . . . Band leader Bob Mohr to MCA booking job. . . . Joe Glaser will probably bring someone in from his New York headquarters to run West Coast ABC booking activities rather than hire high-powered rep.

Leon McAuliffe, formerly featured with the Bob Wills crew on steel guitar, has formed his own combo since his recent release from the navy and is slated for a tour up and down the Coast. Leon's *Steel Guitar Rag*, which he waxed while with Wills, is having lyrics set to it and will soon be recorded.

PHILADELPHIA:

Jimmie Emme takes over bandstand chores at Amour Ballroom. . . . Gertie Taylor and Her Make Musikers back at Old Casino. . . . Roger Kortland, former maestro recently out of uniform, is managing Howard Lanin's local office instead of returning to bandstand.

Frankie Juele brought in to lead the shows at the Coronet. . . . Frank Sinatra, the Philly ork symphony drummer and not the swooner, joins the National Symphony in Washington. . . . Michael Preston, Josh White's road manager, returns to radio as WIP night manager here. . . . Vaughn Monroe reported taking out \$7,500 for a three-night stand at new Click nitory here. . . . Nick Varallo gets the call at the Hunt Club. . . . Willie Smith, pianist, composer and arranger, organizing a band of his own.

DETROIT:

Leroy Smith brings his band into Club Three Sixes this week for the fall opening. . . . Don Simmons's orchestra has been booked into Oasis Dance Bowl, teen-age liquorless night club. . . . Ray Herbeck will record two new sides for 4-Star, *A Guy Named Moe* and *Things Change*, both by Marian Kay and Helene Roth, with Roy Cordell doing the vocals. . . . Jimmy Thomas ork opened at the Tropics Room, Hotel Wolverine.

Music for Society label explains that firm's waxings are not for the 400 set, but are aimed for society generally, that is, you and us too. . . . Enoch Light and ork open at the Hotel Taft on September 26. . . . Stan Kenton's ork opens at the St. Louis Tune Town Ballroom for a week beginning September 24. Stan holds the house record for this spot. . . . Woody Herman's ork has been signed to supply the music for a George Pal Puppertoon tabbed *Rhapsody in Wood*. . . . Irving Fields picked himself up a one-year RCA-Victor pact.

Eddie Arnold, *Grand Ole Opry* hill-billy, due in from Nashville next week for Victor recording session. . . . Ernest Tubb, also GOO, cut four sides with Short Brothers for Decca last week. . . . Jimmy Dale and Prides of Prairies, WAAT, Newark, N. J., to cut four sides for Continental, September 30.

Slam Stewart hits the road October 10 for cross-country dates and winds up in California week of November 7. . . . Mad Hatters, instrumental trio, doing four weeks at Crawford House, Boston. . . . Billy Shaw, of Moe Gale office, in Chicago.

CHICAGO:

Berte Sofo, exec of Quality Music string, will marry Ben Hauser, local bizman, here next Sunday. . . . Tito Guizar's first album for Mercury, just recorded in New York, will be issued October 5. . . . Chick Kardale, the songplugger, back on Randolph Street, after an operation for ulcers. . . . Armen Klein has left plugging post here with Williamson for new Nuart post. . . . Ork leader Dave Lewinter competing with Chi's best three-cushion billiardists in tourney here.

Del Courtney, back on stand after illness. . . . Joe Sherman, ex of Garrick Stage Lounge, jazz center, mulling eatery here a la Toots Shor's. . . . Paul Miller, ex-Esquire jazz editor, sponsoring jazz concert September 29 at local Kimball Hall featuring Mel Henke and Ford Canfield and a combo of local radio staff men. . . . Lester Young set for a three-weeker at Sepia Lounge in Chi. . . . Floyd Smith left his featured guitar spot with Andy Kirk's band and is currently fronting trio at the Du Sable Lounge. . . . Bob Cross

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Memo to Harry Moss

CONCERT FIELD

- ROBERT STOLZ—Following his recent successes at Hollywood Bowl, Lewisohn Stadium, Grant Park, set for European tour in October. Available guest appearances in January, 1947.

DANCE ORCHESTRAS

- ENOCH LIGHT opens Hotel Taft, New York City, Sept. 26th.
- JOHNNY MESSNER opens Hotel McAlpin, New York City, Oct. 4th.
- CHARLIE VENTURA opens Spotlight Club, New York City, Oct. 1st.
- SHORTY SHEROCK now at Stardust Ballroom, New York City.
- GRAY RAINS opens Top Hat Club near Chicago, Ill.

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PUBLISHERS' RECORD RELEASE DATES



In an effort to help cut down to a minimum the number of misunderstandings between music publishers and record companies over the former's release dates on tunes, The Billboard publishes a list of songs on which publishers have set release dates. This list was supplied by Harry Fox, agent and trustee for many publishers, and by a number of the publishers themselves. Fox has consented to forward to The Billboard additional releases when restrictions are placed on record releases.

The Billboard invites those publishers not represented by Fox to send in their own listings. This feature will appear in The Billboard until such time as the editors feel the need for it no longer exists.

NAME OF SONG (Film in Which It Appears, If Any, and Producers of Film)	PUBLISHER	RELEASE DATE
A GAL IN CALICO.....	Remick Music Corp.	October 23 (The Time, the Place and the Girl— WARNER'S)
ANOTHER NIGHT LIKE THIS	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
ANY WAY THE WIND BLOWS	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
COSTA RICA	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY FOX)
FIESTA	E. B. Marks Music Corp.	November 1 (20TH CENTURY-FOX)
FLAME BALLET	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
GOTTA GET ME SOMEBODY TO LOVE	Edwin H. Morris & Co.	November 1 (Duel in the Sun—UNITED ARTISTS)
GUI-PI-PIA	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY FOX)
HARVEST SONG	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY FOX)
HYDE PARK ON A SUNDAY	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
I HAD TOO MUCH TO DREAM LAST NIGHT	ABC.....	(Restricted until further notice)
I HAPPENED TO WALK DOWN FIRST STREET	Remick Music Corp.	October 23 (The Time, the Place, and the Girl— WARNER'S)
IF SPRING WERE ONLY HERE TO STAY	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
I'LL KNOW IT'S LOVE	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
I'LL PLAY THE GAME ANYWAY.....	Tune Shop Music Publ.	On or before October 10
IT'S A GOOD DAY	Capitol Songs, Inc.	November 10
IT'S YOU I LIKE THE BEST OF ALL....	Tune Shop Music Publ.	On or before October 10
LAS CARRETAS	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
LET THE GOOD TIMES ROLL.....	Preview Music Co.	December 1
MARACAS	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
MI VIDA	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
MY HEART GOES CRAZY	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
OH, BUT I DO	M. Witmark & Sons.....	October 23 (The Time, the Place, and the Girl— WARNER'S)
ON A RAINY NIGHT IN RIO	M. Witmark & Sons.....	October 23 (The Time, the Place and the Girl— WARNER'S)
PUNTO GUANACASTECO	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
RUMBA-BOMBA	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
SO WOULD I	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
SOLID CITIZEN OF THE SOLID SOUTH. M. Witmark & Sons.....	M. Witmark & Sons.....	October 23 (The Time, the Place and the Girl— WARNER'S)
SONG OF THE SOUTH	Santly-Joy	October 15 (Song of the South—WALT DISNEY)
SOONER OR LATER	Santly-Joy	October 15 (Song of the South—WALT DISNEY)
THAT'S THE BEGINNING OF THE END. ABC Music Corp.	ABC Music Corp.	October 1 (No Film)
THE 'AMPSTEAD WAY	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
THE THINGS WE DID LAST SUMMER.. Edw. H. Morris & Co.	Edw. H. Morris & Co.	October 15 (No Film)
THE WOLF IS ON THE LOOSE AGAIN.. Tune Shop Music Publ.	Tune Shop Music Publ.	On or before October 10
THROUGH A THOUSAND DREAMS	Remick Music Corp.	October 23 (The Time, the Place, and the Girl— WARNER'S)
UNCLE REMUS SAID	Santly-Joy	October 15 (Song of the South—WALT DISNEY)
WEDDING MUSIC	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
WHY DO MEN BRING OUT THE MOTHER IN ME?	E. B. Marks Music Corp.	November 1 (Carnival in Costa Rica—20TH CENTURY-FOX)
YOU CAN'T KEEP A GOOD DREAMER DOWN	Burke-Van Heusen, Inc.	November 1 (London Town—J. ARTHUR RANK)
YOU TAUGHT ME TO CRY.....	Tune Shop Music Publ.	On or before October 10
YOU'LL KNOW WHEN IT HAPPENS... Bourne, Inc.	Bourne, Inc.	December 1 (No Film)
ZIP-A-DE-DO-DAH	Santly-Joy	October 15 (Song of the South—WALT DISNEY)

ATTENTION!
JUKE BOX OPERATORS

Here's your old friend



TED DAFFAN
and his Texans

Who Gave You
"NO LETTER TODAY"
"BORN TO LOSE"

With His Present
Smash Hit . . .

"SHUT THAT GATE"

COLUMBIA RECORD #37087

KING 535

"RAINBOW at MIDNIGHT"
by **BILL CARLISLE**

"DON'T TELL ME YOUR WORRIES"



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MELROSE

MUSIC CORPORATION

ANOTHER HIT BY
Jule Styne & Sammy Cahn
**FIVE MINUTES
MORE**

RECORDED BY

FRANK SINATRA	•	COLUMBIA
BOB CROSBY	•	DECCA
TEX BENEKE	•	RCA VICTOR
HARRY COOL	•	SIGNATURE
PHIL BRITO	•	MUSICRAFT
THREE SUNS	•	MAJESTIC
CURT MASSEY	•	CADET
SKITCH HENDERSON	•	CAPITOL

Bigger than Ever.

GARDEN IN THE RAIN

RECORDED BY PERRY COMO
ON VICTOR RECORD NO. 20-1916

NEW YORK • CHICAGO • HOLLYWOOD

The
Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

Week Ending
September 20



HONOR ROLL OF HITS

(TRADEMARK)

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.

1. TO EACH HIS OWN

By Jay Livingston and Ray Evans

Published by Paramount Music (ASCAP)

Records available: Dony Byas Quartet, Savoy 640; Ople Cates Ork, 4 Star 1131; The Fiesta Four, Emerald 101; Marie Greene, Signature 15053; Eddy Howard Ork, Majestic 7188 and 1070; Freddy Martin, Victor 20-1921; Tony Martin, Mercury 3022; The Modernaires-Paula Kelly, Columbia 37063.

Electrical transcriptions: Nat Brandwynne, World; Chuck Foster, Lang-Worth; Dick Jurgens, Standard; Freddy Martin, Standard; Curt Massey, Standard; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor.

2. FIVE MINUTES MORE

By Sammy Cahn and Jule Styne

Published by Melrose Music (ASCAP)

Records available: Tex Beneke-Glenn Miller Ork, Victor 20-1922; Phil Brito, Musicraft 15086; Harry Cool Ork, Signature 15038; Bob Crosby, Decca 18909; Skitch Henderson Ork, Capitol 287; Curt Massey, Cadet CR-205; Frank Sinatra, Columbia 37048; The Three Suns, Majestic 7197.

Electrical transcriptions: Chuck Foster, Lang-Worth; Curt Massey, Standard; Eddy Oliver, MacGregor; Joe Reichman, Standard; Charlie Spivak, World.

3. SOUTH AMERICA, TAKE IT AWAY

By Harold Rome

Published by Witmark (ASCAP)

From the legit musical "Call Me Mister," sung by Betty Garrett. Records available: Bing Crosby-Andrews Sisters, Decca 23569; Xavier Cugat, Columbia 37051; Betty Garrett-Call Me Mister Ork, dir. by Lehman Engel, Decca 23562; Mel Torme and His Mel-Tones, Musicraft 381; George Paxton Ork, Majestic 7202.

Electrical transcriptions: The Coronettes, Standard; Aaron Gonzalez, MacGregor; Richard Himber, Associated; The Jumpin' Jacks, NBC Thesaurus; Joe Reichman, Standard.

4. SURRENDER

By Bennie Benjamin and George Weiss

Published by Santly-Joy (ASCAP)

Records available: Phil Brito, Musicraft 15073; Randy Brooks, Decca 18897; Bob Chester Ork, Sonora 3011; Perry Como, Victor 20-1877; Al Donahue, 4 Star 1120; Shep Fields Ork, Manor R-765; Woody Herman, Columbia 36985; George Olsen, Majestic 7186; Tony Pastor, Cosmo 483; Jan Savitt and His Top Hatters, ARA 150; Deek Watson and His Brown Dots, Manor 1026.

Electrical transcriptions: Phil Brito, Associated; Dick Jurgens, Standard; Art Mooney, Lang-Worth; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor; Charlie Spivak, World.

5. RUMORS ARE FLYING

By Bennie Benjamin and George Weiss

Published by Oxford (ASCAP)

Records available: Andrews Sisters-Les Paul, Decca 23656; Hal Brooks Ork, BelTone BT-7012; Billy Butterfield, Capitol 282; Frankie Carle, Columbia 37069; Norman Cloutier, NBC Thesaurus; Harry Cool, Signature 15043; Saxie Dowell Ork, Sonora 3026; Tony Martin, Mercury 3032; Betty Rhodes, Victor 20-1944; The Three Suns, Majestic 7205; The Two Tones (Benny and George), Cosmo 504.

6. THEY SAY IT'S WONDERFUL

By Irving Berlin

Published by Berlin (ASCAP)

From the legit musical "Annie Get Your Gun," sung by Ethel Merman and Ray Middleton. Records available: Eileen Barton, Mercury 3005; Ray Bloch Ork, Signature 15021; Perry Como, Victor 20-1857; Bing Crosby, Decca 18822; Al Goodman Ork, Victor 46-0001; Ray Herbeck Ork, 4 Star 1082; Henry Jerome Ork, David 2107; Jack Leonard, Majestic 7176; Gordon MacRae, Musicraft 15065; Will Osborne Ork, Black & White BW-769; Andy Russell, Capitol 252; Ginny Simms, ARA 139; Frank Sinatra, Columbia 36975; Jerry Wald Ork, Sonora 3007.

Electrical transcriptions: Nat Brandwynne, World; The Coronettes, Standard; Norman Cloutier, NBC Thesaurus; Larry Douglas, Frederick Ziv; Jimmy Grier, MacGregor; Richard Himber, Associated; Dick Jurgens, Standard; The 4 Knights, Lang-Worth; Tony Russo, Lang-Worth; Don Swan, MacGregor; Barry Wood, Frederick Ziv.

7. IF YOU WERE THE ONLY GIRL

By Clifford Grey and Nat D. Ayer

Published by Mutual (ASCAP)

Records available: Joan Brooks, Musicraft 15023; Bob Chester Ork, Sonora 3011; Perry Como, Victor 20-1857; Dick Haymes, Decca 18590; Claude Thornhill, Columbia 37092.

Electrical transcriptions: Joan Brooks, Lang-Worth; Norman Cloutier, NBC Thesaurus; The Coronettes, Standard; Frankie Froeba, World; Dick Jurgens, Standard; Claude Thornhill, Lang-Worth.

8. I DON'T KNOW WHY (I JUST DO)

By Roy Turk and Fred E. Ahlert

Published by Feist (ASCAP)

From the MGM film "Faithful in My Fashion." Records available: Andrews Sisters, Decca 18899; Georgie Auld Ork, Musicraft 15078; Hoagy Carmichael, ARA 148; Larry Clinton Ork, Cosmo 704; Skinnay Ennis Ork, Signature 10533; Tommy Dorsey, Victor 20-1901; Eddie Heywood Ork, Decca 23509; Tony Martin, Mercury 3019; Art Mooney Ork, Vogue R-732; Claude Thornhill, Columbia 36958.

Electrical transcriptions: Nat Brandwynne, World; Randy Brooks, Lang-Worth; Hank D'Amico Sextet, Associated; The Dinning Sisters, Standard; Jimmy Grier, MacGregor; Dick Jurgens, Standard; Freddy Martin, Standard; Novatime Trio, NBC Thesaurus; Boyd Raeburn, Standard; Carl Ravazza, Standard; Tony Russo, Lang-Worth; The Starlighters and Matty Malneck, Standard; Al Trace, Lang-Worth.

9. I GOT THE SUN IN THE MORNING

By Irving Berlin

Published by Berlin (ASCAP)

From the legit musical "Annie Get Your Gun," sung by Ethel Merman. Records available: Nat Brandwynne Ork-Dean Martin, Diamond 2036; Les Brown, Columbia 36977; Monica Lewis, Signature 15028; Hal McIntyre, Cosmo 478; Buddy Morrow Ork, Mercury 3020; Leo Reisman, Decca 18861; Artie Shaw, Musicraft 365.

Electrical transcriptions: Hal McIntyre, Standard; Buddy Morrow, Lang-Worth; Eddy Oliver, MacGregor; Joe Reichman, Standard; Charlie Spivak, World.

10. DOIN' WHAT COMES NATUR'LLY

By Irving Berlin

Published by Berlin (ASCAP)

From the legit musical "Annie Get Your Gun," sung by Ethel Merman. Records available: The Five DeMarco Sisters, Majestic 7193; Jimmy Dorsey, Decca 18872; Jan Garber Ork, Black & White BW-744; Marie Greene, Signature 15053; Freddy Martin, Victor 20-1878; Ethel Merman, Decca Album A-468; Dinah Shore-Spade Cooley Ork, Columbia 36976.

Electrical transcriptions: Del Courtney, Lang-Worth; Chuck Foster, Lang-Worth; Jimmy Grier, MacGregor; Jumpin' Jacks, NBC Thesaurus; Freddy Martin, Standard; Red Nichols, MacGregor; Jerry Sears, Muzak.

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending September 20



BEST-SELLING SHEET MUSIC

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

Weeks to date	Last Week	This Week	SONG	Label
11	1	1	TO EACH HIS OWN (R)	Paramount
7	2	2	FIVE MINUTES MORE (R)	Melrose
4	5	3	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
12	3	4	SURRENDER (R)	Santly-Joy
6	7	5	IF YOU WERE THE ONLY GIRL (R)	Mutual
23	4	6	THE GYPSY (R)	Leeds
9	9	7	I DON'T KNOW WHY (I JUST DO) (F) (R)	Feist
19	8	8	THEY SAY IT'S WONDERFUL (M) (R)	Berlin
2	12	9	RUMORS ARE FLYING (R)	Oxford
16	6	10	DOIN' WHAT COMES NATUR'LLY (M) (R)	Berlin
3	13	11	I'D BE LOST WITHOUT YOU (R)	Advanced
19	10	12	I DON'T KNOW ENOUGH ABOUT YOU (R)	Campbell-Porgie
2	15	13	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
1	—	14	PRETENDING (R)	Criterion
1	—	15	I GUESS I'LL GET THE PAPERS (And Go Home) (R)	Campbell-Porgie

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	SONG	ENGLISH	AMERICAN
14	1	1	BLESS YOU FOR BEING AN ANGEL	Noel Gay	Shapiro-Bernstein
12	2	2	PRIMROSE HILL	Lawrence Wright	*
9	3	3	DOWN IN THE VALLEY	Leeds	Leeds
12	4	4	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Campbell-Connelly	BMI
7	5	5	THERE'S A HARVEST MOON	Strauss-Miller	*
26	6	6	I CAN'T BEGIN TO TELL YOU	Chappell	Bregman-Vocco-Conn
6	7	7	DO YOU LOVE ME?	Chappell	Bregman-Vocco-Conn
3	11	8	JOHNNY FEDORA	Leeds	Leeds
10	9	9	YOU ALWAYS HURT THE ONE YOU LOVE	Bradbury Wood	Sun
1	—	10	ALL THROUGH THE DAY	Chappell	Williamson
4	12	11	ONE-ZY, TWO-ZY (I Love You-zy)	Bradbury Wood	Martin
4	14	12	AREN'T YOU GLAD YOU'RE YOU	Chappell	Burke-Van Heusen
18	8	13	MONEY IS THE ROOT OF ALL EVIL	Chappell	Sun
2	—	13	SO WOULD I	Irwin Dash	Burke-Van Heusen
19	10	13	INTO EACH LIFE SOME RAIN MUST FALL	Bradbury Wood	Sun
21	15	14	IN THE LAND OF BEGINNING AGAIN	Feldman	Feist
27	17	15	LET BYGONES BE BYGONES	Feldman	*
1	—	16	AMPSTEAD WAY	Chappell	Burke-Van Heusen
4	19	17	PRISONER OF LOVE	Edwin Morris	Mayfair
38	13	18	CRUISING DOWN THE RIVER	Cinephonic	*
7	16	19	DAY BY DAY	Campbell-Connelly	Barton
1	—	19	AND THEN IT'S HEAVEN	Campbell-Connelly	Remick
11	—	20	HOMESICK—THAT'S ALL	Chappell	Mayfair
2	—	20	ONE MEAT BALL	Leeds	Leeds

*Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the

Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

ALL THE TIME (Robbins), sung by Pat Kirkwood and played by Guy Lombardo in MGM's "No Leave, No Love." National release date not set.

THAT LITTLE DREAM GOT NOWHERE (Famous), sung by Betty Hutton in Paramount's "Cross My Heart." National release date—October 11, 1946.

BLUE SKIES (Berlin), sung by Bing Crosby in Paramount's "Blue Skies." National release date—September 27, 1946.

THIS IS ALWAYS (Bregman-Vocco-Conn), in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.

FOR YOU, FOR ME, FOREVERMORE (Chappell), sung by Dick Haymes in 20th Century-Fox's "The Shocking Miss Pilgrim." National release date—December, 1946.

TO EACH HIS OWN (Paramount). National release date—July 5, 1945.

I DON'T KNOW WHY (I Just Do) (Feist), in MGM's "Faithful in My Fashion." National release date—August 22, 1946.

WITHOUT YOU (Tres Palabras) (Peer), sung by Andy Russell in Walt Disney's "Make Mine Music." National release date—April 20, 1946.

SOMEWHERE IN THE NIGHT (Triangle), sung by Vivian Blaine in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.

YOU KEEP COMING BACK LIKE A SONG (Berlin), in Paramount's "Blue Skies." National release date—September 27, 1946.

WHO AIN'T A HILLBILLY?



Yep; there's loads o' city folks that love to squeak their shoes to real hillbilly music. That's why Majestic's just signed up another classy hillbilly group. Your customers will shell out nickels by the bag-full, to hear 'em!



The Sleepy Hollow Ranch Gang

Hang My Head and Cry (Vocal by Pancake Pete Newman and Gang)

and

Don't You Cry Over Me (Vocal by Elmer Newman and Gang)

Majestic No. 11002

Jack Leonard

and Hal Kanner's Orchestra and Glee Club

Years and Years Ago

and

(THIS MORNIN')

I Knew I'd Fall In Love Tonight

Majestic No. 1075

Majestic RECORDS

Studio: NEW YORK CITY • Sales: St. CHARLES, ILLINOIS (Subsidiary of Majestic Radio & Television Corporation)

TOMMY DORSEY

and his Orchestra

Gotta Get Me Somebody to Love

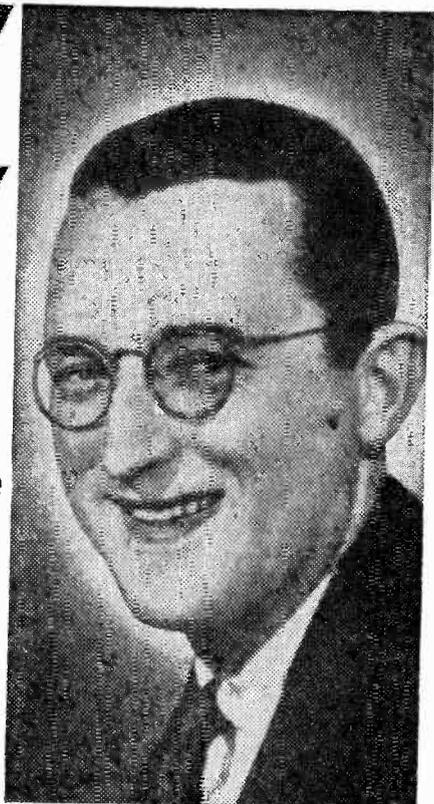
(from the David O. Selznick production "Duel in the Sun")

and

That's My Home

Vocal refrains by Stuart Foster

RCA VICTOR 20-1958



SWING AND SWAY WITH

SAMMY KAYE

Touch-Me-Not

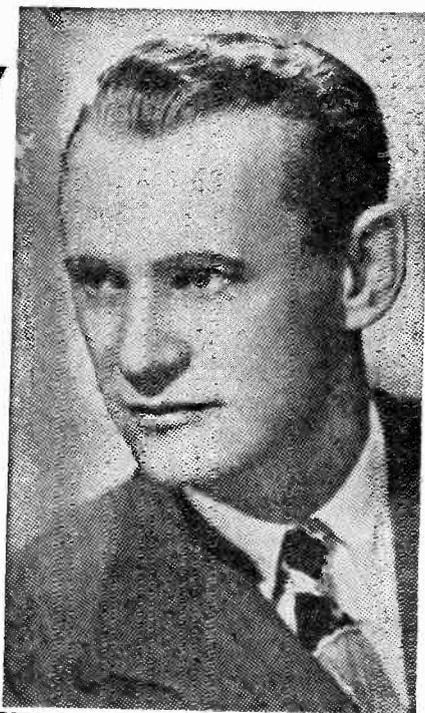
Vocal refrain by Betty Barclay

and

The Old Lamp-Lighter

Vocal refrain by Billy Williams and Choir

RCA VICTOR 20-1963



THE GINGER SNAPS with Orchestra

I Left My Heart in Mississippi and Too Many Irons in the Fire

RCA VICTOR 20-1960

CLAUDE CASEY with string band

I Wish I'd Never Met You and My Little Tootsie

RCA VICTOR 20-1955

HENRY "RED" ALLEN and his Orchestra

Featuring J. C. Higginbotham

If It's Love You Want (Baby, That's Me)

Vocal refrain by Henry "Red" Allen

and Count Me Out

RCA VICTOR 20-1956

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

PART III

Week Ending September 20

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, Sept. 13, 8 a.m., and ending Friday, 8 a.m., Sept. 20)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart.

under the "Weeks to Date" column, but only those making their appearance in the list on or after November 29 are tabbed. Other tunes have been on Peatman before but this information is not available. The music checked is preponderately (over 60 per cent) alive.

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

Wks. to date	TITLE	PUBLISHER	LIC. BY
9	All the Time (F) (R)	Robbins	ASCAP
8	Along With Me (M) (R)	Witmark	ASCAP
6	And Then It's Heaven (R)	Remick	ASCAP
5	Blue Skies (F) (R)	Berlin	ASCAP
15	Doin' What Comes Natur'lly (M) (R)	Berlin	ASCAP
5	Five Minutes More (R)	Melrose	ASCAP
1	For You, for Me, Forevermore (F) (R)	Chappell	ASCAP
18	I Don't Know Enough About You (R)	Campbell-Porgie	BMI
18	I Don't Know Why (I Just Do) (F) (R)	Feist	ASCAP
18	I Got the Sun in the Morning (M) (R)	Berlin	ASCAP
11	If You Were the Only Girl (R)	Mutual	ASCAP
12	(I'll Be With You) In Apple Blossom Time (R)	Broadway	ASCAP
1	It's a Pity To Say Goodnight (R)	Leeds	ASCAP
8	Linger in My Arms a Little Longer, Baby (R)	Bourne	ASCAP
1	My Sugar Is So Refined (R)	Capitol Songs	ASCAP
2	Rumors Are Flying (R)	Oxford	ASCAP
6	Somewhere in the Night (F) (R)	Triangle	ASCAP
9	South America, Take It Away (M) (R)	Witmark	ASCAP
14	Surrender (R)	Santly-Joy	ASCAP
3	That Little Dream Got Nowhere (F) (R)	Famous	ASCAP
1	The Coffee Song (R)	Valiant	BMI
2	The Girl That I Marry (R)	Berlin	ASCAP
23	The Gypsy (R)	Leeds	ASCAP
24	They Say It's Wonderful (M) (R)	Berlin	ASCAP
5	This Is Always (F) (R)	Bregman-Vocco-Conn	ASCAP
10	To Each His Own (R)	Paramount	ASCAP
11	Whatta Ya Gonna Do? (R)	BMI	BMI
3	Why Does It Get Late So Early? (R)	Harms, Inc.	ASCAP
8	Without You (Tres Palabras) (F) (R)	Peer	BMI
3	You Keep Coming Back Like a Song (F) (R)	Berlin	ASCAP

RECORDS MOST-PLAYED ON THE AIR

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 1,359 disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tunes is from a legit musical.

Weeks to date	POSITION Last Week	POSITION This Week	TITLE	Lic. By
9	2	1	FIVE MINUTES MORE	Frank Sinatra.. Columbia 37048—ASCAP
13	1	2	TO EACH HIS OWN..	Eddy Howard Ork (Issued with two different "B" Sides) .. Cynthia's in Love .. Majestic 7188—ASCAP Careless .. Majestic 1070—ASCAP
6	3	3	SOUTH AMERICA, TAKE IT AWAY (M)	Bing Crosby-Andrews Sisters .. Decca 23569—ASCAP
8	4	4	TO EACH HIS OWN..	Freddy Martin .. Victor 20-1921—ASCAP
3	9	5	TO EACH HIS OWN..	Ink Spots .. Decca 23615—ASCAP
7	3	6	TO EACH HIS OWN..	The Modernaires-Paula Kelly .. Columbia 37063—ASCAP
1	—	7	RUMORS ARE FLYING	Frankie Carle (Marjorie Hughes) .. Columbia 37069—ASCAP
6	10	8	JUST THE OTHER DAY	Sam Donahue .. Capitol 275—ASCAP
4	8	9	FIVE MINUTES MORE	Tex Beneke-Glenn Miller Ork .. Victor 20-1922—ASCAP
1	—	10	CHOO CHOO	Louis Jordan and His Tympany Five .. Decca 23610—ASCAP
1	—	10	RICKETY RICKSHAW MAN	Eddy Howard .. Majestic 7192—BMI
1	—	10	THE COFFEE SONG..	Frank Sinatra .. Columbia 37089—BMI
1	—	10	PRETENDING	Andy Russell (Paul Weston Ork-Vocal Group) .. Capitol 271—ASCAP

Coming Up

THIS IS ALWAYS (F)—Jo Stafford

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales

Week Ending
 September 20



BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,020 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label	Number
8	2			1. FIVE MINUTES MORE.....	Frank Sinatra	Columbia	37048
				<i>How Cute Can You Be?</i>			
4	1			2. TO EACH HIS OWN.....	Ink Spots	Decca	23615
				<i>I Never Had a Dream Come True</i>			
11	3			3. TO EACH HIS OWN.....	Eddy Howard		
				(Issued with two different "B" sides): Cynthia's in Love, Majestic 7188; Careless, Majestic 1070.			
9	5			4. SOUTH AMERICA, TAKE IT AWAY (M)	Bing Crosby-Andrews Sisters	Decca	23569
				<i>Route 66</i>			
7	4			5. TO EACH HIS OWN.....	Freddy Martin	Victor	20-1921
				<i>You Put a Song in My Heart</i>			
13	6			6. SURRENDER	Perry Como	Victor	20-1877
				<i>More Than You Know</i>			
1	—			7. RUMORS ARE FLYING....	Frankie Carlo	Columbia	37069
				<i>Without You</i>			
7	8			8. TO EACH HIS OWN.....	Tony Martin	Mercury	3022
				<i>I'll See You in My Dreams</i>			
4	7			9. FIVE MINUTES MORE.....	Tex Beneke-Glenn Miller Ork.	Victor	20-1922
				<i>Texas Tex</i>			
3	9			10. CHOO CHOO CH'BOOGIE....	Louis Jordan-Tympany Five	Decca	23610
				<i>That Chick's Too Young To Fry</i>			

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,020 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Album Title	Label	Number
2	3			1. Ink Spots Album	Decca	A-477
				<i>Ink Spots</i>		
9	1			2. King Cole Trio	Capitol	BD-29
				<i>King Cole Trio</i>		
9	5			3. Annie, Get Your Gun	Decca	A-468
				<i>Ethel Merman</i>		
2	—			4. Irving Berlin Melodies Album	Victor	P-159
				<i>Wayne King</i>		
49	—			5. Glenn Miller	Victor	P-148
				<i>Glenn Miller and Orchestra</i>		

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Label	Number
50	1			1. Clair de Lune	Victor	11-8851
				<i>Jose Iturbi</i>		
66	2			2. Chopin's Polonaise	Victor	11-8848
				<i>Jose Iturbi</i>		
24	3			3. Jalousie	Victor	12160
				<i>Boston Pops</i>		
17	—			4. Warsaw Concerto	Columbia	7443-M
				<i>Andre Kostelanetz</i>		
41	4			5. Warsaw Concerto	Victor	11-8863
				<i>Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops</i>		

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

POSITION	Weeks to date	Last Week	This Week	Album Title	Label	Number
32	1			1. Rachmaninoff Concerto No. 2 in C Minor	Victor	DM-58
				<i>Rachmaninoff, Philadelphia Orchestra</i>		
2	3			2. Rachmaninoff Concerto No. 2 in C Minor	Victor	1075
				<i>Artur Rubinstein, pianist, NBC Orchestra; Valdimir Golschmann, conductor</i>		
4	2			3. Music of Jerome Kern	Columbia	MM-622
				<i>Andre Kostelanetz</i>		
58	5			3. Rhapsody in Blue	Columbia	X-251
				<i>Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor</i>		
20	—			4. Kostelanetz Conducts	Columbia	M-574
				<i>Andre Kostelanetz</i>		
11	—			5. Tchaikovsky Nutcracker Suite	Victor	DM-1020
				<i>Eugene Ormandy, conductor, Philadelphia Orchestra</i>		

Going great
 GUNS



Harry ★ Xavier
 James CUGAT
 and his orchestra and his orchestra

WHY DOES IT GET SO LATE SO EARLY?

Vocal by Buddy Di Vito

THE BEAUMONT RIDE

COLUMBIA 37080

THIS IS ALWAYS

(from "Three Little Girls in Blue")

Vocal by Buddy Di Vito

I'VE NEVER FORGOTTEN

(from "Earl Carroll's Sketch Book")

Vocal by Ginnie Powell

COLUMBIA 37052

SOUTH AMERICA, TAKE IT AWAY!

(from "Call Me Mister")

CHIQUITA BANANA

(The Banana Song)

Vocals by Buddy Clark with Chorus

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15c
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
September 20



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 3,204 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.

Weeks to date	POSITION Last Week	POSITION This Week	Record
8	1	1	Going Strong 1. FIVE MINUTES MORE—Frank Sinatra (Axel Stordahl Ork) Columbia 37048
12	2	2	2. TO EACH HIS OWN—Eddy Howard Ork (Eddy Howard) (Issued with two different "B" sides): Cynthia's in Love...Majestic 7188 Careless...Majestic 1070
8	4	3	3. SOUTH AMERICA, TAKE IT AWAY (M)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23569
5	3	4	4. TO EACH HIS OWN—Ink Spots Decca 23615
7	5	5	5. TO EACH HIS OWN—Freddy Martin (Stuart Wade) Victor 20-1921
14	6	6	6. SURRENDER—Perry Como (Russ Case Ork) Victor 20-1877
5	7	7	7. FIVE MINUTES MORE—Tex Beneke-Glenn Miller Ork Victor 20-1922
5	8	8	8. CHOO CHOO CH'BOOGIE—Louis Jordan and His Tympany Five Decca 23610
2	15	9	9. RUMORS ARE FLYING—Frankie Carle (Marjorie Hughes) Columbia 37069
9	11	10	10. TO EACH HIS OWN—Tony Martin (Al Sack Ork) Mercury 3022
5	10	11	11. SOUTH AMERICA, TAKE IT AWAY (M)—Xavier Cugat Columbia 37051
6	13	12	12. MY SUGAR IS SO REFINED—Johnny Mercer (The Pied Pipers—Paul Weston Ork) Capitol 268
1	—	13	13. PRETENDING—Andy Russell (Paul Weston Ork-Vocal Group) Capitol 271
1	—	14	14. FIVE MINUTES MORE—Bob Crosby Decca 18909
3	12	14	14. FIVE MINUTES MORE—Three Suns Majestic 7197
22	9	15	15. THE GYPSY—Ink Spots Decca 18817
4	14	15	15. TO EACH HIS OWN—The Modernaires—Paula Kelly Columbia 37063
1	—	16	16. I'D BE LOST WITHOUT YOU—Guy Lombardo Decca 18901
20	—	17	17. THE GYPSY—Dinah Shore (Sonny Burke Ork) Columbia 36964
1	—	17	17. RICKETY RICKSHAW MAN—Eddy Howard Majestic 7192
1	—	17	17. THIS IS ALWAYS—Harry James Columbia 37052
5	17	17	17. SURRENDER—Woody Herman (Woody Herman-The Blue Flames) Columbia 36985
1	—	18	18. I GUESS I'LL GET THE PAPERS AND GO HOME—Mills Brothers Decca 23638
1	—	19	19. HOUSE OF BLUE LIGHTS—Andrews Sisters-Eddie Heywood Decca 23641

Coming Up

- RUMORS ARE FLYING—Betty Rhodes (Charles Dant Ork) Victor 20-1944
- I'D BE LOST WITHOUT YOU—Frankie Carle (Marjorie Hughes) Columbia 36994
- UGLE CHILE—Johnny Mercer (Paul Weston Ork) Capitol 268

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION Last Week	POSITION This Week	Record
5	1	1	1. WINE, WOMEN AND SONG—Al Dexter Columbia 37062
2	5	2	2. DIVORCE ME, C. O. D.—Merle Travis Capitol 290
3	5	3	3. IT'S UP TO YOU—Al Dexter Columbia 37062
22	2	4	4. NEW SPANISH TWO STEP—Bob Wills Columbia 36966
3	4	5	5. GET YOURSELF A RED-HEAD Hank Penny King 540

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION Last Week	POSITION This Week	Record
7	1	1	1. CHOO CHOO CH'BOOGIE—Louis Jordan and His Tympany Five Decca 23610
1	—	2	2. PLAYFUL BABY—Wynonie "Blues" Harris (Johnnie Olston & His All-Stars) Apollo 372
14	2	3	3. STONE COLD DEAD IN THE MARKET (He Had It Com-Louis Jordan-Ella Fitzgerald) Decca 23546
5	4	3	3. THAT CHICK'S TOO YOUNG—Louis Jordan and His Tympany Five Decca 23610
1	—	4	4. TO EACH HIS OWN—Ink Spots Decca 23615
3	4	4	4. SUNNY ROAD—Roosevelt Sykes and His Original Honeydrippers Victor 20-1906

The Billboard
MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending September 20

RECORD POSSIBILITIES

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

TOUCH-ME-NOT Sammy Kaye, with vocal by Betty Barclay Victor 20-1963

With plenty of tease in the tune, both musically and lyrically, Sammy Kaye provides the catchy rhythm ditty with plenty of bounce. And with Betty Barclay's buoyant dittying, sends it off with the same kind of contagion that Kaye created for "Daddy" and the others cut from the same cloth. Coupled is the nostalgic needling for "The Old Lamp-Lighter," with Billy Williams and the choir making the most of the character chant.

RUMORS ARE FLYING The Three Suns Majestic 7205

Already headed for the top of the tune heap, the rich melodic appeal in the colorful harmonies created here by the blend of organ, accordion and guitar, gives this beaut ballad still another boost in the right direction. And it's just as much melody magic as the Three Suns make on the mated side for Sunny Skylar's new bounce ballad, "It's All Over Now," with Artie Dunn's sugar-coated chanting adding much to the dinking.

GOTTA GET ME SOMEBODY TO LOVE Tommy Dorsey, with vocal by Stuart Foster Victor 20-1958

An outdoor ballad, Tommy Dorsey dresses it up in attractive indoor style. And since the song stems from the screen score of "Duel in the Sun," the movie linkage brings more than casual attention to the Dorsey dinking. Dorsey gives it a bright tempo, kicking off with his muted trombone slides and then making way for some strong song-selling on the part of Stuart Foster, who also makes it count for the companion piece, "That's My Home," another sagebrush saga in a swing setting.

YOU KEEP COMING BACK LIKE A SONG

THE THINGS WE DID LAST SUMMER. Jo Stafford Capitol 297
Either of these top plug tunes (first from Irving Berlin's "Blue Skies" film; second the Morris plug) could and probably will hit the charts. La Stafford does one of her all-time best jobs on both of them, and the ditties themselves have Honor Roll potentialities. 'Nuff said.

RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 22. These album reviews, of course, are in addition to the reviews on this and the facing page, and those in the music machines department this week.

SAMMY KAYE (Victor 20-1963)

Touch-Me-Not—FT; VC.
The Old Lamp Lighter—FT; VC.

Plenty of buoyancy in the Sammy Kaye refinement of the cute and catchy "Touch-Me-Not" rhythm ditty designed by Art Kassel and Irving Weiser. And Betty Barclay chants it with just as much youthful enthusiasm to make the spinning strong on the selling. For a companion piece, Kaye needles nostalgia, with Billy Williams and the Choir carrying "The Old Lamp Lighter," a slow and impressive ballad of a by-gone character.

Phono fans will have a hard time keeping away from "Touch-Me-Not," particularly with Betty Barclay's teasing toning. "Lamp Lighter" should click, too.

LES PAUL TRIO (Decca 23553)

Blue Skies—FT.
Dark Eyes—FT.

Les Paul, with piano and bass rounding out the threesome, gives fine evidence of his electric guitar virtuosity in these sides. Individually and collectively with the piano pounder, blending their riff ideas, Paul takes the "Blue Skies" motif in contrasting slow and fast tempo. Gives an even greater display of his amazing technique for a speed tempo "Dark Eyes," with a flash finish that shows facile fingering.

Strictly for those who like their guit' pickings fast and furious.

TOMMY DORSEY (Victor 20-1958)

Gotta Get Me Somebody To Love—FT; VC.
That's My Home—FT; VC.

Tommy Dorsey takes two country ballads and dresses 'em up in big city style. Moreover, the rhythmic pattern is becoming, pleasantly so because of the expressive singing of Stuart Foster on each count. Spinning at a bright tempo, the muted

Dorsey trombone tees off for Allie Wrubel's "Gotta Get Me Somebody to Love," cowboy-like chant from the movie "Duel in the Sun." For Sid Robin's "That's My Home," the ensemble weaves a rhythmic pattern that adds up to pert plattering. The movie tie-in should help carry Dorsey's dinking of "Gotta Get Me Somebody to Love" to the top of the phono parade.

GENE AUTRY (Columbia 83)

Have I Told You Lately That I Love You?—FT; V.
Someday You'll Want Me to Want You—FT; V.

Gene Autry interprets both of these cowboy chants in attractive manner to the accompaniment of the string band spinning out toe-tapping music. Both familiar outdoor lullabies, Autry sings it sympathetically at a bright tempo for "Have I Told You Lately," and slows it down to a ballad pace for "Someday You'll Want Me." Both sides will register big with the phono fans.

LEROY'S BUDDY (Decca 48005)

Who's Been Here Since I Been Gone—FT; V.
Tired of Your Line of Jive—FT; V.

Piano pounding of Honey Hill is more spirited than the singer for "Who's Been Here?" an innocuous race jive ditty. And Leroy's Buddy (Bill Gaither), who talks his way thru the wordage, is as ineffective as the song itself. However, Leroy more than compensates in his expressive race blues singing for "Tired of Your Line of Jive," with Hill's blues fingering at the 88's a real assist.

Race spots will spot "Tired of Your Line of Jive."

ROBERT MERRILL (Victor 10-1239)

Ma Belle—FT; V.
Juanita—FT; V.

Glamour boy baritone of the Metop menagerie, Robert Merrill has plenty to offer for mass appeal in this plattering. Packing plenty of warmth and fervor in his piping, Merrill recalls Rudolf Friml's "Ma Belle," a familiar from "The Three Musketeers" score. Complements his chant just as effectively with "Juanita," the everlasting popular air. H. Leopold Spitalny provides colorful orchestral support for the colorful baritone singer.

"Ma Belle" may bring in some measure of play at the better locations, particularly since it served as the singer's radio signature.

(Continued on page 32)

SHE'S Terrific!

SHE'S Sensational!

SHE'S Colossal!



ALBERTA HUNTER



Alberta has a repertoire of 400 songs; NBC thought she was important enough to short-wave her broadcasts to America twice weekly for several seasons. The Mutual Broadcasting System featured her, coast to coast, four times a week. Her ballads, sung in seven languages, appeal to every type of audience.

She has skyrocketed to fame here and abroad, since Cole Porter and Elsa Maxwell discovered her in a Paris club.

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JB-511 DON'T WANT NO MAN THAT'S LAZY and YOUR BREAD MAY BE GOOD, BUT IT AIN'T AS GOOD AS MINE.

STILL GOING STRONG!

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JB 503 Milton's Boogie . . . Groovy Blues
By Roy Milton & His Solid Senders

JB 508 FAT BOOGIE WOOGIE . . . LOVED AND LOST
By Ollie Jackson and His Band

JB 509 BABY GOT TO HAVE IT . . . YOU'LL MISS ME WHEN I'M GONE
By Ollie Jackson and His Band

JB-505 NOT ON THE FIRST NIGHT . . . THE LAZIEST GAL IN TOWN
—FRANKIE and her BOYS

JB-506 PINE TOP'S BOOGIE-WOOGIE . . . ECCENTRIC TAG —
THE BAILEY SWING GROUP

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THE BROWN DOTS
RUMORS ARE FLYING

Backed with
YOU TOOK ALL MY LOVE
 MANOR 1040

SENTIMENTAL REASONS

Backed with
IT'S A PITY TO SAY GOODNIGHT
 MANOR 1041

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Ozie WATERS AND THE PLAINSMEN

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(Continued from page 31)

BILLY WILLIAMS (Victor 20-1773)
I've Just Got to Be a Cowboy—FT; V.
Across the Purple Sage—FT; V.

Billy Williams again reverts to his original forte and sells the cowboy chants as strong as he does the pop fare with Sammy Kaye's band. Most effective is his soulful singing, in contrasting ballad and rhythm style, for his own "Across the Purple Sage" in which he sings out that his roaming days are over. And in a faster tempo, tells what it takes for a city slicker to wear a 10-gallon hat in Denver Darling's "I've Just Got to Be a Cowboy." The Pecos River Rogues of strings and squeeze box supply spirited support with the Western hot scrapings of the Strad in the spotlight.

Both sides should catch coins at the sagebrush spots.

STEFANO LOMBARDO (Victor-International 25-7080)
In Cerca Di Te—FT; V.
Tu Solamente Tu—FT; V.

There is much here to please the lovers of Italian ballads in the rich and spirited tenor voice of Stefano Lombardo. A beautiful ballad, "In Cerca Di Te" spins at a bright tempo, with a slower setting for "Tu Solamente Tu," which is just as tuneful and has Lombardo ringing in English lyrics for one of the verses. Victor Continental Orchestra scores both songs richly.

For locations in Italian quarters.

SONS OF THE PIONEERS (Victor 20-1952)
Out California Way—FT; V.
You're Getting Tired of Me—FT; V.

The Sons of the Pioneers, led by Bob Nolan, give out with lusty lyricizing for "Out California Way," a happy song of the road leading to that State, which also serves as a movie title tune. And their vocal harmonies are just as bright and engaging for Fred Rose's cowboy torch, "You're Getting Tired of Me." Instrumental accompaniment, sparked by clarinet and guitars, keeps the spinning thoroly toe-tapping.

Chalk up both sides for spins in the music boxes.

ELEANOR STEBER (Victor 11-9218)
The Merry Widow Waltz—W; V.
Vilia—W; V.

Her soprano pipes ring crystal clear, and with a high degree of continental charm in her chant, Eleanor Steber makes both of these Franz Lehar waltz melodies from "The Merry Widow" live all over again. Brings a measure of freshness to the evergreens, making their classic beauts bloom again. Jay Blackton's music enhances the performance.

Sides spin out 12 inches, reserving the platter for parlor phonos.

THE THREE SUNS (Majestic 7205)
Rumors Are Flying—FT.
It's All Over Now—FT; VC.

Rich in melodic appeal and in the colorful harmonies created by the blend of organ, accordion and guitar, the Three Suns make for real platter pleasantries in this spinning. Threesome exact all of the melodic charm of the ballad "Rumors Are Flying." Falling just as easy on the ear, is their melodic magic for Sunny Skylar's new bounce ballad, "It's All Over Now," for which Artie Dunn adds lyrical charm in his sugar-coated ditty of the torch chant.

Both sides stack up strong for coin catching.

MARIE GREENE (Signature 15041)
Come Rain or Come Shine—FT; V.
Do Do Do—FT; V.

Her pipes taking in a wide range and her full-voiced tones bringing out all of the meaning of the lyrics, there's real torch quality in Marie Greene's chant. And what is ordinarily a fast rhythm piece, Miss Marie takes George Gershwin's "Do Do Do" at a slow ballad pace, packing plenty of persuasion and contagion in her chant. Soft strings and woodwinds of the ork conducted by Dave Mann heightens the effectiveness of her lyrical charm.

No selling short on her singing and sides worth a spin in boxes where lyrical charmers catch the coins.

CAMILO LENTINI (Pan-American 059)
Bem-Te-Vi-Atrevido—Samba.
Ba-Tu-Ca-Da—Samba.

"Bem-Te-Vi-Atrevido" is recorded with too much volume and will blare from the juke. "Ba-Tu-Ca-Da" is a little softer and considerably more melodic and will get listeners. Samba tempos are highly pronounced on this one and the arrangement jumps. Engineering could have been improved, but will get by. Last few bars tend to get corny in style and nullify the effect of the rest of the record. However, dyed-in-the-wool samba fans may be able to get some use from the side.

A fair bet on the most rabid Latin locations for the "B" side.

of the spinning, the re-bop ensemble passages and solo creations of this small combo cut thru as the real thing. Tunes and meaningless vocals are of no import. Interest here is solely in the guts given out by the trombonist and in the clary sorcery of the Billy boy, who has been licking long before BG had a hearing in wider circles.

Sides for the hot jazz fans only.

BILL HARRIS (Keynote K-634)
Everything Happens to Me—FT.
Frustration—FT.

Rounding up some of the hot horn companions from the Woody Herman herd, Bill Harris offers here what the label claims is "New Music." Instead, it's a moderne motif that has Harris' trombone carrying an Oriental melody called "Frustration," with the eerie figures fashioned by the rest of the band of woodwinds playing at varying tempos leaving the listener with the same kind of feeling. Safer is the spinning for the ballad "Everything Happens to Me" that has Harris getting a tremulous tone out of the valve trombone. Maybe the not-so-frustrated hot jazz fans can make more out of this set.

Hardly meat for the music boxes.

NORO MORALES (Seeco 558)
Dengozo—FT.
Mambo—FT.

With a heavy accent on the samba rhythm and the Noro Morales piano pounding the familiar Latin melody in fiery fashion to activate the ensemble, the spinning of "Dengozo" is most inviting for the south-of-the-border dance enthusiasts. Equally attractive is the Morales piano and the band's rumba rhythms for "Mambo." At spots where the Latin enthusiasts gather, they will go for "Dengozo."

HARRY COOL (Signature 15043)
Rumors Are Flying—FT; VC.
The Whole World Is Singing My Song—FT; VC.

Emphasis is on the song selling capabilities of the maestro, the band playing close to the conventional commercial lines. Yet, Harry Cool is capable in selling these ballad chants. Makes for an engaging boy-belle team with Mindy Carson for "Rumors Are Flying," carrying it alone for the sentimental "The Whole World Is Singing My Song."

Popularity of "Rumors Are Flying" should find some play for this satisfying spinning.

NORFOLK JUBILEE QUARTET (Decca 48004)
Standing by the Bedside of a Neighbor—FT; V.
Jonah in the Belly of a Whale—FT; V.

Gospel singing of the Norfolk Jubilee Quartet, unaccompanied, spins out with plenty of attraction. Particularly for "Standing by the Bedside," a blues spiritual that has a solo voice banked by the vocal rhythm figures of the others. And for "Jonah," it's spirited spiritual singing rich in rhythmic qualities.

For spots (if any) where spirituals attract, plenty of attraction in this couplet.

RAY BLOCH (Signature 15015)
Espanharlem—FT.
Jealousy—FT.

Two beautiful melodies, richly orchestrated and instrumented as light rhythmic concert pieces, are beautifully plattered by Ray Bloch and the large studio orchestra. Making for a restful and relaxed pleasantries, it's mood music for the rich and exotic melody of "Espanharlem," with a touch of tango for the familiar melody motif of "Jealousy."

For the intimacy of the parlor phonos.

CAMILO LENTINI (Pan-American 062)
Maria Mia—Rumba.
La Comparsa—Rumba.

Pronounced Latin beat characterizes these south-of-the-border sides, but the long sustained musical notes in the arrangements indicates a musical style now somewhat out-of-date. Tunes would sound better, played with the watered-down tempos of current society bands. "Maria Mia" is the more exciting side; a wild, high trumpet solo giving it lift. "La Comparsa" is a Lecuona composition, but not in the "Malaguena" class. Also to be heard are a few marimba and piano bars.

For below-the-Rio-Grande fans.

THE SUNSHINE BOYS
 (Pan-American 061)
I'm Worried Over Someone—FT; V.
I Guess I'll Always Care—FT; V.

Both ditties are Ace Richman hillbilly originals and the instrumental portions are much better than the vocal. Unidentified vocalist hits flat throat, out manages to cling to the beat most of the way. Combo includes fiddle, bass, guitar and accordion with fiddle and guitar taking most of the melodic solos. Text of both ballads is in customary plaintive and sentimental mountain vein.

Even folk fans won't take to these vocals too well.

(Continued on page 110)

15th Billboard
MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending
 September 29



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.

- A HUGGIN' AND A CHALKIN' Frisco Jazz Band-Clancy Hayes (JAZZ ME)Pacific 616
- AIN'T THAT JUST LIKE A WOMAN Louis Jordan (Louis Jordan) (IF IT'S (They'll Do It Every Time)Decca 23669
- APACHE SERENADE Jimmy Dorsey (Dee Parker) (THE WHOLE)Decca 18917
- ARE YOU HEP?..... Ivory Joe Hunter Combo (Aurelia Joyner) (I LOVE)Pacific 623
- AU REVOIR Monica Lewis (Ray Bloch Ork) (FOR YOU)Signature 15046
- BANG BANG Jimmie Davis (Louisiana Hayriders) (I'M GONNA)Decca 46016
- BEER BARREL POLKA Red Fox Ork (Three Dots and a Dash) (TOY POLKA)...Pan-American Pan 066
- BLUE RHAPSODY Glen Gray (JUST AN)Decca 18918
- BLUE SKIES ALBUM John Scott Trotter Ork & Choir.....Decca A-481
 - A Couple of Song and Dance Men (Bing Crosby-Fred Astaire).....Decca 23650
 - A Serenade to an Old-Fashioned Girl (Bing Crosby).....Decca 23648
 - All by Myself (Bing Crosby).....Decca 23649
 - Blue Skies (Bing Crosby).....Decca 23646
 - Everybody Step (Bing Crosby).....Decca 23648
 - (Running Around in Circles) Getting Nowhere (Bing Crosby).....Decca 23647
 - (I'll See You if) Cuba (Bing Crosby-Trudy Erwin).....Decca 23646
 - I've Got My Captain Working for Me Now (Bing Crosby).....Decca 23649
 - Puttin' on the Ritz (Fred Astaire).....Decca 23650
 - You Keep Coming Back Like a Song (Bing Crosby).....Decca 23647
- CALYPSO ALBUM, VOL. IIDisc 628
 - Donkey Wants Water (Macbeth).....Disc 5056
 - Dorothy One Morning (Macbeth).....Disc 5057
 - Matilda (Duke of Iron).....Disc 5056
 - Out the Fire (Lord Invader).....Disc 5057
 - Sly Mongoose (Lord Invader).....Disc 5058
 - Small Island (Duke of Iron).....Disc 5058
- CARINOSO Desi Arnaz (Elsa Miranda) (CARNIVAL IN)Victor 25-1071
- CARNIVAL IN RIO Desi Arnaz (Desi Arnaz-Lucille Ball) (CARINOSO)Victor 25-1071
- CHAINED TO A MEMORY Jack Guthrie and His Oklahomans (I'M TELLING)Capitol 309
- CHRIST THE LORD HAS RISEN London String Quartet (NOW THE)....Decca 23668
- CRADLE SONG Monica Lewis (SWEET AND).....Signature 15047
- CREOLE ALBUM Adelaide Van WeyDisc 629
 - Aine, De, Trois Carolina; Shrimpy; La Maison Denise.....Disc 5047
 - Cher Mo L'Aime Toi; Devil Crab; Papa Va Peche.....Disc 5048
 - Chimney Sweep; Salangadou.....Disc 5048
 - Compere Lapin; Tan 'Siro E Dou.....Disc 5047
 - Go 'Way Cat; Blueberries; Morceau Piment.....Disc 5049
 - Sweet Oranges; Aurore Pradere.....Disc 5049
- DARK EYES Red Fox Ork (WOODCHUCK).....Pan-American Pan 065
- DON'T YOU CRY OVER ME..... The Sleepy Hollow Ranch Gang (I HANG)Majestic 11002
- DUTCHMAN'S WALTZ The Six Fat Dutchmen (SCHNEIDER POLKA)Victor 25-1068
- EITHER IT'S LOVE OR IT ISN'T .. The Pied Pipers (Paul Weston Ork) (WALKIN' AWAY)Capitol 306
- ETUDE BRUTUS Will Bradley Ork (IF I'M) ..Signature 15048
- (I Love You) FOR SENTIMENTAL REASONS King Cole Trio (King Cole) (THE BEST)Capitol 304
- FOOLISHLY YOURS The Deep River Boys (WILLIAM DIDN'T).....Victor 20-1990
- FOR YOU, FOR ME, FOREVERMORE. Monica Lewis (Ray Bloch Ork) (AU REVOIR)Signature 15046
- FULL MOON AND EMPTY ARMS .. Loretta, Phil, Music-Mart Ork (Bob Carter) (INSPIRE ME)Music-Mart 502
- ERROLL GARNER-BILLY KYLE ALBUMDisc 628
 - All the Things You Are; I Got a Right to Sing the Blues (Billy Kyle)....Disc 5003
 - Don't Blame Me (Erroll Garner).....Disc 5003
 - I Want You, I Need You (Billy Kyle).....Disc 5001
 - Lady Be Good, Parts 1 and 2 (Erroll Garner).....Disc 5002
 - Man o' Mine (Erroll Garner).....Disc 5001
- GOTTA GET ME SOMEBODY TO LOVE Claude Thornhill (Buddy Hughes) (YOURS IS)Columbia 37098
- GOTTA GIMME WHATCHA GOT.... Julia Lee and Her Boy Friends (LIES) ..Capitol 308
- HEAVY HEARTED BLUES Ivory Joe Hunter Combo (Ivory Joe Hunter) (WE'RE GONNA) ..Pacific 621
- HOLD ME, HOLD ME, HOLD ME ... Jimmy Palmer Ork (IT'S ALL) ..Arvid 7050
- I HANG MY HEAD AND CRY..... The Sleepy Hollow Ranch Gang (DON'T YOU)Majestic 11002
- (This Morning) I KNEW I'D FALL IN LOVE TONIGHT..... Jack Leonard (YEARS AND) ..Majestic 1075
- I LOVE MY MAN Ivory Joe Hunter Combo (Aurelia Joyner) (ARE YOU)Pacific 623
- I LOVE YOU MORE EACH DAY Loretta, Phil, Music-Mart Ork (Bob Carter) (MEET ME)Music-Mart 501

(Continued on page 34)



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(Continued from page 33)

- IF I'M LUCKY..... Will Bradley Ork (ETUDE BRUTUS)... Signature 15048
- IF IT'S LOVE YOU WANT BABY, Louis Jordan (Louis Jordan) (AIN'T THAT'S ME THAT) Decca 23669
- I'M ALL IN FROM GOING OUT Jimmy Palmer Ork (SHE AIN'T)..... Arvid 7051
- I'M GONNA WRITE MYSELF A LETTER Jimmie Davis (Louisiana Hayriders) (BANG BANG) Decca 46016
- I'M LEARNING TO SPEAK ENGLISH. Carlos Molina Ork (Bobby Rivera) (PALABRAS DE) Capitol 307
- I'M SORRY Ivory Joe Hunter Combo (WHY DID) .. Pacific 622
- I'M TELLING YOU Jack Guthrie and His Oklahomans (CHAINED TO) Capitol 309
- INSPIRE ME Loretta, Phil, Music-Mart Ork (Bob Carter) (FULL MOON) .. Music-Mart 502
- IT'S ALL OVER NOW Jimmy Palmer Ork (HOLD ME). Arvid 7050
- NORMAN GRANZ JAZZ AT THE PHILHARMONIC ALBUM, VOL. III (2-12") Disc 503
 Crazy Rhythm, Parts 1 and 2..... Disc 2003
 Sweet Georgia Brown, Parts 1 and 2..... Disc 2004
- JAZZ ME BLUES Frisco Jazz Band (A HUGGIN') Pacific 616
- JUST AN OLD MANUSCRIPT Glen Gray (BLUE RHAPSODY)..... Decca 18918
- LIES Julia Lee and Her Boy Friends (GOTTA GIMME) Capitol 308
- MEET ME IN SONOMA Loretta, Phil, Music-Mart Ork (Bob Carter) (I LOVE) Music-Mart 501
- MY HEART GOES CRAZY..... Charlie Spivak (The Stardreamers) (SO WOULD)..... Victor 20-1986
- JOHNNY MERCER AND THE PIED PIPERS ALBUM Johnny Mercer-The Pied Pipers..... Capitol CD-36
 Alexander's Ragtime Band Capitol 20084
 Embraceable You Capitol 20085
 I Guess I'll Have to Change My Plan..... Capitol 20085
 Memphis Blues Capitol 20083
 Mindin' My Business Capitol 20082
 One for My Baby..... Capitol 20084
 St. Louis Blues Capitol 20082
 Should I? Capitol 20083
- NOW THE DAY IS OVER London String Quartet (CHRIST THE)... Decca 23668
- OH, COME, ALL YE FAITHFUL London String Quartet (SILENT NIGHT) (Adeste Fideles) Decca 23667
- PALABRAS DE MUJER Carlos Molina Ork (Bobby Rivera) (I'M LEARNING) Capitol 307
- SCHNEIDER POLKA The Six Fat Dutchmen (DUTCHMAN'S WALTZ) Victor 25-1068
- SHE AIN'T NO SAINT Jimmy Palmer Ork (I'M ALL).. Arvid 7051
- SILENT NIGHT London String Quartet (OH, COME)..... Decca 23667
- SO WOULD I..... Charlie Spivak (Jimmy Saunders-The Stardreamers) (MY HEART).. Victor 20-1986
- SOONER OR LATER..... Will Bradley Ork (TURN THE)..... Signature 15049
- SOONER OR LATER Billy Butterfield Ork (Pat O'Connor) (STARDUST) Capitol 305
- STARDUST Billy Butterfield Ork (SOONER OR)..... Capitol 305
- SWEET AND LOW..... Monica Lewis (CRADLE SONG)..... Signature 15047
- TEARS HAVE WASHED AWAY YOUR SMILE Bill Nettles and His Dixie Blue Boys (TROUBLE'S ALL)..... Victor 20-1989
- THE BEST MAN King Cole Trio (King Cole) (FOR SENTIMENTAL) Capitol 204
- THE WHOLE WORLD IS SINGING MY SONG Jimmy Dorsey (Bob Carroll) (APACHE SERENADE) Decca 18917
- THERE IS NO BREEZE (To Cool the Flame of Love)..... Tommy Dorsey (Stuart Foster) (THIS TIME)..... Victor 20-1985
- THIS TIME Tommy Dorsey (Stuart Foster) (THERE IS)..... Victor 20-1985
- TOY POLKA Red Fox Ork (BEER BARREL)..... Pan-American Pan 066
- TROUBLE'S ALL I'VE EVER KNOWN Bill Nettles and His Dixie Blue Boys (TEARS HAVE)..... Victor 20-1989
- TURN THE KNOB ON THE LEFT TO THE RIGHT..... Will Bradley Ork (SOONER OR)..... Signature 15049
- WALKIN' AWAY WITH MY HEART. The Pied Pipers (Paul Weston Ork) (EITHER IT'S) Capitol 306
- WE'RE GONNA BOOGIE Ivory Joe Hunter Ork (Ivory Joe Hunter) (HEAVY HEARTED) Pacific 621
- WHY DID YOU LIE? Ivory Joe Hunter Combo (Ivory Joe Hunter) (I'M SORRY)..... Pacific 622
- WILLIAM DIDN'T TELL..... The Deep River Boys (FOOLISHLY YOURS) Victor 20-1990
- WOODCHUCK Red Fox Ork (Three Dots and a Dash) (DARK EYES)..... Pan-American Pan 065
- YEARS AND YEARS AGO..... Jack Leonard (I KNEW)..... Majestic 1075
- YOURS IS MY HEART ALONE Claude Thornhill (GOTTA GET) Columbia 37098

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Raleigh To Run MCA Canuck HQ

HOLLYWOOD, Sept. 21.—Plans for Bud Overbeck, of Music Corporation of America's Beverly Hills division, to take over the booking firm's new Montreal office have fallen thru. According to Overbeck, there was no one big problem that caused a change in his decision, but rather an accumulation of personal points. Overbeck has called California his home since 1942 and figures a permanent move to Montreal's climate with his family was too much of a change.

Larry Barnet, MCA's band head, expected to close deal for Overbeck to go to Montreal during his current excursion here from New York, altho initial negotiations were started months ago. Barnet has arranged for a West Coast MCA man to go to Montreal with Art Raleigh, of the Agency's San Francisco office, heading eastward in a few days. Raleigh will arrive in Montreal around October 15, meanwhile stopping off in Chicago, Cleveland and New York. It is expected that MCA will bring in Canadian personnel to work with Raleigh, with the possibility that Raleigh associates will include other local Montreal agents who know the territory.

Meanwhile, May Johnson, of MCA's New York office, who resigned from MCA, has set up her own agency, specializing in servicing of Canadian accounts.

Portlander To Handle Seattle Symph Dec. 1

PORTLAND, Ore., Sept. 21.—Phil Hart, concert manager and president of the Record Shop here, has been named manager of the Seattle Symphony Orchestra and will move his headquarters to Seattle December 1. His engagement is part of the expansion of the ork's activities in the Seattle area. Seattle outfit, under direction of Carl Bricken, is the oldest in the Pacific Northwest.

Geraldo, Top British Sweet Orkster, Due in October

LONDON, Sept. 21.—Geraldo, top ranking British band leader, is going to make the maiden trip on the Queen Elizabeth when it makes its first civilian Atlantic crossing in the latter part of October. Maestro has been running away with all British sweet band polls in the past five years. It will be his first trip to the United States.

LUCILLE AND EDDIE ROBERTS

"What's on Your Mind?"

ALTHO they've played their magical act in top hotel rooms and supper clubs thruout the country and have even trouped to the Far East, Lucille and Eddie Roberts have just skedded their first vaude tour. Picked by the late Great Nicola to join his world tour in 1939, the Robertses played in the major houses of leading cities in Asia, swinging later to Honolulu, New Zealand, Australia and Java. As they were starting on the next lap of their trek, the war broke out in Europe and they sailed for home on a British boat that struck a mine and sunk off the Asiatic Coast.

In 1942 the Robertses originated the radio show, *What's on Your Mind?*, but this was short lived, due to Eddie's induction into the army. Since his discharge they have been thinking up another such show.

Spinner Anson Cuts, Plugs Own Disks

HOLLYWOOD, Sept. 21.—It's not uncommon among the disk jockey brigade for a platter spinner to warble along with the records he plays. Now record jock Bill Anson, whose *Hollywood Bandstand* occupies three and one-half hours daily on Station KFVB, has gone his colleagues one better. Anson has become a recording feature in his own right, with a

release by Mastertone Records, a West Coast indie, of Anson's vocal antics. Sides are *Autumn Wind* and *You're Cute*, the latter tune composed by Anson.

Reaction of numerous other jocks in town hasn't been registered yet, altho sides are among those steadily featured on Anson's own show. Mastertone label understood to feel they haven't anything to lose in deal even if other platter spinners won't play Anson disks since he is on one of the most powerful stations in town and kids will flock to retail stores for recording after hearing it on Anson's program if record has any merit.

Orkster's Cramp

HOLLYWOOD, Sept. 21.—In a special push to promote a new band just penned to label, Black & White Records is sending the first 5,000 pressings by Earle Spencer's ork gratis to disk jocks, reviewers and other promotional sources. Plattery is absorbing all costs of give-away and all Spencer has to do is lend his John Hancock to each and every disk in order to personalize promotion.

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Musicraft Ups 50c-ers to 60

NEW YORK, Sept. 21.—Effective October 1, Musicraft Records 50-cent label will be upped a dime. This move follows similar action taken by Victor, Capitol and Mercury. The price jump to 60 cents is effective only for the waxings in the Musicraft 15000 series. Reason for the jump in price is similar to reasons of firms which have already upped price in that Musicraft complained of generally increased costs. The firm stated that there will be no rise on its 75-cent label.

47's New Building Stymied

HOLLYWOOD, Sept. 21.—Plans for a new building here to be erected by American Federation of Musicians, Local 47, Los Angeles, have been stymied at least temporarily due to government restrictions on commercial building. Spike Wallace, Local 47 prexy, hopes to get with Wilson Wyatt, U. S. A. building authority, shortly in order to clarify union's need for new structure. Current AFM Local 47 headquarters are completely inadequate since building is many years old and tremendous rise in local musician membership has meant large additions to union staff. Local 47 would also like to have a new Hollywood building as soon as possible since current address is off downtown L. A. and way off the beaten path of bulk of musicians who both work and reside in Hollywood vicinity.

MCA Concert Rolls; May Send Flicker Music Chiefs Out

HOLLYWOOD, Sept. 21.—Music Corporation of America's local concert department is beginning to take hold after remaining dormant for several months after Bill Martin's exit. Sam Rosey recently moved over from the act division to cover concerts for MCA on the West Coast and has signed several new long-hair names, including pianist Ruth Slenczynski and soprano Josephine Sitjar.

New slant in MCA's concert bookings is the possibility of sending out on tour some of the well-known motion picture musical directors penned to the office. Details on this score are pretty much hush hush now, since flicker studios may object to having their key music men yanked from studio work in order to make personal appearances. Publicity being lent to recent motion picture scores and conductors is seen as name value to the concert stage, and MCA hopes to take advantage of situation.

Marina Koshetz, of MGM, and Robert Maxwell, the harpist, are others being lined up for concert runs by Rosey. West Coast popular concerts by Xavier Cugat, Tommy Dorsey and Tito Guizar are also being handled by Rosey.

Disco Folk Plattery Back

ST. LOUIS, Sept. 21.—Disco, Recording Company, Inc., here, is a new addition to the current list of indie diskeries. Disco has been in existence for over five years but has specialized in syndicated radio transcribed productions, having originated the *Pappy Cheshire Old Corral* series, *France Laux Sports Answer Man* and others. Company originally entered the phono record market in 1942 but had to discontinue due to pressing and material shortages.

Back now with enlarged facilities and long list of original *Pappy Cheshire Hillbillies*, company plans call for the release of one new disk per week. Already waxed and ready to be released shortly are current hillbilly favorites by Skeets, the Golden-voiced Yodeler, Wade Ray and Rusty Marion. Plans also call for waxing of West Coast talent being scouted by Pappy Cheshire, president of firm, currently residing in Hollywood. Local management is headed by Gordon Sherman. Major activities at present are centered upon waxing and setting up distributors in key markets.

New Blood for Gardens

HOLLYWOOD, Sept. 21.—In further reorganization at Tommy Dorsey's Casino Gardens, recent incoming manager Kermit Bierkamp has brought in George DeVore as replacement for assistant manager Jimmy Ellison. DeVore worked as Bierkamp's assistant at Tom Archer's dancery in Des Moines. Ellison had put in over 15 years at Casino Gardens. Another change at Casino Gardens is the ousting of Sid Hudson from handling the cigarette and candy concession, with the management taking over. Numerous other old-time employees were also let out in the shake-up.

Capitol Takes Conn. Space

HARTFORD, Conn., Sept. 21.—Capitol Records has leased a store here with approximately 3,000 square feet of ground floor space, to service dealers in Connecticut and Western Massachusetts. Alterations are being planned.

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Latest Step In MCA Plans To Go Global

Stein to Latin America

HOLLYWOOD, Sept. 21.—Jules Stein, MCA headman, departed for a three-month tour of major South American, Central American and Mexican cities, during which time he will size up the entire entertainment set-up in Latin-American countries. Accompanying him are his wife and Lou Blair, local MCA man, who spent a good deal of time during the war in Peru and speaks Spanish and Portuguese fluently. Stein will look into the picture industry, theaters, clubs, etc., while touring.

Evident purpose of the trip is investigation into the advisability of setting up an MCA division in Latin-America. Taft Schreiber, MCA exec, said that most likely, as well as most logically, an MCA office location would be Buenos Aires. Like Chicago in the U. S. A. Buenos Aires is the most centrally located major city in South America and, therefore, a natural for an organization starting a new biz dealing in extensive communications and personal contact. (It is recalled that MCA started in centrally located Chicago.)

Jules Stein's Latin-American excursion ties in with the booking agency's expanded world-wide plans. Its London office was recently reopened, and Bud Overbeck, from their Beverly Hills office, leaves these parts shortly to take over MCA's new Montreal division, along with several MCA New York personnel. Jimmy McHugh Jr., who left the States for MCA's London office some months back, is in Hollywood now for a short stay before returning to England.

Price for Jazz Society

PHILADELPHIA, Sept. 21.—Jazz Festival Society, local hot jazz fraternity, appointed Sammy Price, Decca recording pianist, as director for the coming season. Price, in town to organize a big band for himself, will stage the Sunday afternoon jazz concerts sponsored by the society in the Academy of Music foyer, smaller room at the concert hall. Teeing off Sunday (15), Price brings in for the concertized jam session Sidney Bechet, soprano saxer; Clarinetist Mezz Mezzrow; Jack Butler on trumpet; Sandy Williams on trombone, with the impresario himself at the piano.

Cross's AGVA Warbler Payne

NEW YORK, Sept. 21.—Danny Payne, vocalist with the Chris Cross ork now appearing at the Log Cabin, Armonk, N. Y., claims that the leader owes him \$231 in back salary. 'The crooner showed AGVA representatives IOU's for that sum. AGVA threatened to pull Cross's present vocalists, Margie Woods and the Swantones quintet, out of the band and says it won't allow him to get others unless the maestro squares with Payne.

Mills' Oldies Push

NEW YORK, Sept. 21.—Mills Music is beginning to beat the drum for a series of revivals. First three tunes due for rejuvenation are *Stars Fell on Alabama*, *Margie* and *I Can't Give You Anything But Love*. *Margie* is title of forthcoming 20th-Fox film and *Love* is in a pic soon to be announced.

Terp Operator's 'Pushing Around' A Helpful Deal

CHICAGO, Sept. 21.—New Fort Wayne (Ind.) Ballroom, which Johnny Apt, former Salinas, Kan., operator, purchased in early April and expected to have renovated and an addition built by early fall, will have to open to the public about three months later than scheduled, following several major changes in plans which had to be made when the Indiana State Highway Commission decided they wanted the ballroom site for a major highway intersection.

Apt received word from State road execs July 11 that they would take over his site for highway revision. State action actually proved blessing in disguise, for Apt had received word two weeks before from Civilian Production brass that he couldn't get necessary supplies to continue building on spot, and with State demanding removal of building to another plot near-by the original, Apt was able to get necessary material under ruling which states that any dwelling or building which is moved on State or federal order can be rebuilt with necessary materials immediately.

The moving actually slowed down building, CPA okay of new materials actually speeded schedule, Apt said, and he expects to open doors late this year. Spot will hold 2,500 dancers, with seating provided for 1,500 in lounge. Present plans call for regular one-night stands by major names, with semi-name crews coming in for three or four times per week deals.

NAMM Classes Start Sept. 30

CHICAGO, Sept. 21.—First record merchandising institute to be sponsored by the National Association of Music Manufacturers will be held at Hotel Continental here for five days beginning September 30. Purpose of the institute, which will be taught by prominent authorities in the field of retail record selling and attended by 50 NAMM members, will be to teach record sellers the way to solve problems of supply, merchandising, buying, sales, etc.

According to William Mills, president of the NAMM, this will be only the first of a series of institutes the association plans to conduct on the same subjects in various cities throughout the country. Louise Gale is institute director.

McConkey Sets Susie Stuff

HOLLYWOOD, Sept. 21.—The McConkey office here just snared another account with the booking of scat singer Leo Watson and his band, and drummer Jessie Price and his crew into the Susi-Q nitery. The Susi-Q, which featured Ray Bauduc's band and pianist Errol Gardner for over a half-year, was recently taken over by Sam Sher. Bill Shevlin, of McConkey agency, set deal.

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**SEE INSERT AT
 PAGE 67**

WBBM Inks Pared Van Combo for Staff

CHICAGO, Sept. 21.—Another cocktail combo hit the radio jackpot this week, when Walter Preston, CBS program director, inked Gloria Van and Her Vanguardians to a WBBM staff pact. The Van quartet, a sextet when it worked such lounges as the Silver Frolics, Silhouette and Kentucky (Chi bistros catering to tops in lounge talent), has dropped two members and its instrumentals and will be used as purely a vocal group in station activities. Other members of the group besides la Van, who once chirped with Krupa and McIntyre, are Lynn Allison, former sideman with the names and during the war a member of the late Glenn Miller's featured vocal group, the Crew Chiefs, tenor, and barys Maury Jackson and Howard Beaver. Group tees off on its own commercial show for Montgomery-Ward (6.15 p.m., CDST, Tuesday, Thursday, WBBM).

New Bridgeport Lounge

BRIDGEPORT, Conn., Sept. 21.—Stratfield Hotel here, which recently celebrated its 38th anniversary, has redecorated its Rose Room and opened a cocktail lounge there. Joseph B. Johnstone, catering manager of the hotel, is in charge.

Detroit Lounge Sold

DETROIT, Sept. 21.—Ted and Len's Stageshow Bar, East Side spot, has been taken over by Franklin A. Huetter and Mae E. Brooks from Hershel Smith and Wirt Koontz. Huetter, long associated with other bar operations here, has not operated in the lounge field before, but will be active manager of the spot.

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IN SHORT

New York:

Renault and Rudy signed for new Billy Rose Diamond Horseshoe. . . . Four Yeary Brothers eastbound after a year on West Coast. Opening at Olympia Theater, Miami, October 2, play Loew's, Washington, October 24, then Loew's State, New York, November 1. . . . After concluding Barnes & Carruthers fair dates at Salt Lake City September 22, Lowe, Hite and Stanley fly to Portland, Ore., to open Paul's Music Hall season on the 23d. Boys also booked for Stevens Hotel, Chicago, November 1. . . . Tony Pastor ork and five acts of vaude do one-day stand at Shubert, New Haven, Conn., September 22.

Arden and Alexander into Calvert's, Cleveland cocktailery, on the 23, their fifth booking at the spot. . . . Hickory Nuts held over at Essex Hotel, Boston. . . . Marie Doherty Trio, which has played spots in and around Hyannis, Mass., for three years, finally moved to Doc's, Baltimore, with one week option picked up indef. . . . Don Baker opened at Rogers Corner. . . . Billie Wilkins joining Bernie Heller Trio at Mermaid Room of Park Central Hotel. . . . Bob Sheppard Trio set for Jerry Marshall's Cocktail Lounge, Utica, N. Y. . . . Little Four Quartet now recording for Southern Records. . . . Freddy Masters ork to open at Candie's, Rochester, N. Y., October 7. . . . Jerry Montana Sextet, playing return engagement at Flying Tigers, Jackson Heights, L. I., slated for Billy Berg's, Hollywood. . . . Hattie Althoff, of CRA, contemplating couple of gal units for major pic houses. . . . Agent Joe Sullivan, former prexy of Amusement Corporation of America, opened own office. . . . Houdini set for series of one-minute Calypso transcriptions a la *Chiquita Banana* for Swift Ice Cream in Chicago and Midwest.

Detroit:

Dick Betts, swing organist, at Sapphire Room, Hotel Wardell-Sheraton, has been renewed for eight weeks. . . . Arnie Arnold and his band close a 12-week engagement at London Chop House September 28, to open at Mounds Club, Cleveland. . . . Larry Luke, personally managed by Bill Alstyne, of the National Theatrical Agency, Baltimore, is opening at Windsor Room, Washington. . . . Dardanelle and Her Men of Music reopen Cafe Burgundy, Fort Wayne Hotel, September 19, coming from the Copacabana, New York.

Toni Palmer, sweet singer, has opened at Club Poinciana, Atlanta. She will do a series of recordings this fall for Hamp-Tone Records. . . . Bill Silbert is establishing a new publicity office in the Dime Bank Building, specializing in drum beating for night club accounts. . . . Judy Baker is new vocalist at Wedgewood Room, with Jeanne De France as pianist. . . . Don King, piano-vocals, closed at the Show Bar, Houghton Lake Heights, Northern Michigan, to open at Worcester-Sheraton Hotel, Worcester, Mass. . . . Mary Kaaihue Trio at Woodward Show Bar until October 7, when they go East to cut four sides for Apollo. . . . Dr. Horse and His Musical Jockeys, Negro quintet, opened at Woodward Show Bar in their first Detroit appearance since 1937. . . . Red Ace opened at Gay 90's, Cleveland, September 16.

Weela Gallez is opening at Ted Lipsitz's Supper Club, replacing Diane Dale. . . . Star Dusters, four-girl novelty act, who opened last week at the Club Lorraine, Cleveland, have been signed to a personal-management contract by Irving Spexor, ork department manager of the A. B. C. Theatrical Booking Office. . . . Kenny Stone, who just opened at the Jamaica Show Bar, plans to quit

show business and go with his father, who operates a Detroit furniture store, after Christmas.

Slim, Jim and Mr. Moe, comedy trio, have been booked into Enrico's Cabaret, after playing the Club Owens. . . . Beverly Mason, formerly vocalist with Eddie Vinson, is headlining the bill at Club Vogue. . . . Lou Owens, 250-pound swing-and-blues comedienne, has returned to her home here for a rest.

St. Louis:

Fred Lowery and Dorothy Rae headlining new show at Starlight Roof, along with Benny Strong's band and Dianne Paige. . . . Robert Crum now at Circus Snack Bar, plus Joe Burton's Trio. . . . Dick Egner, pianist, being featured at Claridge Club. . . . Dick Balsano at Flamingo Room of Fairmont Hotel. . . . Glenn Young's ork currently at Jug of Hotel Coronado, featuring vocals by Gloria Allen.

Bill Maginnis Trio at Senate Cocktail Lounge. . . . Duke Dorrell and Freddie Begeman heading floorshow at Mack Barnholtz's Top o' the Town Club, with music by Art Land's Champagne Rhythm Men. . . . Ben Mann's outdoor North Shore Club closed for the season September 14. . . . Fontinelle and Kennis now at the newly reopened Club Casino.

San Francisco:

Eddie Orta's ork has replaced Dick Foy's band in the Sir Francis Drake Persian Room. . . . Dancer Charlie Aaron opened at Sally Rand's September 16. . . . Same night the Sing Lee Sing Troupe, Chinese acros, returned to Kubla Kahn. . . . Slapsy Maxie Rosenbloom and Max Baer signed for November 6 opening at the Copacabana. . . . Ella Mae Morse held over same spot, co-starring with Bedell and Mattson, comic duo. . . . Copa's Joaquin Garay dickered with the Duncan Sisters to follow.

Starlight Roof, atop Sir Francis Drake, set for September 26 opening. . . . Tommy Conine and Margo St. Claire, local dance team, were married September 7. . . . Larise leaves October 1 for a screen test. . . . Ben Yost White Guards held over at Club Lido.

Tommy Harris, former singing star of Jack Kirkwood radio show, has bought the Troc, dine-dance spot, from Joe Ferrara for \$75,000. Ferrara retiring because of heart trouble. . . . Max West, AGVA chief in Northern California, married Dorothy McCarthy at Webster City, Ia., August 23. . . . Ex-dancer Sally Wickman to Hawaii to manage line of Ernie Raeburn Dancers. . . . Stockman's Hotel, Elko, Nev., opens October 21 with Wally Vernon headlining and Ann Triola, Lawrence and Frank Andrini, John and Sandra Steele, and Syd Chatten in show.

Rolf Passer and Dee Costello, mntalists, held over in Persian Room, Sir Francis Drake Hotel. . . . Rosita Royce and doves booked into Music Box, with Pat Patrick held over. . . . Steve Evans into the 365 Club. . . . Toots Le May, thrush, replaced newlywed Terri Andre in Club Moderne revue. . . . Duncan Sisters signed for Joaquin Garay's Copacabana, October 9. . . . Ben Swig will put Jack Ross and ork into Bellevue Hotel.

West Coast:

Faye and Gordon, dance team, back in biz after Henry Gordon's exit from military service. . . . Paula Drake held over for another eight weeks at Bar of Music, Hollywood. . . . Jimmy Ames continues at Hollywood's Swanee Inn indefinitely. . . . Johnny Moore's Three Blazes making record album for Exclusive Records. Combo set for one-night tour this month and (See IN SHORT on page 49)

Chi ARA Mulls 6-State Expansion

CHICAGO, Sept. 21.—Local branch of ARA is mulling expansion into the States of Minnesota, Illinois, Iowa, Indiana, Missouri and Wisconsin. Word has been received from central headquarters in New York to start the expansion in these States only, and plenty of the local percenters are wondering why Michigan and the other States usually classified as Midwestern aren't being included. Program to extend ARA scope won't really roll until after October 15, when the annual election of officers will be held. This year's nominating committee, independent bookers Tweet Hogan and John Benson, and Marcus Glaser of the Charles E. Hogan office, decided to repeat last year's democratic election procedure of sending out ballots upon which members can vote for any three members for any office, with first choice in each category worth 5 points; second, 3 points and third, 1. This year's election is not expected to be controversial as last year's, when group split into two camps.

Kaye for Chicago, Rooney to Oriental

CHICAGO, Sept. 21.—Chicago Theater, which has seen its superiority in the local vaude field challenged strongly by the neighboring Oriental Theater, snatched up Danny Kaye for two weeks, starting October 18. Kaye engagement, his first locally, makes the Chicago square with the Oriental, which last week announced inking of Mickey Rooney for one week, November 14. Kaye, in on a guarantee and a split, details of which were not disclosed, also is set for the RKO-Boston, November 28, for one week.

Biz as Usual While Tex. High Court Mulls Casino Ownership

FORT WORTH Sept. 21.—George T. Smith continues to operate the Lake Worth Casino while suit of the City of Fort Worth to acquire the properties because of an alleged debt of \$13,324 in leases is in the Supreme Court of Texas.

The 48th District Court rendered a verdict in favor of the city, but an appeal has been taken to the higher court.

Niteries Eye "Jive" Revue

DETROIT, Sept. 21.—Night clubs and agents in Pittsburgh and San Antonio are dickered with the Rollo S. Vest Enterprises here for Joe Minter's *Jungle Jive*, which closed at the 161 Club in Buffalo and on Monday (16) opened for two weeks with options at smart St. Michele Club, Montreal. Booked by Roy Cooper, of Paramount Entertainment Bureau.

Jive is a traveling cabaret revue consisting of five acts and four chorus girls. Sky Club in Indianapolis is also interested in the unit, but two cannot get together on money.

Reopen St. Charles, N. O.

CHICAGO, Sept. 21.—St. Charles Theater, New Orleans's vaude house, will reopen for its usual nine-months-per-year operational period Wednesday (25) with the A. B. Marcus Revue. Spot, owned and managed by Harold Minsky, will play regular one-week policy of leading vaude attractions and will again be booked by Charles E. Hogan Office, Chi. Theater regularly closes in June for three months, when summer heat drops attendance.

Buffalo Cooks On Low Burner

BUFFALO, Sept. 21.—Night club activity in the Queen City is perking once more with beginning of the fall season, but generally speaking, owners are not wreathed in smiles because the nationwide drop in nitery biz has its counterpart here. Harry Altman recently reopened his giant downtown layout, the Town Casino, after shuttering during the hot weather for installation of an air-conditioning system which was badly needed. He also remodeled the cocktail lounge and added new rugs.

Opening show included Marty Drake and Lenny Page, specialty emcees; June Taylor line (12), Patricia Adair, Ben Dova, The Buckaneers, Son and Sonny, Edward and Diane, Bono's band, plus Maurie Bloom Trio and Jimmy Anderson Trio for relief and cocktail room. Altman again will feature name talent. Started September 16 with Connee Boswell in a show also featuring Jerry Bergen, and Billy Fay and Wells Family, acro act. Other tentative name bookings are Arthur Lee Simpkins and Ted Lewis unit, both having appeared at this spot last winter. Business is at least 35 per cent off for Altman, but despite this, he is planning to use big name shows in the hope of filling the house.

Casino Remodeled

The Havana Casino, well-known nabe spot, has undergone complete remodeling. Spot was dark for about a month during which time the main nitery room was enlarged, dressing rooms with bath built for entertainers as well as new quarters for photographer, bar was given completely new treatment, etc. Owner George Cecala plans a larger floorshow budget for the fall season, but so far has only hired Buster Clock's local band.

Hanny's small nabe nitery, has been under new management since mid-August. John J. Di Pasquale and Charles J. Marotta are co-owners, and have redecorated the spot completely. Mickey Cavall's combo (4) is the only talent at present, but plans are under way for a floorshow policy to start in October.

Miami Tootlers' Suit Stalls Two-Bit Tax

MIAMI, Sept. 21.—New nitery tax, expected to yield \$185,000 a year, is held up by court action brought by local musicians who allege they will lose their means of support if enforced.

Validity of the new head tax of 25 cents per person is questioned by their attorney, J. Carrington Gramling Jr. Gramling claims only three restaurants in Miami can meet the full requirements of the new ordinance which specifies a night club must have a seating capacity of 250, dance floor of 400 square feet, an ork and serve food.

New Jacksonville Club Debts Oct. 15 With 200G Layout

NEW YORK, Sept. 21.—The Peacock Club, Jacksonville, Fla., will preem October 15 with a name band and acts. Room, now being built by Joe Williams, is said to have cost over \$200,000, with a large share of the amount allegedly spent for green table activity, which spot expects to get a big play from this season.

Show, to run 50 minutes, costs about \$8,000 and will consist of Sonny Dunham band, Bob Russell, Ricardo and Norman, the Skating Whirlwinds and the June Taylor line.

It's Confoozin

DETROIT, Sept. 21.—Detroit night life is enjoying an over abundance of Charlie Carlisle at present. Best known is the one who set a seven-year record as emcee at the Bowery, and currently in as headliner at the Top Hat Club. Out at Club Gay Haven, Charlie Carlisle, tenor vocalist, is the star, doing a totally different routine. These two have sometimes played the same spot, to add to the confusion. But to compound it, another Charlie Carlisle, pianist, is out at the Stadium Bar, smart North End cocktail lounge and likewise featured.

Vancouver State, Ex-Burly, Relights As Vaude-Filmer

VANCOUVER, B. C., Sept. 21.—State Theater, which was closed in July after the manager and some of the cast were arrested for presenting burlesque which authorities thought too blue, reopened with a midnight matinee Sunday (15) as a vaude-filmer. Stage Productions, Ltd., is the new op.

Acts are being booked from the Bert Levey Agency and independently, with new shows weekly. The house line is under direction of Francine. The scale is 30 cents to 1 p.m., 45 cents to 6 p.m., and 65 cents nights. Name bands booked to date include Hal McIntyre and Raymond Scott. Tom Brenemen unit, *Laughs, Inc.*, opens September 30.

New Miami City Mgr. Says "No Gambling"

MIAMI, Sept. 21.—Richard Danner, ex-FBI and new city manager, has warned that gambling of any kind will not be tolerated in Miami, and strict instructions will be given police to enforce anti-gambling ordinance, with dire consequences to any cop lax in his duty. As a result, county spots outside city limits are getting a heavy play. Meanwhile, Miami Beach authorities are sitting tight, with no announcement of their intentions during the coming season.

Danner has advised all city heads to cut expenses to the bone, for he anticipates a successful conclusion of legal proceedings by opponents of the new club and cigarette taxes soon.

Norfolk, Va., Yawns and Gets Ready for the New Season

NORFOLK, Va., Sept. 21.—With business petering out at the beaches, suburban and downtown club ops are dusting out their shops in preparation for the fall and winter season.

First to open was the Brooks on September 12. Initial show features Bob Sheppard, comic; Pamlynn Sisters; Lester Mack, comedy magician, and Patricia Lane, vocalist. Hal Chase's ork on the stand.

Hollywood, B'port., in Again

BRIDGEPORT, Conn., Sept. 21.—Hollywood Restaurant, sans floorshows for the summer, resumes this week with a bill headed by Karen Lee, Ray (Shakespeare) Janis as emcee, Claudette, Peggy Ferrott and music by Ray Wood ork, featuring Vibratone Trio and Viola Santora. Sunday afternoon jam sessions under direction of Ed Graf and His Three Sharps.

Chi's Big Dough Starts Rolling

CHICAGO, Sept. 21.—With the end of the summer tourist season in sight, local nitery ops are girding for the winter season when they'll pitch for the regular local nitery clientele. Chez Paree starts the ball rolling with what insiders report as heaviest talent budget ever, when Sophie Tucker, Willie Shore and Bobby Breen, out of service recently, man the mike, for a reported \$8,500 nut.

Chez's heavy talent expenditure is easily explained by competition spot faces during that period, with Jack Miles doing best biz in town at the Rio Cabana, and set for the next month, while Ralph Berger is strengthening his current revue by replacing Jackie Coogan with Henny Youngman next Friday (27), with Arthur Lee Simpkins holding over and a replacement for Diosa Costello not yet set.

Irv Benjamin, Colosimo's op, out of the Loop nitery which bid heavily for its former place among the major spots here recently but fell off the band wagon when the Three Stooges failed to keep crowds to capacity a month ago, is in New York at the present time trying to line up a deal with someone like Billy Rose or Monte Proser to have a mammoth girl-spectacle play the South Loop spot. Report is that Benjamin is ready to fork over big dough again in an effort to establish the nitery.

Det. Club Stevadora Reopens With Show

DETROIT, Sept. 21.—Club Stevadora, East Side spot long known for its elaborate show policy, was reopened last week by a new owner, Vincenzo (Jimmy) Cipriano, newcomer to night spot operation. Former owner, Tufick Moroun, is retiring.

Place was operated until a year and a half ago by Eddy Shephard, long-time head of the Metropolitan Cabaret Owners' Association, now running the Circle R dude ranch near here, and producing rodeos. Under Cipriano's management, the Stevadora is booking in a small show that includes Gerri Melvin, vocalist; Irving Alexander, tapster; the Vanettes (8) line, with Bernie Green emseeing.

Chevalier Set for 6-Week N. Y. "Concert"

NEW YORK, Sept. 21.—Maurice Chevalier will open at one of the Shubert houses here for a six-week date when he arrives in New York. House and date indefinite because he recently started a picture in Paris. Shubert show will be on concert lines with Chevalier the sole attraction. Sked calls for a 100-minute job seven nights a week and two matinees.

After his New York stand, singer will do 30 one-nighters which will take him to the West Coast. At end of tour, it is planned to have him do a few pictures under independent production (United Artists distributing). Entire deal is being handled by Walter Batchelor, Carl Erbe and Arthur Lesser.

Tip-Tap-Toe to D. Kaye?

NEW YORK, Sept. 21.—Tip, Tap and Toe slated for feature spot with Danny Kaye show opening October 18 at Chicago Theater, Chi, if trio will forego their Rio De Janeiro commitments for that date. Act now filling a six-week booking at Confleria Lucerna, Santiago, Chile.

57 Million Gallons More To Drink This Year Than Last

WASHINGTON, Sept. 21.—Niteries throuout the nation face a freer flow of liquor than they did this time a year ago, according to the latest figures of the Treasury Department on alky stocks on hand in Internal Revenue warehouses at the end of July. Total stocks on hand in government warehouses are up some 57,000,000 gallons over last year, with this year's figure running to more than 420,000,000 gallons.

Breakdown of the potent stuff gives whisky the top-drawer spot with more than 375,000,000 gallons, up some 50,000,000 gallons over last year. Brandy stocks are listed at almost 14,000,000 gallons, a rise of more than 1,000,000 gallons. Rum supplies are up some 500,000 gallons with a total figure at 2,245,000 gallons, while gin is just edging over last year with a little more than 600,000 gallons. Remainder of spirits come to nearly 29,000,000 gallons, also a rise over last year.

Lorraine Rognan In Old Act Again

SPRINGFIELD, Mass., Sept. 21.—An ordinarily lukewarm matinee audience at the Court Square Theater, Tuesday (10), gave a rousing reception to Lorraine Rognan, making her first appearance in four years as a dancer since the crash of a Clipper plane in 1943, while she and her husband were en route overseas with a USO troupe to entertain G.I.'s. The crash took the life of Roy Rognan, her husband, and she was injured so badly that surgeons told her she could never dance again.

The past few years, she has been entertaining troops both in England and in the Pacific, offering a comedy act. Now back in her old routine of comedy and dancing, she's appearing with Pat McCaffrie, a war veteran.

Philly Earle Vaude Policy for 25th Anni

PHILADELPHIA, Sept. 21.—Warner's Earle Theater, major stand for name bands for a decade or more and the only vaude-filmer in town, will celebrate its 25th anniversary during November. Patrons figured that the anniversary month would find the top band names on tap. Instead, house reverts to the vaude policy for the holiday month, starting off with Mickey Rooney and package show November 1, with Olsen and Johnson later and Danny Kaye due about Thanksgiving.

New Orleans Hotel Room Reopens With Ice Show

NEW ORLEANS, Sept. 21.—New Blue Room of the Roosevelt, city's only Class A spot reopened Tuesday (17) with ice shows, which will have five-week runs. Hotel is spending cold million on this nitery and its adjoining Fountain Terrace along with air-conditioning of the hotel.

Of same seating capacity as before, the renovated room is now oval in shape, terraced for better view of floorshow and has automatic control ice rink and stage.

Dean Hudson and ork is first band for spot. Ice show is *The Skyway Express*, produced by Don Arden with Arnold Shoda, Terry Brent and Phil Tomayne starred.

Village Vanguard, New York

(Tuesday, September 10)

Talent Policy: Dancing and floorshows at 10:30 and 12:30. Owner, Max Gordon; manager, Jerry Milich; publicity, Jay Russell. Prices: \$2-\$2.50 minimum.

Max Gordon calls his Village cellar an incubator of talent. In the current show, two acts, repeaters emerge from their shells with a toehold on the success ladder, while one, a newie, suffers from the ill effects of a premature birth. All in all, nevertheless, it's a good show.

Remodeled Vanguard has some new murals in the modern fashion that are good for an olfactory tour of inspection between drinks. It's questionable if anyone will understand them, but that doesn't hurt—they look good anyway.

Stanley Facey Trio, opening the show with *Lady Be Good*, does a pretty fair job. Hepcats with a yen for torrid clarinet playing will throng this place when they get wind of the fine licorice stick work of Sol Yaged.

First act on is Eleanor Bowers, hold-over. Blonde looker is smartly gowned in white and has a good pair of pipes to boot. Since last caught she has learned to mix up her numbers and does well with *Spinning Wheel*, *All the Time*, *The Floral Dance* and *The September Song*. Encores with *The Kerry Dance*, also well received. Miss Bowers is ripe for a musical and radio.

Chi Chocs, fem Calypso trio in their first nitery stab, are an example of precipitous preeming. Voices are okay and the girls have good potentialities, but they are woefully in need of training in staging and selling. Two have deadpans, yet the third, Dorothy Chappelle, who shows some evidence of ability to inject comedy and snap in the routine, is placed at one side. She should be spotted in the center and the others should take their cues from her. Girls do overlong *Minnie From Trinidad*; fair *Can I Rely On You?* and are okay on *I Got It!* and *Stone Cold Dead*.

Phil Leeds has improved since his last work-out at the Vanguard and has some new material that needs only the rough spots polished up to connect solidly. Comic is sharper than ever and is gaining confidence and skill in tickling the customers' ribs. His parodies are funny, with one that queries *Where, Oh Where Has My Little Dog Gone?* and has a *Ballad For Americans* twist his high-point. Does a Calypso-style bit, *Take Me Back to Trinidad*, which is fair, and a humorous specialty on *The Blue Tail Fly* and folksingers, which is sock stuff.

Facey Trio backs show adequately and plays okay for dancing. Don Frye emsees and furnishes the intermission talk-above music.

NIGHT CLUB REVIEWS

Helsing's Vodvil Lounge,
Chicago

(Friday, September 20)

Talent Policy: Shows at 9:30, 12 and 2. Manager, Frank Helsing; publicity, Betty Rogers. Prices: Drinks from 50 cents up.

Charley Chaney has joined the ranks of cocktail singles who rose to nitery entertainers with this revue. Chaney, always a sock attraction on the lounge circuit, was very adept in transmitting his zany comedy songs and pianistics to the more sedate payees here and won heavy mitt for his work. Guy ran a little long on his material first show, but fared nicely for second. Rates most earnest attention with numbers which give him free hand with which to whip in plenty of dialect, funny faces and ad lib.

Comic Sid Gans had a pretty rough time of it in this nabe bistro, for majority of his work was based on either a bedroom or bathroom setting and that's strictly taboo here. Guy culled scattered laffs, but his persistence in sticking to the blue cut down his response. Solidaires (two girls, two boys) are refreshingly clean-cut kids just out of their teens. Do competent job on harmony arrangements of everything from standards to rhythm ditties. Good possibilities evident.

Mayfair Room, Blackstone
Hotel, Chicago

(Wednesday, September 18)

Talent Policy: Dancing and floorshows at 9:15 and 11:45. Arnold Kirkeby, owner; Emile, manager and headwaiter; Evelyn Nelson, publicity. Prices: No cover or minimum.

Mayor Kelly has only to phone the Mayfair Room during the next four weeks if he wants to round up his politics for an emergency night session, for they're making it their headquarters during the current stay of Phil Regan. Room should do capacity biz as long as he's there, as 60 per cent of the patrons opening night were people with whom Regan had speaking acquaintance.

Opening night clientele, predominantly Irish, got just what they wanted and demanded, nine encores on top of it, with Regan dishing up a program of standards and Irish ditties on a 50-50 basis. Got his biggest mitt doing *Paddy McGinty's Goat* and *Tour-Eour-Eae*, both tunes not generally heard around.

Eddie Jacobs, Regan's 88-er, gets the nod for some fine scorings which are well handled by Mel Cooper's smart society crew.

The Russian Kretchma,
New York

(Wednesday, September 18)

Talent Policy: Shows nightly at 8:15, 9:15, midnight and 12:45. Except Mondays. Owner, operator, Peter Nemiroff; publicity, Max Hecht and James O'Rourke. Prices: \$2 minimum weekdays, \$2.50 week-ends.

New show at this spot has color, pace and plenty of the Russian spirit, even if there is more chirping than anything else. However, there is no lack of variety in the songs, which range from longhair concert numbers to French chansons and Gypsy melodies. The idea of dividing the show into two parts with an intermission helps to keep it from being too much of a song-fest at one sitting.

Sasha Polinoff, a hot terper from the steppes, does a slick emseeing job, bringing a sly humor that fills in the gaps between acts. His numbers with partner Nadia Verrale, who dances well, too, a bright moments in the show.

Sonia Shamina's Gypsy numbers are given in expert style and she nets big hands for her selections. Nina Gorina does a standout job singing her French ditties, which are catchy and different. It's a pity she hasn't a snappy ork arrangement to give more background to her voice. Gleb Yellin's 88-ing is tops, but it sounds thin behind her voice.

Vet Anatole Tamarin, however, brings out major mitting of the evening for his ace chanting. Has a fine, flexible lusty voice and knows just what to do with it, whether he's singing longhair numbers such as Tchaikovsky's *None But the Lonely Heart* or semi-classical pops such as *Play, Gypsy, Sing, Gypsy*. In between he sandwiches a few Russian numbers that net him recalls a-plenty.

Coloratura Beverly Bava should cut down on the high notes, which are harsh and ragged. When she tries a quiet song, *The Nightingale and the Rose*, she shows a delicate voice, nicely balanced and does okay. But her *Blue Danube* and *Romany Life* miss, being noisy and grating.

Violinist Gregory Shumsky does well with his *Poeme* and *Caprice*, tho he really hits his stride in his Rumanian Gypsy dance. Mischa Uzdantoff's dagger antics bring laughs and hands, and he projects his act with showmanship.

Yellin and the ork do a smooth show job and switch to an okay mixture of Yank pops and Russian melodies for the lulls.

Walnut Room, Bismarck
Hotel, Chicago

(Friday, September 20)

Talent Policy: Floorshows at 7:45, 9:45 and 11:30. Manager, Ed Beck; publicity, Bob Carey; owner, Otto Eitel.

Headliners in new show here, the Martinis, are graduates from the hotel's lesser known Tavern Room, having appeared there for an extended stay last year. Mixed team has sharpened up act plenty generally since then, opening in colorful gypsy costumes instead of former stiff formal attire and do their usual smooth job on light operatic arias, with either handling solos capably and getting together for harmony. Closed strong with a gypsy dance and vocal.

Art Nelson, who appeared here several times during past 18 months, goes thru his usual marionette routines, such as Sonja Henie; the Clown, a precision marching soldier bit which has been improved with strobe lighting, and the hula dancer.

The Roof, Hotel Bradford,
Boston

(Wednesday, September 11)

Talent Policy: Dancing and floorshows at 8 and 11:30 p.m., except Sunday. Owner, Ralph Snider; manager, Robert Appleton. Prices: \$3 minimum.

Luba Malina, making her first night spot appearance in Boston, turned in a sock job as headliner of the show. The easy-on-the-orks singer put across special material and pop tunes, keeping the cash customers mitting for more.

Show opened with Helene and Howard doing a straight ballroom routine. After a few lifts and whirls, pair broke into a burlesque of the routine, with the pixy-faced Helen tossing Howard around the floor like a matchstick. Act drew heavy mitting and good laughs.

Vic Perry, teeing off with a trip thru the ringside tables lifting walleys, keys, etc., pulled six stooges to the floor and proceeded to do a routine hand-dazzle with his nervous victims. Perry, a quick man with the paddies, would make it even more entertaining to the cash customers if every article he lifted hadn't been shown as he pocketed it. Only suspense came via the dumbfounded pans of his stooges. Everyone else knew what the score was. Perry rated a good hand but worked a little too long.

Luba Malina, got off to a fast start with *Something for the Boys* and followed with *I Said No* with a neat twist, but the thing which kept the paddies beating was her ability to get more out of a lyric than any other canary doing same has shown in Beantown in a long time.

Another proof of her top entertainment caliber came when she chirped *South America, Take It Away*. Song has been beaten to death in town for two weeks now, being standard equipment for the canary circles. Malina, doing the number with plenty of punch, clicked heavily. But she topped herself again with *Doim' What Comes Natur'ly* in Russian and drew impressive laughs.

Loud mitting drew her back to do *When I Audition For the Shah*, from *Marinka*. Customers gave out with more solid palm-whacking and she obliged with *There Must Be Someone For Me*, only so-so, but she had the room with her to the point where she could have torched a nursery jingle and been applauded. Final bow-off came after a clever number tabbed *All Women Are Wolves*, exiting solidly.

Jacques Renard and ork backed the show well and played for dancing. Biz close to capacity in this large room.

Showboat, Milwaukee

(Friday, September 13)

Talent Policy: Dancing and floorshows at 9:30 and midnight. Owner, Nick Gentile. Cover: \$1.

This newly decorated spot is booking names for two-week stands. Second show opened with Benny Fields hitting home with nostalgic tunes. Cy Reeves, comic, had a tough time trying to milk laughs from an audience which had just finished crying at Fields's schmaltzy songs. He was good, but his material came at the wrong time for the customers.

Lyn Shirley, acrobatic tapstress, did difficult turns and somersaults with graceful ease. Marie Coleman's Showboat Belles scored nicely with precision dancing. Corking costumes added up to a smooth finish.

Wally Miller's ork played for the show and dancing, and Kay Hughes won mitts with her songs.

Sherman Hayes's ork with Dell Welcome features a cute South American number to open the show. Their accompaniment was good thruout.



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47th Street Follies, New York
(Wednesday, September 18)

Talent Policy: Floorshows start at 9:30 and grind until 2. Operator, Nat Renard. Prices: 25-cent cover.

By Bill Smith

There is hardly an old-timer in showbiz who doesn't remember Gerson's Restaurant, the Lindy's of 20 years ago. Located next to the stage-door of the Palace, it was "the" spot for performers to eat and lie about each other and how they killed 'em in Peoria, and how they just turned down 30 weeks because—and so on until the sun came up. Twice a week the acts eating here used to put on their own shows, "calkomanias" they used to call them. Nat Renard, who used to kill 'em with his "I'll tell the king on you" line when the act was Renard and West, now runs the show. Maybe the customers aren't the same. Most of them don't even understand what it's all about. But the boys who went thru the mill will give the place a try once they know about it.

Acts are strictly corn, the kind of corn that wowed 'em when vaude was king. The years have been kind to most of the performers on the bill. They still knock themselves out and the beer drinking customers loved it. Lou Dolgoff emceed in okay fashion for enthusiastic whistles. Lillian Ashton warbled here *All for the Love of Mike* to good hands. Margaret Hastings, billed as "Panama Hattie," does okay, but her strolling bits die. Gal is no longer a chicken and playing to customers up close tends to be embarrassing.

Billy Hess, who used to work with the old Pat Rooney some 50 years ago, can still clog to *Rosie O'Grady* with no apologies. His Swiss bell ringing routine makes for a good opening. Kathleen O'Hanlon, a great Apache act years ago when it was O'Hanlon and Zamboni, now sings and plays the piano. She's no longer terrific but she's still good for a sock mitt.

Three Singing Fools (Buster Mack, Harry Brown and Morgan Walsh, with Frank Hughes on piano) are the only youngsters on the bill. Their barber shop harmonizing shows possibilities, but for this spot they should use "old man" make-up and offer more oldies. Current pops and special stuff don't fit.

Glass Hat, Belmont Plaza Hotel, New York

(Thursday, September 19)

Talent Policy: Floorshows at 8:30 and 12:30. Owner, Belmont Plaza Hotel; manager, Carl P. Johnson; publicity, Bayne & Zussman. Prices, \$2-\$2.50 minimum.

Reopening of this room after settlement of 802 strike saw no changes in the layout. Acts skedded were merely held over until strike was settled.

Top billing went to Russell Swann, still the suave comic-magician who can handle audiences with amazing skill. His heckling is always potentially dangerous. But the way he handles crowds is still amazing. Routine hasn't changed. Still uses the standard tricks, including rope cutting, his Max, the "Cobra," and his guillotine bit. Now has his old Chinese boy with him and a gal who helps dress up the act. But even the Swann does well he is badly in need of new chatter and most certainly should have some music. Boys on the stand were in hot water most of the way trying to figure what Swann wanted. The way he works the ork has to ad lib and flubs are frequent.

The Duanos (Ted and Rita) made a lovely picture on the floor. Couple's smart routines, excellent appearance and ingratiating charm pulled sock mitts all the way. Pair did four numbers, closing each with a flash lift and partial spin.

Buddy Merino (ex-Harry James) was way off when caught. Singer is good-looking with his white teeth flashing out of a tanned face, but his chanting and choice of tunes made for lulls instead of entertainment. Boy showed little spark and gave the impression of being tired of it all. Cute antics can't make up for dull delivery. Opened with *I Don't Know Enough About You*, then gave *I Got the Sun in the Morning*, both of which have been sung to death. Finished with a medley of oldies.

Mimi Walters, sprightly brunette hooper, opened the bill with an eye-catching routine, effectively sold thru a winning personality and nice bits of biz.

Eddie Stone is a capable emcee and has a band that cuts the show skillfully. He has some catchy arrangements and is someone to consider for air time.

Minnesota Terrace, Hotel Nicollet, Minneapolis

(Wednesday, September 18)

Talent Policy: Dance and show band. Shows at 8:30 and 12. Neil R. Messick, manager; James Hickman, room manager; Sally Delaney, publicity. Prices: Dinners from \$2.25; drinks from 70 cents.

Dean Murphy, top-flight mimic, is back for his third engagement in about a year and continues to roll 'em in the aisles. Murphy has his caricatures down pat, using the same set every time he has been here. But where he is different is that he has new material—stuff right out of today's newspaper.

The 50-minute show got under way with Tony Grise, bary out of the band where he doubles on sax, singing *To Each His Own*. Ex-G.I. is long on voice, short on selling.

Hal Harbers and Georgia Dale are a couple of out-of-this-world ballroom steppers. Miss Dale's costume helps no end, it's so vivacious and fresh. Good-looking pair get off some very fancy maneuvers, with the gal getting more than the usual amount of shoulder and hip swinging from her partner. Their *Cake Walk* encore was terrific and got a big mitt.

Murphy, fighting a flu bug and 102 temperature, nevertheless continued at his best. Started with a specialty, *There's No Business Like Show Business*, and entire offering revolved around that theme. His caricatures ran from Joe E. Brown thru the usual run to Jimmy Stewart, with a few gals thrown in. His usual Hildegard wind-up was good and FDR superb, as always. Scored heavily.

Club Chez Cobar, Hollywood

(Wednesday, September 18)

Talent Policy: Dancing and floorshows at 9:30 p.m. and midnight. Owner, Jay C. Flippen; manager, Paul Harris; headwaiter, Ed Bender; publicity, Norman Millen and Associates; show staged by Bob Gordon. Prices: Weekdays, \$2 minimum; Saturdays, Sundays and holidays, \$2.50.

New spot is apparently aimed at the nabe crowd. Far from the swankery class, it is along simple lines closely resembling the restaurant it once housed. It has a good-sized dance floor but is handicapped by an abbreviated stage which can barely hold Lew Fiddler's five-piece ork. When Jay C. Flippen, Eddie Rio and Company try to cram their skits on the slight platform, it only exaggerates the makeshift set-up.

Delayed opening and lack of sufficient ballyhoo are bringing only a handful of customers. With not many at the ringside, it's rough going for the performers. Show kicks off with a corny and unfunny start by the principals in a "rangers" routine. Guys, decked out in red suits, come on unannounced with song-dance bit. Only polite palming.

Lola Jensen, a blond cutie in short garb, wins eyes and ears with her version of *Whatta Ya Think I Am?* Jay C. Flippen uses his usual smooth line of patter for the emseeing. Couple of skits are put on by Flippen, Larry and Eddie Rio and Carl Bennett, including card game routine, girl pick-up stint, take-offs of Jimmy Durante and Ink Spots and what turns out to be the best on the bill, the "understudy" skit. Flippen takes the part of the screen idol, Bennett is the understudy. Other skits tickle faintly.

Bill also includes Crystal White in an okay acro-dance routine, Bob Mathews warbling listenable *Blue Skies* and Heidi Olsen singing *Ban-dera* from *Carmen*. She hasn't the voice nor is this the place for operatic arias.

Fiddler's five-man combo provides suitable support for acts and terptempted customers.

Havana-Madrid, New York

(Thursday, September 12)

Talent Policy: Floorshows at 8:30, 12:30 and 2:15. Owner-operator, Angel Lopez; publicity, Ed Weiner. Prices: \$2-\$3 minimum.

Newly formed team of Dean Martin and Jerry Lewis just about broke up the joint. As singles they both do well, with Martin still one of the best new singers to come along in many a day. Martin's Crosby styling, his ease, his mike juggling and his pipes make him a chanter who gets attention from the first note. Lewis, on the other hand, tho a competent enough comic with his record panto routines, is not in the same class with Martin. But together they're terrific. Their bits of biz, the effect of ad libs, their ability to break off one routine, go into another, and then go right back into the first one, had customers yowling and limp.

Show tees off with Sergio Orta emseeing in his broken English something about a coffee party. This in turn brought out an attractive line (6) for a fast rumba, with Orta cavorting around and between the gals. Next act was holdover, Canelina, a sizzling Latin singer, who would be great if she could sing in English. Next was another holdover, rumba team of Carmen and Rolando, who earned their share of the mitings. The bongo beater who works with couple gives them a wonderful assist.

When that portion of the show was over Orta came back with an announcement that next part would be what he described as "American Coffee." That started Jerry Lewis and Dean Martin. From there on it was bedlam.

Catalino ork cut show capably. Sidemen even worked in bits with Martin and Lewis.

Moon Glow, Milwaukee

(Saturday, September 14)

Talent Policy: Two floorshows nightly and dancing. Owner, Harold Banks. Producer, Betty Conley. Prices: 50 cents cover.

Solid show has the audience with it all the way.

Sultry blues singing of Clara Williams was almost drowned out by screams of approval from the customers.

Izella Knox, ballad singer, had the crowd crooning along with her as she delivered one tune after another.

Baby Skeets, tiny miss who does a shake dance, went over big.

Princess Ironjaw lifted tables with her teeth while she did a samba. Wound up a hold-your-breath performance by putting a customer on a chair on the table and then dragging all across the floor to the samba music. Got solid mitts.

Carl Redford, tap dancer, had the customers hollering for more. Did fast tapping routine that ended with his doing a sit-down tap dance on a chair. Went over big.

Benny Kelly had mob moaning with his hot vocaling.

Finale staged by producer Betty Conley, featuring all principals, had the place jumping with hot music.

More Night Club Reviews on Page 43



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VAUDEVILLE REVIEWS

Loew's State, New York

(Thursday, September 19)

There's a lot of excitement here this week what with Buddy Morrow blowing them out of their seats and O'Donnell and Blair's Olsen and Johnsoning all over the stage with their slapstickery. But despite the noise and biff-bang there aren't many strong moments in this week's fletcher.

Buddy Morrow and his slide horn okay in the show-cutting slots. As a single, Morrow handles the trombone effectively. His strongest was *Smoke Gets in Your Eyes* and Brahms's *Lullaby*. If the brass were muted in latter number result might have been better. Ork (14) does nicely, even if too loudly, when called upon.

Top mitt-puller was Rex Weber's legit singing and voice-throwing routines. As a straight singer, the short chunky guy showed a terrific set of pipes. Stopped everything cold with his oldie, *Brother Can You Spare a Dime?* His dramatic delivery, phrasing and effects won thunderous applause and forced him to beg off. Incidentally, Morrow band gave him a marvelous assist. Working with his wife, Lee Leonard, Weber's lock-jaw voice-throwing brought gasps of surprise. Weber's blond toupee helps a lot.

Georgie Kaye's routines meant little when he led with his up-to-the-minute stuff. His Wallace-Byrnes-Truman chatter died. Judging from the reaction the audience here apparently reads comic strips and knows nothing about politics. But he got results when he threw the corn at them. From then on he was ahead all the way. Boy has a nice delivery and good appearance. With better theater act he'd improve.

Paul Sydell and Susie (latter is a smooth-haired terrier) did well. The dog's stiff-paw stands and pendulum twists won nice hands. For comic relief, his Mexican hairless mutt drew appreciative laughs.

O'Donnell and Blair get lots of excitement into their act. But most of the effect is lost thru poor pacing and the fact that couples have to work in front of an ork. Might do better in front of a drop. Morrow has two vocalists this time around. Jeff Dixon, a tall, gangling blondish kid, has obvious fem appeal. Singing is only fair but looks make up for it. Madeline Russel is an acceptable canary.

Million Dollar, Los Angeles

(Tuesday, September 17)

Boyd Raeburn's provocative band, which has caused somewhat of a musical stir on the Coast, moves onto the Million Dollar stage this week with uncertain results. Musical crew is different and colorful, but offerings seemed way over the heads of seat-sitters, whose meat is usually boogie-woogie. Such tasty tidbits as *Boyd Meets Stravinsky*, *Tonsilectomy* and *Man With the Horn* simply didn't register, garnering nothing more than a polite mitting. It is doubtful if the Raeburn combo can draw payees.

Badly paced show features vocalist Jack Searle, doing *Prisoner Of Love*, *I Don't Know Why* and *Mabel, Mabel*, and fem thrush Ginny Powell, who does okay with *Temptation* and *Rip Van Winkle*. For improved selling job and more punch, however, singers should be spotted with more care.

Other acts include Senor Wences, sock ventriloquist, whose voice characterizations and trickery would bring the house down in the midst of a Kansas wheatfield. Long a standard vaude act, Wences is still fresh and delightfully entertaining. Dance team of Kay and Charles Cerney completes bill with some graceful and well executed terping.

Pic, *Dead of Night*. Biz poor.

RKO Orpheum, Minneapolis

(Friday, September 20)

Count Basie ork (16) heads up first stage show at this house in about a year. Typical Basie horn blasting style had audience, made up mostly of jitterbugs, on seats edge mitting long and loud the race-music predominating offerings. Following opening signatures, musikers cut loose on a fast tune, with Paul Gonsalves, good tenor sax, blowing some out of this world hot notes.

Pete Nugent, long-legged tapster, gives entertaining account of his time on stage and is well received. Horns are featured, but heavy, on a Basie original, *The Blue House* done by ork. Ann Moore, canary, sells well and loud but has difficulty with her range. Offered *Give Me the Simple Life* and *Happiness Is a Thing Called Joe*. Ork followed with *The Made Boie*, with Basie taking spot for ivory tickling.

The Two Zephyrs, knock-about comedy hoofers, show stopped. Their slow motion crap game and fight was tops. Bob Daily, Basie's new tenor find, exhibited a fine pair of pipes with *Danny Doy* and *I'll Get By*. There is a lad who can sing, and audience loudly applauded. J. Jones, drummer, comes into his own with some topflight skin beating on *How Goes It*, ably assisted by bull fiddler, Gonsalves returns for more swell sassing with tricky arrangement of *Body and Soul*. Cole and Atkins, soft shoe hoofers, give the usual dance routines. Bill was top heavy with terppers. Pic, *Crackup*. Full house when caught.

New Haven Ex-Boxer Turns Nitory Op and Vice Versa

NEW HAVEN, Conn., Sept. 21.—

Two former Connecticut boxers recently made nitory news, one entering the club field and the other bowing out. Julie Kogan, lightweight title contender, has purchased the old Blackslee Restaurant and will convert it into a night club, to be called Julie Kogan's Ringside. New bistro will feature music on week-ends by an eight-piece band, which will play on a stand in the shape of a ring. Entire motif will be in prize fight tradition. Kogan will tend bar.

Buddy Howard, long-time heavyweight fave here, has sold his interest in the 19th Hole at the Meadowbrook Golf Club, and will leave the biz. New owners, Mike and Julius Galaski, are well known local ops, and will continue same policy of week-end music.

Cincy Gets Vaude October 17

CINCINNATI, Sept. 21.—RKO Albee resumes with a vaude policy October 17, with initial bill including Three Hollywood Stooges (Moe, Larry and Shemp), Fred Lowery and Dorothy Rae and Herb Shriner. Stage fare will be offered from time to time thruout the season. This is the town's first vaude in more than five years, with the exception of a few one-week shots at the Taft Theater last fall and winter.

Add 2 Mass. Vauders

NEW YORK, Sept. 21.—Two more Massachusetts houses are skedded to put in vaude next week, the Bayliss Square, New Bedford, and the Lyric, Fitchburg. This makes three New England houses to add vaude since early this month, the Capitol, Pawtucket, having returned to the fold last Thursday. Arthur Fisher books them.

Philly Niteries Out Of Summer Slump

PHILADELPHIA, Sept. 21.—After-midnight belt is beginning to shake itself out of its summer doldrums, which found nitory activity at its lowest ebb. First hypo came on Monday (16) when new Latin Casino, now wholly owned by Harry Steinman, relit with Buddy Lester in the lead. Frank Palumbo's new Click, which saw light on Labor Day, is a smash hit with name band attractions and the Coronet returned on September 13 to regular floorshow policy with Mickey Alpert producing after six weeks of a Negro show policy.

Mocambo Cafe, which promises to add another class boite to the downtown scene, with house policy calling for top names has set October 8 as opening date. Jack Lynch, who had to give up the Hotel Walton Roof when the fire marshal shuttered the hostelry, has not announced any plans as yet. Embassy Club will return floorshows within a fortnight, while Kaliner's Rathskeller, ushers in the fall season next week with Johnny Cahill.

Franklin Relighting Terrace

Among hotels having settled with music union, Benjamin Franklin is only one that again will offer floorshows. Hotel relights its Garden Terrace next week with another ice show. Other hotel rooms are coasting with small musical units, altho Ed Kirkeby's Warwick has plans in the works for setting up a smart supper club in its dining room.

In the nabes, Palumbo's Theater-Cabaret in Latin Quarter relit Monday (16) with Eddie White and the Mazzone-Abbott dance troupe heading the large revue. Sciolla's cafe ushers in the new season with a local nitory appearance of Gus Edwards. Swan Club, which has also been operating during hot spell, brings in Eddie Kaplan's Crazy Show to launch new season.

Nitory ops, nicked for a 25 per cent hike in music costs, are keeping mum about any pretentious floorshow plans. And while some of the top spots in town are bidding high for names, talent budgets do not loom big here anymore. In fact, many nabe spots are falling in line with the trend of converting into musical bars.

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Versailles, New York

(Wednesday, September 18)

Talent Policy: Floorshows at 8:30 and 12:30. Operators, Nick Prounis and Arnold Rossfield; publicity, John O'Malley. Prices: \$2.50-\$3.50 minimum.

It was a packed room full of the lorgnette set who came to Dwight Fiske's preem. They made the customary ohs and ahs. The gals giggled prettily into their cocktails; the boys guffawed into their highballs. But despite Fiske's vocal cavorting, the audience didn't pay too much attention.

Fiske is the same old accomplished satyr who sells his free verses with knowing leers and fixed glares. Opened with *Ramona the Deer* to appreciative titters and followed with *Case 142*, the story of Psycho who dreams he's a turtle. Next came *Major Teakwood*, which is about a guy whose main interest in life was to find a wife whose main interest was to attend to the Major's post-war peace plan. After winding up with that one, the requests started to come in and he did his *Mrs. Pettibone*.

There is no question that Fiske draws. Patronage is made up of the chi-chi and the station wagon set, altho here and there it was noticeable that the Broadway mob was also in attendance. But while the plushy folk found Fiske's purple ballads of love and life rib tickling, the customers from the other side of the tracks didn't know what to make of it. When it was all over everybody applauded. But the non-hepsters stopped making with the hands after a perfunctory wallop or two.

Emil Petti's ork plays for dancing.

Slapsy Maxie's, Hollywood

(Wednesday, September 18)

Talent Policy: Dancing and floorshows at 9 and 12 p.m. Owner-manager, Sammy Lewis. Publicity, Pessis and Ettinger. Prices: \$2.50-\$5 minimums.

It seems like only a few years ago that Baby Rose Marie was high among the ranks of kid stars firmly established in showbiz. Hence it was a surprise—and a delightful one—to see the former child singer grown up into a very lovely young lady with a show-wise personality and more than enough vocal talent to register with ringsiders. Current Slapsy show, which stars comic Jerry Lester, affords Rose Marie her first nitery crack here, and it's a safe bet that gal will be working regularly in these parts from now on.

Thrush opens with *Mama Says No*, following with oldie, *Remember Me*. Take-off on Schnozzle Durante, not usually attempted by canaries, brings plenty of laffs and a call-back during which she does an original version of old novelty tune, *Mama, Dear*, done in several languages, with obvious facial gestures. Ditty brought the house down and she had to beg off.

Blessed with an ideal audience, gagster Jerry Lester had ringsiders with him all the way. Armed with an abundance of good material, comic works hard to please—and generally does. Routine sagged a bit in the middle, but skillful recovery builds act to solid finish.

Holdovers from last show are Patti Moore and Ben Lessy with new material, including a Jerry Seelen parody on the score from *Oklahoma*, netting a big mitt.

Comic Ben Blue takes secondary role in current show, working mostly in blackouts from upper stage. Supported by Lessy and Sid Fields (Prof. Melonhead), Blue garners yocks with burly buffoonery.

The Dancing Sherwoods complete bill, with Matty Malneck's ork continuing to support acts as well as giving out with good dance tunes. Milton Delugg, accordionist, gets featured spot with Malneck crew.

NIGHT CLUB REVIEWS

Village Barn, New York

(Tuesday, September 17)

Talent Policy: Dancing and floorshows at 8:30, 10:30 and 2. Owner-operator, Meyer Horowitz. Prices: \$1.50-\$2.50.

This Manhattan version of the bucolic night life is about as rustic as a tomato plant growing in a Greenwich Village window box. The hicks come only for the bottled stuff and the corn is the Broadway variety. Instead of the show going to seed—hayseed, that is—the Barn is offering a line-up of regulation greencrops which, with one exception (Duke Alden), needs some ripening in the fields before harvest. Nevertheless, the tourists have a whale of a time and the guffaws are as numerous as the boll weevils in the cotton belt.

Beefy Tiny Clark, in white overalls with a tin star pinned on his shirt, emsees and does the usual warm-up job, asking for home States and towns of patrons, then singing a few bars of identifying song. Goes over well.

The Martins, good-looking dance team, do three numbers, nothing unusual. Pair makes a smart appearance—red-haired girl wears a lovely blue and pink gown—but badly needs choreography. With some dance routines that are different, team should go places.

With the meat situation so desperate, Barn is fortunate in having Jimmy Nola. Singer hams from walk-on to bow-off. What would be a fair voice is thesped up so much that down nose it's poor. Gives *It's Wonderful*, *To Each His Own* and *It Had to be You*. Fair hand brought him back for *The September Song*.

Duke Alden, on next, is one of the best marionette manipulators around. Only trouble with his act is that he hasn't enough sock bits and that he leaves the stand with the marionettes, thereby killing the illusion that the dolls are alive. Alden has a jitterbug fem, clown skating on real roller skates, hula dancer and a singer. Latter opens as a parody of Hildegarde, with theme music and intro as "Lucygarde," but fails to follow thru. Great hand.

Tex Fletcher Cowboys (3), bass, accordion and guitar, wallop home their hillbilly music in usual top-notch style. Opened with *Sioux City Sue*, followed with *Tico Tico*, rural style, and wound up with a couple of Westerns. Reception was gratifying.

Clark takes over again for musical chair game, hobbyhorse race and square dances for audience participation. Emsee sees to it that the payees, on the floor and off, enjoy themselves. More fun in this for the table-sitters than in entire show.

George Drake ork (6) cuts the show and plays for dancing.

Jungle Club, Kansas City, Mo.

(Monday, September 16)

Talent Policy: Floorshows at 10:30, 12:30 and 2. Owner-operator, Bully Rich. Prices: \$2 minimum.

Bully Rich, one of the city's oldest nitery ops, changed the name of this spot, known for many years as the Winnie Winkle Club, to Jungle Club early this year. Club is a popular spot for out-of-town convention delegates and one of the few downtown niteries offering floorshows. Robert Hansen, emsee, does a swell job and patrons like his comedy.

Judy Rich, sweet singer, has been holding forth here for several months, being a prime fave.

Broyna features "lover's dance" in which she dons a combination male and female attire and with proper lighting brings about effect of a couple dancing. Very clever specialty.

Red Welch ork furnishes the music for the floorshow and dancing.

Ocean, Virginia Beach, Va.

(Tuesday, September 10)

Talent Policy: Dancing and floorshows at 11 and 1:30. Owner-operator, H. B. Etheridge. Prices: \$2.50 minimum.

Mood of relaxation pervades the current show at this roomy, tastefully decorated and acoustically above-standard spot. Show is no great shakes, but customers are sold on Ray Robbins' ork, which came six weeks ago for a week's engagement and is remaining at least thru September.

There are three acts, Joe Greene and Be-Be, educated movie dog; Ann Brewster, songs; and Emily Adrean, acro dancer. Be-Be is a hep performer and gets a solid hand for obeying manual signal. Her trainer's patter, however, is punchless and in one or two spots corny.

Miss Brewster works hard at songs, such as *Anything Goes*, with a comedy twist, but her material is weak and gags fall flat.

Miss Adrean's work in an opening spot is standard.

Band does a first-rate job of cutting the show, and for dancing plays soft and sweet, in a style modeled after Dick Jurgens. Robbins holds music to a conversational pitch, emsees in dignified fashion and does top-drawer imitations of Clyde McCoy and Henry Busse. Neta Nance, warbler with the band, is cute and does nice piping.

Empire Room, Palmer House, Chicago

(Thursday, September 19)

Talent Policy: Dancing and floorshows at 8:30 and 11:30. Manager: Jos. P. Binns; production, Merriell Abbott; publicity, Fred Joyce. Prices: \$3.50-\$4.50 minimums.

On paper current revue here looks great, but in this huge room two of the three acts lost plenty of their effectiveness because of poor visibility. Ceiling is almost zero for both Rolly Rolls and the Blackburn Twins, but headliner Evelyn Knight comes thru unscathed.

Blackburn Twins open the show (See *EMPIRE ROOM* on page 49)

Blue Room, New Orleans

(Tuesday, September 17)

Talent Policy: Dancing and floorshows at 7:30 and 12:15. Owner, The Roosevelt; general manager, Seymour Weiss; publicity, Al Bourgeois. Prices: \$1.50 minimum.

Elaborately redecorated from square into oval shape, the new Blue Room brings the first regular sked of ice floorshows with name bands and other acts to New Orleans area. Spot's reopening was a gala affair, with *Skyway Express*, directed by Donn Arden, and Dean Hudson and ork, postponed on original date from mid-August.

Ice revue gave packed room an innovation that will stick in memories and bring them back for more—possible since each revue holds on for five weeks at a stretch. Starring are Arnold Shoda. Terry Brent and Phil Romayne, and all are tops. Shoda's ballet work is slick to tune of Gershwin's *An American in Paris*, while Brent and Romayne team up well in an Egyptian number. Giving local color to the act is Alice Farrar, native, and featured was the graceful blond Viennese Hertha Garon, who does a waltz turn to flamingo.

In the starlet line (Rae Hoyt, Mary MacInnes, Morice Sherwood Palmer, Patsy O'Day, Kay Guier and Dorothy Chandler), outstanding was Irish number, *Auld Green Sod*.

With a 17-piece ork and plenty of solo talent, Hudson backs up the show well on sweet side. He shows a nice voice, with other solos by tenor Sonny Stockton and sultry-voiced Frances Colwell. Frank Castle does a good imitation of Phil Harris's poker club skit. For dancing the rink is automatically skidded under the bandstand and is covered with a hardwood floor when not in use. Operators plan to close the adjoining cocktail lounge and renovate in a million-dollar hotel improvement.

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New York:

Holdovers Dent Stem Six; M. H., Cap Fifth Weeks Die

NEW YORK, Sept. 21.—Long holdovers had their effect on theater takes last week. Radio City Music Hall (6,200 seats; average \$110,000) showed \$138,000 for its fifth week with Bob Williams, Estelle Sloan and *Notorious* against \$145,000 for the previous week. Bill teed off with \$150,000, duplicated it the second week, and in third frame jumped to \$162,000. Roxy (6,000 seats; average \$75,000) collected \$76,000 for its preem with Hildegarde, Patsy Kelly, Jan Murray and *Home Sweet Homicide*. First week of previous bill saw \$125,000.

Capitol (4,627 seats; average \$72,000) attracted \$67,000 for its fifth frame with Gene Krupa ork, Mitzi Green and *Holiday in Mexico*. Previous week's figure was \$72,000. Preem saw \$108,000 followed by \$104,000, and \$98,500.

Paramount (3,654 seats; average \$75,000) brought in \$100,000 for its second week of Charlie Spivak band, Bob Evans, Peggy Lee and *Monsieur Beaucaire* against an opener of \$110,000.

Strand (2,770 seats; average \$45,000) declined to \$54,000 for its third week with Bob Crosby ork, Don Cummings and *The Big Sleep*. Second week was \$65,000 and opener \$81,000.

Loew's State (3,500 seats; average \$25,000) fell back to \$25,000 for its holdover of Ed Sullivan's *Harvest Moon*, dance winners and *Thrill of Brazil* from first week's \$35,000. New bill (reviewed this issue), has Buddy Morrow band, Rex Weber, Georgie Kaye and *O.S.S.*

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Take a Minute and You're in It . . .
SEE INSERT AT PAGE 67

Chicago:

Ori Hot 59G Despite Weather, Schools; Regal Hits Sad 18G

CHICAGO, Sept. 21.—Recent opening of high schools, coupled up with a sudden burst of Indian Summer were expected to result in lower week's grosses at the Oriental (3,300 seats, 95 cents straight admish) and the South Side Regal (3,000, 65-95 cents). However, Oriental, despite the handicap, came out nicely, with Eddy Howard's currently red-hot *To Each His Own* recording band, supported by Paul Regan and the Three Rays, doing s.r.o. biz on week-end when kids were free, but take fell off capacity figure remainder of the week, racking up \$59,000. Figure is considered 10G over regular week band show average.

Regal, whose new house record set by Louis Jordan with \$40,000 two weeks ago, dropped off to \$18,000 when the Sweethearts of Rhythm, who had done over \$25,000 in their last two stays at the same house, failed to pull as usual. Group was making its first stop in Chi in 18 months because of their long USO junket and subsequent bookings outside Midwest territory.

Minneapolis:

Viv Blaine, Arnaz Floppo 23G as R. C. Shelves Till January

MINNEAPOLIS, Sept. 21.—Desi Arnaz ork and Vivian Blaine drew a miserable \$23,000 for week ending Thursday (19) at Radio City Theater (4,000 seats) despite heavy promosh and terrific show. Ev Eibel, promosh chief for Minnesota Amusement, worked his heart out for show, but it didn't jell. Pic, *Rendezvous With Annie*.

Radio City has nothing booked between now and January 1. Meanwhile, RKO-Orpheum, which has had no flesh on its stage since house broke relations with Minnesota Amusement nearly a year ago, has Count Basie ork in for week started yesterday.

Boston:

RKO-Boston Neat 28G With Pastor

BOSTON, Sept. 21.—RKO-Boston Theater racked up a tidy if not a spectacular week (12-18), with Tony Pastor ork heading the stagershow and Frank Marlowe and Howard Nichols contributing to the flesh-and-blood festivities. Gross hit \$28,000 for the week, with *Canyon Passage* in its third and final week on the screen.

Star and Garter Revue heads the current show, with *Black Angel* the pic.

AGVA-GAC Even, Org Still Has Texas Club To Deal With

CHICAGO, Sept. 21.—Squabble resulting from a mistake allegedly made by a new secretary in GAC's Chi act department made several weeks ago when, it is claimed, she sent AGMA instead of AGVA pacts to Fountaine, Shadowland, San Antonio op, for signature on five acts on a six-week deal was clarified here Monday (16) in 15 minutes when Matt Shelvey, AGVA prexy, and Buddy Howe, head of GAC's local act division, huddled.

Howe was able to show Shelvey that there was no deliberate attempt to sidetrack AGVA by producing carbons of his correspondence and wires received from Fountaine, and showed that he had sent the op AGVA pacts immediately after finding the error, and that he had proved conclusively that he had in his hands an AGVA pact, inked by the op, on the day the acts' stay started.

Howe further showed that the original agreement was not for 3/7 of a weekly salary, but rather provided for a "weekly salary" under "house policy." Originally, Shelvey had been informed that pacts stipulated three day's work out of seven.

AGVA still has a job on its hands, for ops gave acts notice at the end of the first week, paying them an additional week's salary, while the pact calls for six weeks' steady work. AGVA has in its hands union pact inked by the op, but the acts still have failed to ink their portion of the pact, so no union action can be taken until they Hancock the documents.

Jack Irving, Chi AGVA chief, said he could not comment on the situation, since it was a private settlement between Howe and Shelvey.

Milwaukee Agents Seek Francis Under AGVA

NEW YORK, Sept. 21.—Milwaukee agents have decided to apply for AGVA franchises after a meeting held there September 10. The body, operating under the name of Milwaukee Entertainment Managers Association, was first approached by Don Hart, regional AGVA rep.

Subsequently, Jack Irving, Chicago AGVA head, was skedded as the speaker. Members will now apply directly and when all pass AGVA scrutiny, franchises will be granted.

Los Angeles

Raeburn Faces P. U. 19G at Million Dollar

LOS ANGELES, Sept. 21.—Boyd Raeburn ork, currently headlining Million Dollar bill, is expected to wind up the week with a below-average take of \$19,000. Bill includes Senor Wences and Kay and Charles Cherney. Pic, *Dead of the Night*.

Teen-agers' ork, with June Preisser and Freddie Stewart, pulled a mild \$22,100 in 25 performances last week. Pic, *High School Hero*.

Long O. K. 21 1/2G, Indpls.

INDIANAPOLIS, Sept. 21.—Johnny Long and ork did a good business at Circle Theater (2,800 seats, 74 cents) last week, hitting \$21,500. Sharing the bill was Johnny Desmond and Francey Lane. Pic, *Cuban Pete*. Fred Waring's Pennsylvanians come into Butler University Field House September 28.

MCA No-Split Deal Hit as Chi EMA Tags Page for Gov. Board

CHICAGO, Sept. 21.—Meeting of EMA Chi members last week during which they elected Sid Page, concert booker, as Chi representative to the ARA board of governors in New York, and the previous meeting of the week before resulted in floor discussions on the part of indie bookers concerning MCA's "no split commissions" and other MCA practices, it was stated by reliable sources here this week.

Len Fisher, Chi booker, who is secretary of EMA here, said that altho the discussion came on the floor no formal action of any kind was taken. He declined to make comment as to what was said and by whom. Other bookers, however, were quite loquacious altho usually on a "Don't quote me, but" basis.

One of the examples given by a booker pointed out that on one occasion MCA, after initiating "You go your way, we'll go ours" as modus operandi called to arrange for the use of one of the smaller guy's acts. When the booker refused because of the no-split policy MCA is reported to have told the customer that so and so will not co-operate. Customer then called the booker to find out why he wouldn't co-operate and the booker had to explain that the move was made against MCA because of the no-split pitch and not discrimination against a customer. Booker said that he wanted some assurance that such practices of alienating potential accounts would not become accepted method.

Joe Musse, Frederick Brothers' cocktail booker, related an incident wherein an MCA rep asked to use one of Joe's acts on the no-split basis and when asked by Musse, "What's in it for me?" is said to have replied, "Maybe you'll want one of ours some time and then you can have it without splitting with us," Musse said he answered that one with a single word, "Nuts."

All bookers, however, were not down on MCA and a few bookers claimed that anyone else in MCA's spot would be doing the same thing and the beefing is coming because the smaller guys are on the wrong side of the fence. Spokesman for one of the bigger agencies said that relations between his office and MCA here were strictly on a co-operative basis.

Other trade talkers were of the opinion that MCA action of a formal nature on these and other counts might come to a head in the very near future. Fisher said that the two members of the Chi MCA staff who hold EMA membership, Ray Lyte and Danny Graham, were at neither of the meetings where the anti-MCA discussions took place.

Paige Plans C-to-C Chain of Tourist Camps With Niteries

NEW YORK, Sept. 21.—Jimmie Paige, Philly cocktail unit maestro, has added a new line. He's now prexy of Castle Enterprises, Inc., which says it has plans to build a Coast-to-Coast chain of tourist cottages, when government approves.

The projects will consist of 40-50 cottages with three rooms each, will operate as a hotel chain and will include night clubs. New outfit says it will give show people special privileges.

3 Suns' 3G in Philly

NEW YORK, Sept. 21.—The Three Suns were sold to Click Club, Philly, for \$3,000 for a five-day week. They had been on vacation from the Piccadilly, a two-weeker with pay, and had returned to work when the strike pulled them out.

Burlesque

By UNO

Linda Parrish, vocalist, thru Oscar Lloyd and Ray Melback, opens September 22 at the Gayety, Montreal, where Marian Miller is the new strip. . . . Bobby Faye and Irma Lee wound up a vacation at Silver Lake, Wis., to open on the Midwest Circuit with Peaches, Anita Marie, Aida Ramirez, Collen and Jack Barrie, Vivian Hall and Sammy Spears as co-principals. . . . Billy Foster, comic, after two years' absence, returned to burly, opening at the Star and Garter, Chicago. . . . Col. Al. Somerby reportedly has given up his interests in the Globe, Boston. . . . Joe Singer, former comic, is now in the costume jewelry biz, an exec of Dependable Distributors. . . . Rudy Kahn moved from the Casino, Pittsburgh, to the Star and Garter, Chicago, where he is assisting Warren Irons. . . . Arthur Clamage has taken over the Knickerbocker, Columbus, O., for a Midwest wheel speke, to open middle of October. . . . Crosby Sisters opened September 19 at the Hippodrome, Baltimore, for two weeks, with option for two additional. . . . Stanley Montford is at the Gayety, Cincinnati, for Morrie Zaidins. . . . Jeanette Dupre, 55 years on stage, is recovering from a recent eye operation at her Brooklyn home. Expects to return to the Gay 90's Revue soon.

Nadine, in Newark, N. J., last week, illustrated what constituted proper strip tease attire at a meeting of textile ops. . . . Joe Boston, of Tirza's Wine Bath Show, opened September 17 with Rusty Randy, Doris Moran, Frenchy Moyer and Gloria Tamaya in a girlie revue of his own with the Rex Gatto Home Exposition Shows touring Southern territory. . . . Dave Cohn booked Dian Ross for the Burbank, Los Angeles; Scarlet Kelley, Gayety, Montreal, and Louise Stewart, Leon and Eddie's, New York. . . . George Tuttle off to Miami Beach, Fla., to double in singing in niteries and renting out miniature motor scooters, a flock of which he took with him from New York. . . . Alvin, Minneapolis (Midwest Circuit), opened the season with the Freddie Lewis-Sid Nadell unit, featuring Lyn Paige. . . . Bobby Vail-Bert Berry unit, with Bonnie Lee headlining, opened at the Empress, Milwaukee (Midwest), September 13. . . . Palmer C. Cote and Billie Pitzer visited Al Wagner's Cavalcade of Amusements while in Indianapolis and were offered the run of two girlie shows for next season. . . . Charles L. Cohen, former agent for Columbia Wheel shows, now operating his own billposting plant in Miami, was a visitor in Manhattan last week on the way to the Billposter's Convention in Pittsburgh.

Frances Parks, producer at the Avenue, Detroit, has left on a vacation. . . . Charlie Robinson, featured comic currently at the Avenue, is a brother of Arthur Robinson, Detroit Theater circuit operator.

Theaters Up, Clubs Down in Minn. Polio

MINNEAPOLIS, Sept. 21.—Effect of polio epidemic on entertainment business in Minnesota is shown in a report of the federal government on cabaret tax collection for the State during August. Niteries bite dropped from \$100,000 in August, 1945, to \$87,000 last month. On the other hand, admissions taxes to theaters was \$561,000 last month, an increase of \$92,000 over collections for August, 1945, which was attributed to the fact that more adults were attending theaters more often, with kids staying home.

Milwaukee Scribe's Blast Vs. Niteries Draws Op-Act Ire

MILWAUKEE, Sept. 21.—Niteries ops and acts here are blazing over a front-page slam by Ken Schmid in the *Sunday Journal* several weeks ago. The article, headed *City Changes Habits: Turns to Night Clubs*, hinged on the fact that this traditional beer town has gone cabaret crazy and that bistros were booming. Having opened with this, Schmid then did a tour thru the after-dark area, and slammed much of the talent, adding, "The night clubbers who tolerate all manner of intolerable acts, seem to get a genuine thrill out of seeing a good performer in a well-done routine."

Schmid said that Milwaukee is still a Wednesday to Saturday town, and summed up the niteries goers as paying "top prices for entertainment which is rarely of top caliber."

Reaction of performers was to flood the paper with letters of protest. Ops, so far, have been silent, but since they are among the *Journal's* heaviest space buyers, possibilities are that the paper may pay heavily for the piece.

New Greyhound Bus Terminal as Hypo For Chicago Loop

CHICAGO, Sept. 21.—Plans of the Greyhound Bus Company to build a new bus terminal in the heart of Chi's Loop this week brought visions of increased biz to theater, night club and tavern ops.

Company plans to erect a big terminal on the Lake Street block between Clark and Dearborn. Majority of bus traffic is now routed thru company's Roosevelt Road terminal and officials estimate about 8,000 to 20,000 persons pass thru it daily. When travelers get routed thru the new station, according to a Greyhound spokesman, "It is inevitable that hotels, business houses, and practically all forms of show business will have greatly increased revenues."

Minneapolis Sets Shows for Muni Aud; Robinson Starts

MINNEAPOLIS, Sept. 21.—Seven definites and a dozen probables have been lined up for the season of Minneapolis Greater Attractions by its director, Charles Milkes. Set bookings, all for balance of 1946, will go into the Municipal Auditorium, using either the entire house, seating 10,000 or the Concert Bowl, housing 5,600, depending on the attraction.

Skedded are Bill Robinson Concert, October 6; Eddie Condon Jazz Concert, 20; Jazz at the Philharmonic, 28; Duke Ellington Ork Concert, November 13; Billy Rose's *Carmen Jones*, December 6-7; Woody Herman Ork Concert, 12, and Dunninger, 26. Tentative bookings are Mike Todd's *Up In Central Park*, October or December; Danny Kaye, probably November 24; Oscar Levant, Veloz and Yolanda, Jose Iturbi and Ork, Rudolph Friml, Tex Beneke-Glenn Miller Ork Concert, Lena Horne, Stan Kenton Ork Concert, Mickey Rooney, King Cole Trio and Sophie Tucker.

Arrest Burly Actors, Mgr.

SAN FRANCISCO, Sept. 21.—Five performers and the manager of the Liberty, local burly house, were arrested last Saturday (14), charged with conducting "a lewd and indecent performance." Freed on \$100 bail each were Darriel Greer, Grace Carlos, Frederica Chastaine, Virgil Downward, William O'Connor and William Fisher, manager.

Magic

By Bill Sachs

BLACKSTONE fell \$2,000 short of capacity for his recent week's engagement at the Nixon Theater, Pittsburgh, ringing up a sock \$17,000. Show was in at \$2 top. Nixon manager, Edwin J. Wappler, said Blackstone's failure to hit the top mark was attributed to the power strike Monday (16). Company is again playing legit houses and auditoriums exclusively. Blackstone is still telling people that he plans to retire within three years and turn his show over to Mr. and Mrs. Bill Chaudet, assistants in the show, who were married recently. Blackstone introduces Chaudet as his nephew. . . . Haskell is still current in the Walnut Room of the Bismarck Hotel, Chicago. . . . L. E. (Roba) Collins plans to resume in schools and theaters with his *Night in Wonderland* when he concludes his season on the side show of the Buck Owens Circus. Postaling from Camden, S. C., Roba says: "Haven't met a single magician in the Carolinas. Either they don't come to the circus or they stay clear of me." . . . Chanda the Magician, who played independently thru the summer in Pennsylvania theaters, clubs and amusement parks, is flashing his unit with new illusions and wardrobe in preparation for a Southern trek to start soon. Princess Zeella will again be featured on the mental end. . . . Ed B. Hugh, of Halifax, N. S., is touring the maritime provinces with a full-evening show on one and two-night stands under auspices. Hugh, now near the 80 mark, was at one time advance agent and assistant for the late Zera Semon, who toured the U. S. and Canada a half a century ago. . . . William Jackson Jr., after a summer's layoff, has resumed in schools in the Waco (Tex.) sector. . . . Mark Fischer is at the Ted Lipnitz Supper Club, Detroit, doubling on table magic and as drummer with the Sammy Mandell ork.

C. A. GEORGE NEWMANN, veteran mentalist, is back in Minneapolis after concluding his 50th annual tour recently in Valley City, N. D. He describes it as the best season he's had since Pearl Harbor. En route to Minneapolis, Newmann stopped at Fargo, N. D., to see Francisco's Midnight Spook Frolic and its impresario, A. F. Bull. "Show was most enjoyable," Newmann posts, "as it was a distinct departure from the spook shows of some years back. Picture houses were doing a poor business at the time, due to the polio scare. Myrus, as usual, has had Minneapolis excited for the last several weeks." . . . Ramon LaRue (Sir Edwards) has signed with Columbia Pictures for a series of blindfold drives as a bally stunt for the pic, *Gallant Journey*, starring Glen Ford. Deal sets him in the East and Midwest until December 2, at which time he goes out upon another good-will tour for the Pioneer Hy-Bred Corn Company of Des Moines. . . . After four months of traveling the coun-

try and attending the SAM and IBM conventions, Arnold Furst is back in San Bernardino, Calif., prepping a new full-evening show to play the smaller California cities. . . . J. C. Admire, vet agent, has partnered with Max Maurer in the handling of three magic units, Gordon the Wizard and Company, Mysterious Lee and Company and the Great Harriman and Company. Admire is contracting the Gordon and Lee units, and his cousin, F. P. Admire, is booking the Harriman troupe. Maurer is handling the managerial reins of the three units, splitting the time between them. . . . Count Maurice, who combines magic with juggling, was the only new act on the bill at Club Stevadora, Detroit, last week. . . . The Magic Desk holds an important message for Henry Hudson Davis, the veteran magic agent. Please shoot in your address.

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BROADWAY OPENINGS

GYPSY LADY

(Opened Tuesday, September 17, 1946)

CENTURY THEATER

A musical period piece presented by Edwin Lester. Music adapted by Arthur Kay. From "The Fortune Teller and "The Serenade" by Victor Herbert. New lyrics by Robert Wright, George Forrest and Harry B. Smith. Scenery, Boris Aronson. Book, Henry Myers. Direction, Robert Wright and George Forrest. Vocal numbers staged by Lew Kesler. Dance direction, Aida Broadbent. Lighting, Adrian Awan. Costumes designed by Miles White, executed by Walter J. Israel. General manager, Eleanor Pinkham. Company manager, George Leffler. Press representatives, C. P. Greneker and Ben Kornzweig.

Baron Pettibols.....Clarence Derwent
Yvonne.....Kaye Connor
Fresco.....Jack Goode
Musetta.....Helena Bliss
Sergeant of Gendarmes.....Edmund Dorsay
The Great Alvarado.....John Tyers
Valerie, Marquise of Roncevalle.....Doreen Wilson
Imri.....Val Valentinnoff
Rudolfo.....William Bauer
Boris.....Melville Cooper
Roszka.....Patricia Sims
Sandor.....George Britton
Andre, Marquis of Roncevalle.....Gilbert Russell
Stephan, Duke of Roncevalle.....Joseph Macaulay
The Undecided Mademoiselle.....Suzette Meredith
M. Gullibert Armand.....Bert Hillner
Majordomo.....Harvey Shahan
Young Ladies of the Academy, Gypsies, Guests, Maids and Mannikins: Jeanne Bal, Phyllis Bateman, Mardi Bayne, Betty Brusher, Marydee Buscher, Dorothy Coulter, Beth Alba Cushing, Betty Galavan, Florette Hillier, Rosemary Leisen, Suzette Meredith, Dani Nelson, Bernice Saunders, Nelda Scarsella, Peggy Weakland, Helen Wysatt.

Gypsies, Gentlemen, Bellboys, Waiters: James Andrews, George Dempsey, Paul De Poyster, Ray Drakely, Dean Edmund, Max Hart, Bert Hillner, Elton Howard, William James, Dale Johnson, Richard Scott, Robert Searles, Harvy Shahan, Ray Smith, John Stamford, Stanley Wolfe.

Dancing Gypsies and Ballet: Barbara Bailey, Lyza Baugher, Donna Biroc, Florence Brundage, Jean Marie Caples, Kathleen Cartmill, Elaine Corbett, Marietta Elliot, Mitze Gerber, Irene Hall, Judy Landon, Joan Larkin, Betty Orth, Patricia Sims, Betty Slade, Maria Taweel.
SONGS: "On a Wonderful Day Like Today"; "I Love You, I Adore You"; "Romany Life," "The World and I," "Piff Paff," "Keepsakes," "Springtide," "Reality" and "Gypsy Love Song."

Once again Edwin Lester has his grapping hooks on the Stem and they look like they'll hold on for a long time to come. The new musical—a fusion of two dated Victor Herbert pops, *The Fortune Teller* and *The Serenade*—comes thru as a swell show, colorful, bright and with just enough touch of nostalgia to put it over with the older pew-sitters. In fact, Lester has a sock show on his hands, even tho the book, which got injections, still shows wrinkles here and there and the humor limps badly in spots. The production is tops, with good sets, costumes, voices, performances and lighting.

Story of the Gypsy girl, her Romany lover and no-good father, the matinee idol and the aristocracy is definitely dated. It's the Herbert score which comes thru solid, with many of the long-time favorites bringing forth top mitting. In fact, the plot can easily be ignored when the music is being sung, played and danced. Ditties such as *On a Wonderful Day Like Today*; *I Love You, I Adore You*; *Romany Life*, *Piff Paff*, *Springtide* and *The Gypsy Love Song* remain fresh and melodious. New lyrics are okay, if nothing to wave flags about.

Musically, the principals, Helena Bliss, John Tyers, George Britton and Gilbert Russell turn in top chanting. *Gypsy Love Song*, a natural show-stopper, gets fine treatment from Britton, while Miss Bliss and Russell do handsomely by *Springtide*. From a teshping standpoint, these leads handle some rather wooden roles as best as possible, and make them even seem plausible at times.

The comedy is in the hands of Melville Cooper, who refurbishes some pretty feeble material with his own deft touches and picks up a load of yocks as a result; Jack Goode, who gets boffs for his energetic, but smooth performance and miming, and

HIDDEN HORIZON

(Opened September 19, 1946)

PLYMOUTH THEATER

A melo-mystery by Agatha Christie. Staged by Albert de Courville. Setting, Charles Elson. Costumes, Everett Staples. Company manager, Jack Small. Stage manager, John Holden. Press representatives, C. P. Greneker and Ben Kornzweig. Presented by the Messrs. Shubert in association with Albert de Courville.

First Beadseller.....Monty Banks Jr.
Second Beadseller.....David Andrews
Steward.....Charles Alexander
Miss Ffoliot-Ffoulkes.....Eva Leonard-Boyne
Christina Grant.....Joy Ann Page
Smith.....David Manners
Louise.....Edith Kingdon
Dr. Bessner.....Peter Von Zerneck
Simon Mostyn.....Blair Davies
Kay Mostyn.....Barbara Joyce
Archdeacon Pennyfeather.....Halliwell Hobbes
Jacqueline De Severac.....Diana Barrymore
McNaught (Ship's Captain).....Winston Ross
Egyptian Policeman.....
(Damian Nimer
Leland Hamilton)

Agatha Christie has long had a flair for writing gruesome thriller yarns—and more recently tuning same up to stage proportions. Two years ago the Shuberts and Albert De Courville brought to Broadway one of her chillers, *Ten Little Indians*, which was more than a moderate success. Now the same sponsors offer another. This time it's *Hidden Horizon*, altho previously produced in London under the tag *Murder on the Nile*.

What *Horizon* was like in the West End is unimportant. But it can be reliably reported that the Stem version is the damndest, longest, dullest boatride to be found around New York for the price of a ticket. The Shuberts and De Courville have got no *Indians* in this one.

Miss Christie's murderous didoes this time occur on a Nile side-wheeler. It starts out as a pleasure cruise, but far from that for both actors and audience. It packs two murders—one in full sight of the customers—but at no time is there the slightest suspense.

A few competent actors have consented to mix themselves up in these proceedings—the only apparent answer being that, either times must be hard or they neglected to read the script beforehand. Nor does De Courville's direction help them toward better results.

The best that can be said about *Horizon* is that Charles Elson has designed a fine observation cabin on a Nile River boat. What goes on it makes one glad that the season has got *Horizon* out of its system. They can't come much worse.

Joseph Macaulay, who expertly tailors his playing to the datedness of his role, one from which few of the cobwebs have been removed.

Clarence Derwent does okay with another antique mess of sides, while Kaye Connor, Edmund Dorsay, Patricia Sims and Doreen Wilson do right by their chores, too. Bert Hillner's swish bit gets deserved laughs and applause.

Both musically and in their terps, the chorus and dancers turn in a standout job, with Val Valentinnoff culling heavy hands for his bolero solo. The divertissement, with Goode in the male spot, is a nice touch.

In short, while *Gypsy Lady* remains a period piece, it emerges from its period with a gay charm that is bound to be a heavy b.-o. magnet.

Vets' Debut With "Forge"

NEW YORK, Sept. 21.—Veterans Memorial Theater will make its Stem debut this season with a revival of Maxwell Anderson's *Valley Forge*. Script is due for a rewrite job by Anderson before it hits the boards. Among the members of VMT are John Beal, Tony Ross, Alan Baxter and Leon Askin.

Shuberts Rooding 4 Standard Musicals Plus West 'Come Up'

NEW YORK, Sept. 21.—Signs of fall has the open road beckoning again to the Shubert offices. During the next two months four troupes will carry the Shubert standard song-and-dance faves to the hinterlands, and in addition, Mae West will go out with *Come On Up*, under the Messrs. S. Banner.

Student Prince company is currently prepping for a Philly opening Monday (23); *Blossom Time* will burgeon again in Hartford, Conn., October 10, and *The Firefly* is set for a road trek revival for November. Before the last gets under way, however, the Shuberts will repeat a formula which they tried out successfully last year. A single troupe will road rep *Rose Marie*, *Countess Maritza* (newly titled *Play Gypsy*) and the *Merry Widow*. Rep troupe will play one-week stands and give the major play to items which prove the biggest draw. The Mae West show skeds to take off after the musicals are on their way.

Hart's 'Blake' Calls For 150G Budget

NEW YORK, Sept. 21.—With a set-up calling for five revolving stages and set shifts that look likely to call for a pay roll of from 40 to 50 in stage crew, Moss Hart's newie, tentatively titled, *The World of Christopher Blake*, is a sock for any production pocketbook. Joseph Hyman and Bernard Hart have budgeted the opus at \$150,000. While there have been some fancy productions over the years, 150G certainly looks like something of a record for a straight play.

Show unveils in Boston November 4 for a three-week run, but producers have the Plymouth for previous week for final rehearsals. Makes Broadway bow at Music Box November 28, but Hyman and Hart hope to snare a larger theater, if and when the show takes hold.

"Okie" SRO in Chi Return

CHICAGO, Sept. 21.—*Oklahoma!*, back in Chi this week, is going stronger than ever, with complete sellouts every night. Show has amassed world's record for a take of \$12,600,000 in three and one-half years since its opening. Only musicals which can even come close are the perennials *The Student Prince* and *Blossom Time*, but they have been running intermittently for more than a decade.

Chi furnished and is currently furnishing more than \$2,000,000 of the gross, setting a record for length of engagement (last time 60 weeks) and b.-o. receipts for the city.

MONTREAL, Sept. 21.—Newly organized *Ballet for America* aroused what may be well-rewarded interest in a new ballet troupe with its performance at His Majesty's Theater here. Group stresses individual performance over elaborate corps de ballet, sets and full ork. Lack of usual supporting elements evidently took customers by surprise, but enthusiasm mounted as performance continued.

All in all, *Ballet for America* is apparently aiming at offering expert individual dancing, giving only a secondary role to the ballets themselves and to the music. This is "new" ballet with prospective strong appeal to real dance lovers.

Entertainment \$ May Come Slower, 'Stars' Group Told

NEW YORK, Sept. 21.—A note of warning that the local man-in-the-street may not be quite so free as formerly with his entertainment dollar—even when he is called on for a worthy cause—was sounded at a preliminary get-together of the committee for *Night of Stars*. Benefit for the United Jewish appeal of Greater New York is skedded to make its 13th annual bow in Madison Square Garden November 12.

Addressing a meeting of top-lights in the entertainment field at the Ho- (See *Entertainment \$* on opp. page)

BROADWAY SHOWLOG
Performances Thru September 21, 1946

New Dramas		
	Opened	Perfs.
A Flag Is Born (Alvin)	9- 5, '46	20
Anna Lucastra (Mansfield)	8-30, '44	876
Born Yesterday (Lyceum)	2- 4, '46	270
Deep Are the Roots (Fulton)	6-26, '45	413
Dream Girl (Coronet)	12-14, '45	258
Harvey (48th Street)	11- 1, '44	804
Life With Father (Bijou)	11- 8, '39	2,880
Maid in the Ozarks (Belasco)	7-15, '46	92
O' Mistress Mine (Empire)	1-23, '46	213
State of the Union (Hudson)	11-14, '45	358
Swan Song (Booth)	5-15, '46	150
Voice of the Turtle, The (Morosco)	12- 8, '43	1,021
REVIVAL		
Front Page, The (Royale)	9- 4, '46	21
Musicals		
Annie, Get Your Gun (Imperial)	5-16, '46	138
Call Me Mister (National)	4-18, '46	180
Carousel (Majestic)	4-19, '45	599
Oklahoma! (St. James)	3-31, '43	1,500
Three To Make Ready (Broadhurst)	3- 7, '46	228
REVIVALS		
Red Mill, The (46th St. Theater)	10-16, '45	392
Show Boat (Ziegfeld)	1- 5, '46	294
Yours Is My Heart (Shubert)	9- 5, '46	20
ICE SHOW		
Ice-time (Center)	6-20, '46	133
OPENED		
Gypsy Lady (Century)	9-17, '46	7
Critics thumbed-down operetta by six to three vote. No: Robert Coleman (Mirror), Robert Garland (Journal-American), Brooks Atkinson (Times), Vernon Rice (Post), Ward Morehouse (Sun), Louis Kronenberger (PM). Yes: William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), John Chapman (News).		
Hidden Horizon (Plymouth)	9-19, '46	4
Took an all-out beating from the critics. No: William Hawkins (World-Telegram), Ward Morehouse (Sun), Robert Garland (Journal-American), Vernon Rice (Post), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Robert Sylvester (News), Robert Coleman (Mirror), Louis Kronenberger (PM).		
OPENING		
(Week of Sept. 23, 1946)		
Bees and the Flowers, The (Cort)	9-26, '46	
CLOSING		
Hidden Horizon (Plymouth)	9-19, '46	4
Saturday (21).		

PARK AVENUE

(Opened Thursday, September 19, 1946)
SHUBERT, NEW HAVEN, CONN.

A musical comedy presented by Max Gordon. Book, Nunnally Johnson and George S. Kaufman. Lyrics, Ira Gershwin. Music, Arthur Schwartz. Book directed by Kaufman. Production supervised by Arnold Saint Subber. Settings, Donald Oenslager. Orchestra directed by Charles Sanford. Dances and musical numbers, Eugene Loring. Costumes, except Miss Corbett's, Tina Leser. Orchestrations, Don Walker. General manager, Ben A. Boyar. Stage manager, Barbara Adams. Press agent, Nat Dorfman.

Carlton.....Byron Russell
 Ned Scott.....Ray McDonald
 Madge Bennett.....Martha Stewart
 Oden Bennett.....Arthur Margetson
 Mrs. Sybil Bennett.....Leonora Corbett
 Charles Crowell.....Robert Chisholm
 Mrs. Elsa Crowell.....Marthe Errolle
 Reggie Fox.....Charles Purcell
 Mrs. Myra Fox.....Ruth Matteson
 Richard Nelson.....Raymond Walburn
 Mrs. Betty Nelson.....Mary Wickes
 Ted Woods.....Harold Mattox
 Mrs. Laura Woods.....Dorothy Bird
 James Meredith.....William Skipper
 Mrs. Beverly Meredith.....Laura Mann
 Mr. Meachem.....Jed Prouty
 Freddie Coleman.....Wilson Smith
 Carole Benswanger.....Virginia Gorski
 Brenda Stokes.....Adelle Rasey
 Brenda Follansbee.....Sherry Shadburne
 Brenda Follansbee-Stokes.....Carol Chandie
 Brenda Follansbee-Stokes-Follansbee.....
 Betty Ann Lynn
 Brenda Cadwallader.....Kyle MacDonnell
 Brenda Stuyvesant.....Eileen Coffman
 Brenda Cathcart.....June Graham
 Brenda Cathcart-Cathcart.....Betty Low
 Brenda Kerr.....Virginia Morris
 Brenda Kerr-Kerr-Kerr.....Judi Blaque
 Brenda Quincy Adams.....Gloria Anderson
 Brenda Wright Jr., Sr., 3d.....Margaret Gibson

Max Gordon unveiled his extravagantly staged *Park Avenue* here before a disappointed audience. The jammed theater, liberally sprinkled with top-flight luminaries of stage and screen, expected much more from the combined talents of Nunnally Johnson, George S. Kaufman, Ira Gershwin and Arthur Schwartz. A weak book, concerning the bewilderment of an unsophisticated South Carolina boy over the criss-cross of marriage and divorce, supposedly so prevalent among the Park Avenue set, seemed far less amusing than the authors anticipated, and most of the fine points of the satire were lost on the provincial theatergoers.

Leonora Corbett, playing a typical sophisticated role as the much-married Sybil Bennett, easily dominates the show, handling heavy chores in singing, dancing and comedy in a manner that left nothing to be desired. While she was a little off voice, due no doubt to heavy schedule of rehearsals preceding the opening, her ability to sell herself in numbers carried her thru.

Outstanding were the juveniles, Martha Stewart (as Sybil's daughter) and Ray McDonald (as her fiance). Latter's dancing, both in solo and in ensemble numbers, shows promise of carrying him right to the top, and his duet with Miss Stewart in *There's No Holding Me* proved to be the one real show-stopper of the night.

Arthur Margetson, who shares star billing with Miss Corbett, was a very able foil for the English star, and his stiff, dry manner was especially adaptable to his role as Sybil's fourth husband. Jed Prouty and Raymond Walburn, handling the supporting comedy roles, played typical characters that they have portrayed on the screen so many times. Prouty, particularly, delighted the audience by displaying a fair set of pipes in the one number he sang with Miss Corbett.

Lavish is the word for the settings and costumes. Of particular note are the two sets designed by Donald Oenslager, which introduced special lighting effects in plastic columns, along with a sliding ceiling. Unusually effective.

Tina Leser's costumes, which could be more accurately called outfits, followed closely the Park Avenue trend. She has combined a bevy of bright and subdued tones in patterns that will make fashion news in the near future. Her gowns are colorful and exciting, and in combination with the jewelry she designed for the show, makes an eye-appealing setting at all times.

Gershwin and Schwartz have writ-

OUT-OF-TOWN OPENINGS

MR. PEEPLES AND MR. HOOKER

(Opened Friday, September 20, 1946)
PLAYHOUSE, WILMINGTON, DEL.

A play by Edward E. Paramore Jr., based on the novel by Charles G. Givens. Directed by Martin Ritt. Settings by Frederick Fox. Presented by Joseph M. Hyman. General manager, Al Golden. Press representative, Max Gendel. Stage manager, Eddie Dimond.

Uncle Jeb.....Charles Keane
 Tom.....Teddy Rose
 Brother Alf Leland.....Paul Huber
 Hattie.....Quanita Hall
 Brother Wally Leland.....Tom Coley
 Bump Sorrel.....Arthur Hunnicutt
 Ellen Sorrel.....Dorothy Gilchrist
 Chauffeur.....Van Prince
 Mrs. Hatcher Crane.....Ranee Sanford
 Nate Corbett.....Grover Burgess
 Mr. Hooker.....Rhys Williams
 Sheriff Todd Blakely.....Charles Wiley Sr.
 First Deputy.....Arthur Foran
 Second Deputy.....Ralph Stantley
 Mr. Hatcher Crane.....Neil Skinner
 Dr. Phil Jameson.....Tom Morgan
 Judge Fayette.....Tom Hoier
 Mr. Peebles.....Howard Smith
 Whigsey.....Ken Renard
 Joe Greer.....Dennis Bohan
 A Stranger.....Jeff Morrow

Biz was poor opening night and there's little likelihood that *Mr. Peebles and Mr. Hooker* will have much of a lure for cash customers in future performances if any.

This presumably was intended to be a play with a message—but it emerges a confused jumble of words that tries to cover entirely too much territory. The facts it attempts to cover are almost too numerous to mention. Communism, labor unions, social problems, race prejudice and practical christianity are included in the subject matter—but after an irrelevant prolog and three acts broken up into seven scenes, the solution is lost in a welter of words.

The play is very wordy and completely lacking in action. This is in the nature of an old-time parable play with modern trimmings, having God and the devil personified against a Tennessee hillbilly background. The action takes place in 1939, with chatter about F. D. R., the TVA, the CIO and the atomic bomb to come. And with most of the dialog running to biblical allusions, it's a lot to ask John Q. Theatergoer, out for an evening's entertainment, to digest.

Howard Smith as Mr. Peebles (God) and Rhys Williams as Mr. Hooker (devil) make the most of their opportunities. Outstanding in support were Paul Huber as Brother Alf; Tom Coley as his son, Wally; Dorothy Gilchrist as his sweetheart, Ellen; Ranee Sanford as Mrs. Hatcher Crane, who came between them, and Arthur Hunnicutt as Ellen's Father. Jeff Morrow, as Mr. Peebles's son, gave a good account of himself in a difficult role.

Frederick Fox's sets were well conceived. But all in all, the play is unconvincing and labors under too many handicaps for financial success.

Ten 12 songs for the show, only two of which, *For the Life of Me* and *There's No Holding Me* show any promise of being in the hit class. Two comedy numbers, *Don't Be a Woman If You Can*, sung by Marthe Errolle, Ruth Matteson and Mary Wickes, and *Land of Opportunities*, chanted by Margetson, Walburn, Robert Chisholm and Charles Purcell, pleased more for the personalities of the singers than for lyrics and lifts.

Ensemble numbers, staged in modified modern ballet style, were well done, but by no means distinguished, altho a rumba number by Harold Mattox and Dorothy Bird was excellently done.

Entire production moves very slowly, and the second act particularly, which is pointlessly wordy, seems to drag on into dullness. The comedy is particularly weak, with not a single belly in the whole show, yet the piece has definite possibilities for Broadway. A slight rewrite of the second act, along with injection of more comedy, should move it right into the selected circle.

ROSALIE

(Opened Monday, September 16, 1946)
GREEK THEATER, HOLLYWOOD

Revival of the musical, presented by Hollywood Starlight Theater Association. Book, William Anthony McGuire and Guy Bolton. Lyrics, P. G. Wodehouse and Ira Gershwin. Music, Sigmund Romberg, George Gershwin and Cole Porter. Musical director, Ray Sinatra. Choreography, Val Raset, assisted by Lynne Sterling. Choral direction, Jaye Rubanoff. Settings, Norman Rock. Costumes planned by Kate Drain Lawson. Technical director, Al Hamilton, assisted by Budd Mann. General stage manager, Philip Whiting. Managing director, Gene Mann. Company manager, Gerald O'Connell. General press representative, Jack Proctor.

CAST: Kirby Smith, James Westerfield, Judy Clark Thayer Roberts, Jack Norton, Isabel Randolph, Lee Dixon, Joe Sullivan, Gale Sherwood, Henry Brandon, Paul Craik, Eric Davy, Thomas Glynn, Natasha Carr, Byron Palmer and Vivien M. Fay.

Hollywood Starlight Theater Association rang down the curtain on its first season of outdoor musical comedy with a highly diverting *Rosalie*. Generally good cast has little difficulty with the light romantic plot and melody-studded score.

Lee Dixon steals the show as the blundering Bill Delroy. Has a refreshing comedy style which gives the revival its majority of laughs. The story of two American airmen landing in a mythical European kingdom ties together the songs and dances.

Joe Sullivan uses his fine tenor voice to good advantage as the U. S. flyer, Richard Fay, playing opposite charming Gale Sherwood's *Rosalie*. Jack Norton, well known for his screen drunks, turns in a laugh provoking version of the befuddled, pie-eyed king. Isabel Randolph is convincing as the overly-dignified queen. Comedy is further injected by Judy Clark who plays opposite Lee Dixon, and James Westerfield, who portrays her shadow-boxing father. Couple of interesting precision dance routines are well handled by the line (16).

Judging by town's reception to this company's presentation, its first summer should prove heartening to Starlight Theater Association and Managing Director Gene Mann. With the experiment seemingly successful, musical comedies should become regular summer fare here.

ROUTES

Dramatic and Musical

- American Repertory Co. (Shubert) Philadelphia.
- Born Yesterday (Horace Bushnell) Hartford, Conn., 23-25; (Shubert) New Haven 26-28.
- Barnaby & Mr. O'Malley (Wilbur) Boston.
- Bloomer Girl (Shubert) Chicago.
- Blackstone (Royal Alexandra) Toronto; (His Majesty's) Montreal 30-Oct. 3.
- Cyrano de Bergerac (Cass) Detroit.
- Come On Up, Ring Twice, with Mae West (National) Washington.
- Cordelia, with Zasu Pitts (Lyric) Allentown, Pa., 25; (Rajah) Reading 26; (State) Harrisburg 27; (War Memorial Aud.) Trenton, N. J., 28.
- Carmen Jones (His Majesty's) Montreal.
- Dunham, Katharine (Shubert) New Haven, Conn., 23-25; (Metropolitan) Providence, R. I., 26; (Lyric) Bridgeport, Conn., 27-28.
- Duchess of Malfi (Shubert) Boston.
- Dear Ruth (Plymouth) Boston.
- Dream Girl (Selwyn) Chicago.
- Follow the Girls (Nixon) Pittsburgh.
- Glass Menagerie (American) St. Louis.
- Harvey (Harris) Chicago.
- Hasty Heart (Geary) San Francisco.
- I Remember Mama (Erlanger) Buffalo 26-28.
- Lute Song (Studebaker) Chicago.
- Lady Windermere's Fan (Biltmore) Los Angeles.
- Lip With Father (English) Indianapolis.
- Mary Had a Little (Davidson) Milwaukee.
- Mr. Peebles & Mr. Hooker (Walnut St.) Philadelphia.
- Obsession (Hanna) Cleveland.
- Oklahoma (Erlanger) Chicago.
- Park Avenue (Colonial) Boston.
- Present Laughter (Playhouse) Wilmington, Del. 26-28.
- Student Prince (Forrest) Philadelphia.
- Song of Norway (Opera House) Boston.
- State of the Union (Curran) San Francisco.
- Temporary Mrs. Smith (Ford) Baltimore.
- Tobacco Road (Shubert-LaFayette) Detroit.
- Up in Central Park (Hollywood Bowl) Hollywood, Calif.
- Voice of the Turtle (Cox) Cincinnati.
- Voice of the Turtle (Locust St.) Philadelphia.

BORN YESTERDAY

No. 2 Company
 (Opened Friday, September 21, 1946)

LOEW'S LYRIC THEATER, BRIDGEPORT, CONN.

A comedy by Garson Kanin, directed and staged by the author. Produced by Max Gordon. Setting by Donald Menslager. Costumes designed by Ruth Kanin. General manager, Ben A. Boyar; company manager, John Henry Mears; press representative, Al Spink; stage manager, Walter M. Kapp.

Helen.....Welba Lestine
 Paul Verrall.....Lawrence Hugo
 Eddie Brock.....William Foran
 Bellhop.....Aaron Frankel
 Bellhop.....William Leonard
 The Assistant Manager.....Russell Morrison
 Billie Dawn.....Eleanor Lynn
 Ed Devery.....Carroll Ashburn
 Barber.....Paul Giles
 Manticurist.....Yolande Donlan
 Bootblack.....Grant Timmons
 Senator Norval Hedges.....Hans Robert
 Mrs. Hedges.....Genevieve Frizzell
 Waiter.....James Coyle

Starting a transcontinental tour here, which will include runs in Chicago and Boston, this new company bids fair to achieve the same brilliant success as the New York company.

The story of the tough and crooked junk dealer is chock full of punch dialog, with no letdown, and had the audience howling and yocking. It is geared for laughs.

Miss Lynn recently handled the part in the New York company while Judy Holliday was vacationing. Lawrence Hugo as the drunken lawyer, Hans Robert as the crooked senator and William Foran as his henchman all performed very capably. Ashburn played a minor part as the assistant hotel manager with the New York company when it opened.

Direction is excellent and setting is lavish.

"Maid" Goes to Bumstown

NEW YORK, Sept. 21.—After closing at Belasco Theater September 29, *Maid in the Ozarks* moves across the bridge to Brooklyn for a four-day stand at Academy of Music October 1. Next date is at Civic Theater, Syracuse, for similar playing time. Consolidated Radio Artists is booking sexy legiter, which the critics slammed unanimously, but now nearing 100-performance mark.

ENTERTAINMENT \$

(Continued from opposite page)
 tel Astor Tuesday (17), Executive Director Samuel Blitz stressed the necessity of pushing the top-shelf seats. Blitz stated that there were never enough ork chairs and boxes which sell for plush prices to go around, but that the shelves whereon the \$2 customers sit will be in need of a hefty plug. He also appealed for funds to pay for the ducats of several thousand servicemen and women which the committee will admit gratis, as was custom during war years.



**You Be
 The Billboard
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**SEE INSERT AT
 PAGE 67**

ARMSTRONG — George, Indian with the Sugar Brown Troupe on the 101 Ranch Wild West Show, September 3 at Duncan, Okla., when struck by a hit-and-run driver. His home was at Ponca City, Okla.

BRADLEY—Charles, 47, former mechanic with the World of Mirth, Exposition at Home and Ideal Expositions shows, September 14 at Veterans' Hospital, Fort Howard, Baltimore. Services in Baltimore September 16, with burial in Wesleyville, Pa., September 17.

In Loving Memory of Brother
CARL BARFIELD
Passed away August 20, 1944.
We miss you—gone but not forgotten.
John and Helen Barfield

BRAGDON—Claude F., 80, architect, scenic designer, author and lecturer, in New York September 17. He became associated with Walter Hampden in 1923 and for several years designed all the sets for the actor's productions, including those for *Cyrano de Bergerac* and *Hamlet*.

In Loving Memory of Brother
LOUIS BARFIELD
Drowned October, 1945.
Gone but not forgotten—we miss you.
John and Helen Barfield

CHARISSE — Madame Calliope, Greek dancer, in New York September 6. She made her American debut with 10 other children, at the old New York Hippodrome, after which she touted the RKO Circuit. Survived by 11 children, all dancers. Interment will be in Athens, Greece.

In Memory of Our Loving Son
CONRAD
Who passed away Sept. 19, 1946.
MAXINE & JIMMIE CYR

CHESHIRE — Zoe, harpist and teacher, in New York September 14. Played in the orchestras of Broadway musicals, including *Waltz Dream*, *Chocolate Soldier* and *Student Prince*.

DROUIN—Alphonse E., 57, organist, formerly employed by the Paramount theaters of Boston, in St. Johnsbury, Vt., September 18.

COOKE
Died Sept. 28, 1945.
Known to all Circus Fans as
Cooke & Cooke, famous clowns.
He has gone for his Heavenly Reward that
he looked forward to.
From
JACK DARLING

EMMONS—Edwin L., 85, former vaude actor, said to be the oldest active drum major in New England, in Bath, Me., September 19.

FREY—Edwin J., 46, manager of WBRY, Waterbury, Conn., since its inception in 1934, in that city September 5 of a cerebral hemorrhage.

GILES—Edwin M., 68, former Philadelphia newspaper man and publicity director of the Philadelphia Sesquicentennial Exposition of 1926, in that city September 17.

In Memory of Our Friend
ROBERT B. COOPER
Who passed away September 29, 1942,
Hutchinson, Kan.
ART & NORA RADTKE

GOOSSENS — Mrs. Eugene II, mother of Eugene Goossens, conductor of the Cincinnati Symphony Orchestra, September 15 at her home in London. Altho she never visited this country, Mrs. Goossens was known of here for her roles with the Carl Rosa Opera Company of London, appearing as the principal contralto. She was a daughter of the late Aynsley Cook, celebrated operatic basso, who created many of the

THE FINAL CURTAIN

important roles still being sung in opera today. Survived by her husband; another son, Leon, an oboist, and two daughters, Sodie and Marie, harpists, all of London.

GREELEY—Jane Anne, 27, rider with the Roy Rogers Rodeo, suddenly September 13 at the Philadelphia Arena after riding a bronk. Born at Ardmore, Okla., in recent years she had lived at Unadilla, N. Y. Survived by a sister, Sidney, N. Y., where burial was made.

HAMILTON—Clayton, 65, playwright, critic, author and professor, in New York September 17 of a heart

attack. He was drama critic and associate editor of *The Forum*, 1907-'09, after which he served as drama editor of *Everybody's Magazine* and *Vogue*. Author of *The Love That Blinds*, *The Stranger At the Inn* and co-author (with A. E. Thomas) of *The Big Idea*, *Thirty Days and The Better Understanding*. Associated in productions with Mrs. Minnie Maddern Fiske, George C. Tyler, William Gillette, Norman Bel Geddes, Walter Hampden, Sam H. Harris, Vinton Freedley and the Playwrights Company. He served as professor of English at Columbia, Barnard and

other universities and colleges. He was a member of the Players, the Writers, P. E. N., Arts and Letters and Phi Kappa Psi. Survived by his widow, Gladys, and two sons, Gordon C., of *Newsweek*, and Donald C., of Station WOR.

In Loving Memory of My Darling Father
JOHN W. HUFTLE
Who Died Sept. 28, 1945.
Daughter,
MYRA

HEINEMAN—Charles, J., 60, stage carpenter at Curran Theater, San Francisco, in that city September 14. Earlier in his career he worked with Maude Adams and Producer Henry Miller. He was a bachelor.

JACKSON—Ray, midget car racer, in Paterson, N. J., September 14 of injuries sustained in a crash at Hinchcliffe Stadium the day before.

KARSTENSEN — Karl John, 51, former associate of the late Max Rudnick in operation of Norfolk, Va., theaters and hotels, in New York September 5. Survived by his widow, Rose Gordon, number producer, two brothers and two sisters. Burial September 8 at Fresh Pond (L. I.) Cemetery.

THANKS
To J. F. Sparks Shows
for floral design, and cards of consolation
from friends at the death of our
dear father.
Billy & David Logsdon

LATZ—Steve, 72, retired circus trouper, September 9 at Peru, Ind. Born in Vienna in 1874, he came to this country when 19. He was with Ringling Bros.' Circus 12 years, made two European trips with Barnum & Bailey and in 1914 joined Sells-Floto. He retired 10 years ago and made his home with Paul Hartish at Peru. Burial in the circus plot of Mount Hope Cemetery, Peru.

McGOWAN—James K., 79, secretary of the Spartanburg (S. C.) County Fair Association for several years, September 16 in a Spartanburg hospital after a brief illness. Survived by a son, daughter, two sisters and a brother.

NICHOLS—Ken, 49, former accompanist for Frank Fay and George Givot, in New York September 14. Until recently he was in charge of overseas transportation for USO-Camp Shows, Inc.

NOCERA—Anthony, baritone, in Detroit September 2. He was a member of the old Naples Duo, which appeared around New York and vicinity. In late years he had worked with his wife, Sara, in the act known as Tony and Sara, the Gay Serenaders. Besides his widow, he leaves a son, Marc; a daughter, Rosalinda Anne; a brother Filiberto, and sister, Felecia, of San Valentino Torio, Italy.

OTTOLINI—Mrs. Elsa A., 39, member of the Philadelphia Opera Company, September 18 in Lankenau Hospital, Philadelphia. She sang with the Steel Pier Opera Company, Atlantic City, and gave many concert appearances in the East. Her husband, Karl, and two sons, survive. Services in Philadelphia September 21, with burial in Toledo.

PORTER—John, Side Show performer with Hennies Bros.' Shows, September 11 in Allegheny General Hospital, Pittsburgh, of a heart ailment.

RIAL—Fred, 65, for 20 years half of the acro-comedy team of Fred and Daisy Rial, August 25 in Chicago. He left the stage 15 years ago. Survived by his widow.

RICHTER—Mrs. Anna, mother of Dr. William B. Richter, songwriter, suddenly September 12 at her home in Philadelphia. Other survivors include her husband, Philip, and five

IN MEMORIAM



CLARENCE A. WORTHAM

Died September 24, 1922

BECKMANN & GERETY WORLD'S BEST SHOWS
B. S. GERETY

In loving memory of my husband



LOUIS HENRY

WHO DIED
SEPTEMBER 25, 1945

I miss you so much, Lew
MRS. NETTIE HENRY

IN LOVING MEMORY OF MY WIFE AND BUDDY

HELEN

Who Passed On September 28, 1944

HANK SHELBY
Flint, Mich.

daughters. Services and burial in Philadelphia September 13.

ROBINSON—Harry T., 74, veteran character actor, September 11 at his home in Los Angeles. Robinson was an original Keystone cop in early Mack Sennett comedies. Survived by his daughter. Interment at Inglewood Park, Los Angeles.

ROTHSCHILD—Sigmund I., 55, former radio announcer at Station WOR, New York, in that city September 16.

In Loving Memory of
JESSE REED
Who passed away Sept. 16, 1940
Babe Patricia Powers

SIDNEY—Mrs. Frederick W. (Vida Croley), 77, former actress, in Yonkers, N. Y., September 16. While appearing in *The Two Orphans* in 1900, she married Frederick Sidney, English actor and playwright.

SPENCER—Robert E., 44, San Francisco composer, in that city September 14. He wrote *Would You Cry, Walking Around in a Dream, Hushabye, Pesticating Mama, and I Wish I Knew*. He was a member of the American Society of Composers, Authors and Publishers. Survived by his widow, Ruth.

SPENCER—Page, 68, retired actor, in New York September 17. He first appeared, in 1907, with the late David Higgins in *His Last Dollar* and later played in several George M. Cohan and Sam Harris productions and with Mr. and Mrs. Sidney Drew in a vaudeville sketch. His last Broadway appearance was in *Signature*, in 1945. He was a member of the Screen Actors' Guild and Actors' Equity Association for many years.

IN LOVING MEMORY
of My Dear Husband
JESSE M. SHOAT
who died September 24, 1941
NORA ANN SHOAT

STRICKLER—Charles E. 69, with the L. J. Heth and J. F. Sparks shows for many years, in Jefferson Hospital, Birmingham, September 1. Survived by a sister, Mrs. Grace Whiteman. Burial in Sheldon, Ill.

THOMAS—Jack D., 29, songwriter, suddenly September 16 in New York. He wrote many shows and songs for theatrical groups in Philadelphia, where he made his home. Survived by his widow and parents. Services in Philadelphia September 18, with burial in Adath Jeshurun Cemetery there.

TREADWELL—Gerrie, 66, former president of Royal Vilas Chapter, Society of American Magicians, Bridgeport, Conn., of which he was a charter member, recently in that city. Survived by his widow, two daughters and a sister. Burial in Mountain Grove Cemetery, Bridgeport.

In Loving Memory
of My Husband
CHAS. (BUCK) A. VEITCH
Who Passed Away Sept. 2nd, 1946.
Will Always Remember You, Dear.
MRS. CHAS. A. VEITCH

VALADON—Mrs. Lora, 62, former vaude performer, September 15 at her home in Providence of a cerebral hemorrhage. Known as Mile-a-Minute Lora, she and her husband, Daniel, developed an aerial act which was climaxed by her wire slide from the balcony to the stage. She began her career in 1900 as an acrobatic dancer and toured in vaude for 30 years. As the Les Valadon Wire

Cyclists, the act trouped on the Keith, Pantages, Sullivan and Considine circuits. In early years she doubled for many Hollywood film stars. When illness forced her to retire from the stage, she became, after 20 operations, the first member of the Rhode Island Cured Cancer Club. Survived by her husband, a daughter, Mrs. Lora Saunders, Cumberland, Wash.; a sister, Mrs. Mary Gauthier, and two brothers, George and David Theroux. Services September 18, with burial in Notre Dame Cemetery, Central Falls, R. I.

WOLFE—LeRoy E., 55, music critic for *The Philadelphia Enquirer*, suddenly September 14 at his home in Philadelphia. In earlier years he did movie publicity work for David W. Griffith. He also wrote a syndicated column on recorded music under the name of Michael Shaw. His widow, Dorothy Reese, survives. Services and burial in Philadelphia September 16.

WOOD—Fannie A., 80, monologist, in Mount Vernon, N. Y., September 16. Appeared in the old Chickering Hall and Grand Opera House, New York, before retiring several years ago.

Marriages

BRADSHAW-SIMON—Tiny Bradshaw, veteran ork leader, to Blanche Simon, non-pro, August 24 in Elkton, Md.

BUHS-HAMMOND—Lloyd Buhs, nonpro, and Billee Hammond, accordionist, recently in Detroit.

HART-GILBERT—Henry C. Hart, actor, and Leatrice Joy Gilbert, actress, in Providence September 15. Bride is the daughter of Leatrice Joy (Mrs. Arthur Westermarck), former screen actress, and the late John Gilbert.

MARSHALL-RAY—Paul (Tex) Marshall and Louise Ray, both with the Johnny J. Denton Shows, recently.

MCCANN-BROWN—Jim McCann, announcer at KYW, Philadelphia, and Mildred Brown, formerly with the Frank Wellman Advertising Agency, Philadelphia, in Villanova, Pa., September 21.

ORECK-SARNOFF—David I. Oreck and Paula Ruth Sarnoff, niece of David Sarnoff, president of Radio Corporation of America, in New York September 15.

PFEIFER-BOYLE—Lew Pfeifer, KFRC, San Francisco, announcer, and Marian Boyle, former secretary to news commentator, Rex Miller, in San Francisco September 8.

ROSS-PAIGE—Jack Ross, San Francisco band leader, and Linda Paige, film actress in Reno, Nev., recently.

SCHEFFTEL-FITZGERALD—Stuart Scheffel, New York publisher, and Geraldine Fitzgerald, screen actress, September 10 in Los Angeles.

SHEPPARD-MEAD—John Sheppard, film actor who achieved past stardom on Broadway as Sheppard Sturdwick, and Jane Mead, September 3 in Los Angeles.

SYNDER-FREEMAN—Leon Snyder and Novel Freeman, performers with the Buck Owens Circus & Wild West Show, at Raleigh, N. C., September 9.

WALTON-DEVINEY—Raymond A. Walton, owner of the North American Wild Life Exhibit, and Dacy DeViney, former elephant trainer, last season with the Bailey Bros.' Circus, in Paris, Ill., September 12.

Births

A daughter, Susan, to Mr. and Mrs. Paul Kleiman, September 12 in Philadelphia. Father is manager of the Pearl Theater, that city.

A daughter, Marie, to Mr. and Mrs. George Eckstein, in Oregon, Ill., September 2.

A son, John Weber, to Mr. and Mrs.

John McCormack, September 11 in Cooper Hospital, Camden, N. J. Father is on managerial staff of Weber's Hof Brau, Camden nitery.

A son, James Marshall, to Mr. and Mrs. Alton Moss in Portland, Ore., August 26. Father is manager of M. S. Wolf Distributing Company, Portland branch.

A son to Mr. and Mrs. Chuck Dopson August 21 in St. Louis. Mother is a chorus girl at the Grand, St. Louis burlesque house, and father formerly was with Royal American Shows.

A son to Mr. and Mrs. Chuck Hale. Parents are with the Mighty Page Shows.

A son to Mr. and Mrs. George L. Sutherland at Delaware Hospital, Wilmington, Del., September 8. Father is manager of Station WILM.

A daughter to Mr. and Mrs. Arthur Steel at Good Samaritan Hospital, Los Angeles, September 5. Mother is Pamela Britton, comedienne in the play, *Oklahoma*.

Divorces

Sari Gabor, Hungarian actress, from Conrad Hilton, hotel executive, in Los Angeles recently.

Pat Kirkwood, English film actress, from John William Atkinson (Jack Lister), London theatrical agent, in Hollywood, August 29.

Pearl Lapey Powers from Patrick A. Powers, motion picture pioneer, in Reno, Nev., August 27.

Billie Harpalas from Seaman 1/c Louis J. Harpalas in Florence, Ala., August 29.

Helen Elizabeth Miquelle, radio actress, from Georges Miquelle, Detroit Symphony cellist, in Detroit recently.

Tatiana Smirnova Tuttle, former Russian ballet dancer, from Frank W. Tuttle, film director, September 4 in Los Angeles.

Aileen Pringle Cain, silent film star, from James M. Cain, novelist, September 4 in Los Angeles. Cain authored *Double Indemnity* and *The Postman Always Rings Twice*.

EMPIRE ROOM

(Continued from page 43) with their tap routines, but bulk of their work is lost to all but ringside. Boys, who rated solid mitt despite handicap, got more effectiveness in a cakewalk number with the line.

Rolly Rolls suffered because no matter which way his piano faces, some of the customers are prevented from seeing all of his piano-comedy. Opening show had his piano in worst possible position, with only half of the room enjoying his work to full advantage. His concertina bit, in which he walked all over the large stage, topped rest of turn. Warm response thruout.

Working on high platform, Evelyn Knight proved that she's just as much a click in Midwest as out East. Gal's sincere, simple intros and her relaxed and soothing vocals, especially *Grandfather's Clock* and *September Song*, make her sock.

Freddy Nagel's band, making its post-war Chi bow, played well behind show and did adequately for dancing. Three trams are pretty heavy for subdued room. Nagel botched emsee chore by reading intros, instead of memorizing same before show.

Sherman-Rollo Trying %'ing And Flacking Part of Biz

NEW YORK, Sept. 21.—Peeta Sherman and Billy Rollo, who worked the USO circuit, having left acting and are now making like agents and flacks. They teamed up with Bob Silver and Dolph Green, press agents, and are now calling themselves publicity booking associates. Rolly will agent, while Sherman, Greene and Silver try their hands at free space grabbing.

In Short

(Continued from page 38)

opens in New York's Apollo Theater October 11. . . . Four Spaces going into Tahoe Village, Nevada, end of month. . . . Edgar Hayes and His Star Dusters set for return engagement at Billy Berg's, Hollywood.

Tony Ferrell and Herb May going into Joccoco Room, Hollywood. . . . Johnny Robinson back at work with Reg Marshall Agency after two weeks in the hospital. . . . Irving Rothchild ork set for El Cortez Hotel, Las Vegas, Nev. . . . Virgil Brawley Trio opening at Oasis, Yuma, Ariz. . . . The Cutters, currently at Zanzibar, Santa Monica, Calif., to cut four sides for Rhapsody Records. . . . Mills Brothers closing at Florentine Gardens, Hollywood, moving for four-week stints in Paul's Music Hall, Portland, Ore., and Palomar Supper Club, Vancouver. . . . Eddie Heywood leaving Hollywood Billy Berg's to open at Swing Club, Oakland, Calif. . . . The Dolodians moving from Del Mar Hotel (Del Mar, Calif.) to Carlsbad Hotel for four weeks with option.

Dal Danford to open at Sherman's (San Diego) October 25. . . . Three Bits of Rhythm going into Hollywood's Chi-Chi. . . . Ann Steele will play Panorama (Hollywood) . . . Ken Barry to play Palm Spring's Chi-Chi, starting October 4 for winter season. . . . Gene Rodgers returning to Florentine Gardens (Hollywood) from Eastern stint. He played spot last winter for 36 consecutive weeks. . . . De Castros to El Rancho Hotel October 2. . . . Veloz and Yolando set a new record at McKinley Auditorium, Honolulu, selling out for five consecutive concert performances and playing to more than 10,000 persons, according to p. m. George M. Gatts.

Miami:

Dale Belmont, current thrush at Clover, May appear at Beachcomber when spot opens. . . . Mousie Garner and Patsy Shaw closed a long engagement at Kitty Davis. . . . Don Richards' new Famous Door doing good biz and planning a floorshow during the season. . . . Ned Schuyler trying to sign up some of the Atlantic City contestants for Beachcomber line this winter. . . . Freddie Calo ork, now at Kitty Davis, a possibility for Versailles Hotel soon.

Here and There:

Danny Kaye will do two months of one-nighters. . . . Benny Meroff for two weeks at the Hipp, Baltimore, beginning September 19. . . . Honey Dreamers in their preem at Chicago held over for fifth week at Rio Cabana. . . . Bobby Sheldon at Swan Club, Philly, for sixth week.

Buddy Vaughn Quartet in their 12th week at Chickasaw Club, Columbus, Ga., had their option picked up for the third time. . . . Ben Dova into the Alpine Village, Cleveland, September 30. . . . Bunin's Puppets start at Blistubs's, Cleveland, October 28. . . . AGVA setting up new office in Tucson, Ariz., and will organize area. Ben White new regional rep. . . . Fred Newret, AGVA rep, Portland, Ore., resigned to go into building construction biz.

Danny Grayson gets a week at RKO-Boston, starting September 26. . . . Jane Withers opens at St. Charles, New Orleans, October 16, followed by a week at Louisville. . . . Johnny Burke starts at Capitol, Washington, October 3. . . . Jerry Jimae into the Capitol, Washington, September 26. . . . Bunin's puppets preem at Steuben's, Boston, December 24. . . . Maurice Rocco added to Town Barn, Buffalo, November 18. . . . Johnny Morgan and Helene and Howard join the Frankie Carle show at the Michigan, Detroit.

Communications to 155 No. Clark St., Chicago 1, Ill.

SPORTS INJECT SOME SHOWBIZ

Pro Gridders Setting Pace

Bird's dancing majorettes big card—Veeck uses acts to help Bob Feller as draw

AKRON, Sept. 21.—Sports promoters in Northern Ohio are taking a cue from show business and offering a varied entertainment with contests, be it baseball, football or what have you. And the fans, apparently, are liking it. To date, Akron, for instance, has witnessed three big football games but they received more than just football entertainment for the price of their ducats because promoters have thrown in bands, majorettes, who have learned to rival fast-stepping professional chorines, various acts and even fireworks.



Pro Grid Sets Pace

When Arthur (Mickey) McBride, owner of the Cleveland Browns in the American Professional Football League, showed his grid club against the Brooklyn Dodgers here recently, he uncorked a regular stagershow along with the powerful gridmen. Featured in the show angle were George (Red) Bird and His Musical Majorettes, a 30-piece all-girl marching and dancing band.

Bird is being paid a fancy salary. McBride told him to build a colossal half-time extravaganza and McBride did just that. He selected the girls, all members of the American Federation of Musicians, and started rehearsals six weeks before the grid season opened. As a result the girls not only toot a mean horn but step around in a marching ensemble that would do credit to a top chorus line.

Aid for Bob Feller

When William Veeck recently took over the Cleveland Indians in the American Baseball League, he wasn't content with just having Bobby Feller as a drawing card. He immediately injected show business into the game.

Now Cleveland fans get bands, fireworks and comedy along with their baseball. That it pays dividends is shown by the gate receipts. Veeck is reported being elated over the attendance despite the fact the club can't win the league pennant this season.

Outlet for Fireworks

Fireworks manufacturers, which abound in these parts, report business is booming since this latest rage of putting show business into sports started.

Grid shows at halftime for football games started in these parts some 12 years ago when the same Red Bird developed his 64 and 90-piece marching bands at Massillon, O., High School football games. Shows became musical comedy classics and



FRANK D. (DOC) SHEAN, manager of Casino Park, Virginia Beach, Va., reports that the funspot opened in the rain and closed in the rain, but wasn't too bad in between, so he intends to sleep all winter.

Carnival Business In Mexico City Not Up to Last Season

MEXICO CITY, Sept. 21.—While circuses are conspicuous by their absence at present here, carnivals, both large and small, are much in evidence. Business, according to trouper, is not up to last year, but is still okay. The 20 major rides, formerly in government-owned Chapultepec Park, have disappeared.

Portable theaters are set up on the streets here, many of them being here just for the Independence Day Celebration, which was Monday (16). Feature of the Independence Day parade was the Long Beach, Calif., mounted posse of 40 horsemen.

Portland City Council Hits at Meadows Track

PORTLAND, Ore., Sept. 21.—City council took a slap—within the limits of its striking power—at Portland's newest million-dollar entertainment venture, Portland Meadows race track, after a Veteran of Foreign Wars spokesman denounced use of materials for the project at a time when veterans can not obtain materials for housing.

City refused to grant the traction company a permit to operate buses to the track, which opened Monday (9). The track is outside the city, however, and thus the council's authority is limited. Members pointed out that the city can't object to a bus line so long as it does not detract from the traction company's city service.

drew as many people into the stadium as the game itself.

Latest to book in acts and other entertainment are the midget auto racers. When the Akron Lions Club recently sponsored the midgets, they also booked in a variety of acts to supplement the thunderbugs.

Sunbrock Rodeo-Thrill Show Racks Fat 60G 3 Days in Cincy

CINCINNATI, Sept. 21.—Larry Sunbrock's Rodeo and Thrill Circus grossed a sock \$60,000 for its three-day stand, ended Sunday (15), at Crosley Field here, according to figures released by the impresario himself Monday. This is \$4,000 more than the show grossed here in 1944 in a similar engagement at the same spot.

Advance sale here was small, and prior to the run, Sunbrock was some-

what dubious of the result because of a turkey attraction along similiar lines, produced and promoted by local talent, which played the ball park last year to a miserable flop.

Show, favored by good weather, drew large crowds and was well exploited with the usual Sunbrock touch of radio and newspaper ballyhoo, clowns walking the streets, covered wagons, and even a Lady Godiva on horseback thru the downtown area. Program ran two hours and 30 minutes.

Featured were Ken Maynard and his horse, Tarzan; Selden, "the Stratosphere Man," and Malikova, high-wire, along with a lengthy roster of cowboys and cowgirls, headed by Steve Rains, Joe Evans, Pop Staples, Jake and Ollie Reinhart, Tom Aumann; Chip Morris and his horse, Black Fox; Naconi Slim, Doris Bowen, Bill Boyd, Roy Correll, Chief Durant, Buck Ford, Tuffy Grant, John and Stanley Garber, Sam Hatfield, Bill Holster, Chief Red Hawk, Roy King, Joe Keating, Hank and Dorothy Keenan, Johnny and Peaches King, Jerry and Stasia Lee, T. P. Lewis, Mary Lewis, Johnny Mames, Jimmy Murphee, Margie Merritt, Smokey Nelson, Princess Pretty Woman, Little Wahoo, Chief White Eagle, Ed and Dorothy Rais, Jim Reed, Ed Rais Jr., Bye Reinhart, Buck and Rose Steele, Shad Seals, Tex Shenk, Joe Spears, Gene Thatcher, Gale Thomas, Jimmy Waldorf, Dusty Ward and Daredevil King Kovaz.

Show, sporting a large collection of stock, was well received and netted favorable notices from the local dailies. Dick Sullivan, Boston, handled the press.

From here, Sunbrock took his show to Knoxville, to be followed by appearances in Asheville, N. C.; Norfolk and Portsmouth, Va., and other spots in the South.

Amusement Tax for July Nets 41G for Norfolk

NORFOLK, Sept. 21.—Amusements netted the city coffers \$41,446.60 in July, commissioner of revenue, William R. Moore, reported. The tax, collected from various places of amusement, was paid on tickets sold to 1,230,037 persons during July, but was not due until the last day of August. Average for the year has been close to \$40,000 per month with more than 1,000,000 admissions each month involved.

Alligators for Arizona

TEMPE, Ariz., Sept. 21.—Alligators have made their entry into the entertainment field here. Collected from swamps in Florida and Louisiana, they are housed at Arizona Alligator Farm, operated near here by William Kimbrell and Gilbert Boudreau. Admission is 50 cents for adults and 15 cents for children.

James M. Cole Acts Added to B&C Shows

PENN YAN, N. Y., Sept. 21.—In a deal closed here Thursday (19), B & C Shows will be enlarged for the remainder of the season. Shows reached an agreement with the James M. Cole Circus, recently closed for the reason, to furnish an elephant free act, circus side show, monkeyland and menagerie. Harry Agnew, who had the Spitfire on the King Reid Shows until they closed for the season, has booked his ride on the B & C Shows, giving org 7 rides, 7 shows and 37 concessions.

Hugo's Show Home-Coming To Have Plenty of Bull

HUGO, Okla., Sept. 21.—A feature of the home-coming party which Hugo is giving for the four local shows November 14 will be the appearance on "animal row" of Royal Rupert 99, famous Hereford bull, whose owner, Roy J. Turner, is Democratic nominee for governor. In 1944, the bull sold at a record price of \$38,000, but was returned to his owner when he was found to be sterile.

Gene Autry, native son of Oklahoma, will fly to Hugo from Boston Garden to emcee at the affair, which honors the Stevens Bros.' Circus, the Al G. Kelly-Miller Bros.' Circus, Hugo Bros.' Circus and the Casey Smith Shows, all of which winter in Hugo.

Flying Tiger Parachutist Killed at Bowling Green

BOWLING GREEN, O., Sept. 21.—Gordon Lahman, 18, Eagle Rock, Calif., member of the Flying Tiger Aerial Circus, was killed Sunday (15) when his parachute failed to open when attempting a 3,000-foot drop. Lahman, nephew of Emerson Avery, one of the owners, recently was discharged from the army where he was a paratrooper. He had volunteered to open the show with a 1,500-foot delayed jump.

Kiddie Ban Lifted

DENVER, Sept. 21.—Ban on attendance of children under 18 at public gatherings in Colorado will be lifted Monday (23). While final decision was left up to local officials, the State Board of Health recommended the ban be lifted.

NASHVILLE AMAZES JJJ ORG

Strates Gets 70G in 5 Days At York Fair

Org Adds 10 Steel Wagons

YORK, Pa., Sept. 21.—An all-time gross record for the James E. Strates Shows at the York Inter-State Fair was chalked up here, and every attraction reported it the best week of the 1946 season.

Officially, the Strates show registered a five-day gross of \$70,107.33, according to Sam Lewis, fair president-manager. Lewis reported the 1946 annual drew \$122,056.90 in paid admissions, compared to \$91,753.04, which is an increase of 33 1/3 per cent. While no gross figure for 1945 was given for the Strates show, it is known this year's 70G is way ahead of that registered last year.

Manager James Strates added 10 more all-steel wagons with springs and tires, purchased from the navy surplus depot. A Kiddie Boat and Swan ride were added here, giving the show eight kiddie rides and 26 rides all told. Art White joined with one major and two kiddie rides. Bill Holt has assumed charge of the Posing Show, which is decked out with a new front and indirect lighting.

Visitors here included Walter K. Sibley, secretary of the National Showmen's Association, and William Glick.

Belton Purchases Nick's United Shows

JACKSON, O., Sept. 21.—C. J. Belton, owner of Belton Shows, announced here today he has purchased Nick's United Shows and that the shows will play the present contracted dates under the same title. Staff changes, along with a new title for 1947, will be announced later, Belton said.

Belton Shows will continue to operate in Southern territory, Belton said, while Nick's United will play Mid-Central States.

Arnett Will Launch Shows at Joiner, Ark.

ST. LOUIS, Sept. 21. — Danny Arnett, for 10 years a ride operator and concessionaire, will open his own shows in Joiner, Ark., Saturday (28). Shows, to be known as the American Eagle, will open with 3 rides, 20 concessions and 1 show. Arnett plans to stay out all winter, playing Arkansas, Louisiana and Mississippi.

This season Arnett had his rides and shows on the Skerbeck and John McKee shows.

Hot Business

CHICAGO, Sept. 21.—Dyer's Greater Shows today wired The Billboard office from Fredericktown, Mo., that the shows were having their biggest business for a still date ever experienced in the 12 years the org has been playing Missouri.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Hemlock, Okla.,
Sept. 21, 1946.

Dear Pat:

Scenery has long been a man-getting inducement in the midway biz. Early fall is considered artificial-promise season. We advertise, "Florida all winter. Those joining now can ride the train from the East to California. Long, pleasant and prosperous tour thru the South," and, "This show never closes." This show boasts of more tourists to the square foot of berth, stateroom or flatcar space than any other show carries.

We are the only carnival that carries a sleeper fully equipped with bridle suites. The office, when short of tourists, advertises for a bride, who can either pose or grind and bump, and a groom, who can erect a Heyday, that would like to honeymoon at Niagara Falls, the Mammoth Cave or at Hot Springs. If enough brides and grooms answer, then General Agent Lem Trucklow books those spots.

For our touring staff members, the office provided an observation end on their stateroom car. There they

can gawk to the right, left and behind and get three times the amount of scenery than those who ride in berth and stateroom cars. Sometimes the staff members' salary is cut one third, because the caboose hooked onto the end of the train cuts off one view. But it beats the flatcar tourists salaries. They often lose miles of sights thru cinders in their eyes.

Concession row also provides its help with tourist luxuries. The West is the best travel for agents and stomach lumber. As a rule the outside demonstrators haven't coats when the cold of fall arrives. While parading the streets wrapped in flash blankets, they don't look too conspicuous in the Indian country. There isn't anything pleasanter than a coast-to-coast tour with all eating and sleeping expenses paid. That is why a concessionaire's ad, "Travel! See the world thru the slats of a concession truck," is inviting. Think of the amount of money our people save in gas, oil, sleeping accommodations and food annually.

For the sole benefit of our tourists, the management went to an enormous expense and wired the entire train for sound. We carry a special announcer who keeps the stateroom, berth and flatcar tourists informed of the name of the State, populations of towns they pass thru, names of great bridges, large trees passed, crop conditions, manufacturing in all areas, amount of rainfalls, time zones, city mottoes, parks, date of entry of the State to the Union, names given to inhabitants (not as given by showfolks), heights of buildings passed, chemical elements of minerals in areas, Fahrenheit and centigrade thermometer equivalents, postal laws and famous assassinations in territory passed thru.

Our announcer is studying great dams, areas and depths of oceans, solar and lunar eclipses and the speed that sound travels. The speed of this train's travel depends on how the privilege car is doing. Our announcer never talks about legal holidays observed, growth of money at interest or how to prevent forest fires. When more than eight hours of scenery are lost thru night travel our people are compensated with an extra \$1 dining car ticket.

MAJOR PRIVILEGE.

Endy Does Okay At Chattanooga

CHATTANOOGA, Sept. 21.—Despite a rain-out opening day, Monday (16), Endy Bros.' Shows figured to wind up with a big profit at the Chattanooga-Hamilton County Inter-State Fair when the annual closes tonight.

Tuesday the fair made up for lost time, with 18,000 persons on the grounds and the show did business all around. Kids made up a large part of the crowd, attracted by a 5-cent gate and a 14-cent ride fee, which prevailed until 6 p.m.

Show is sporting three new trylons and expects delivery on three more in Atlanta at the Southeastern World's Fair.

Top money-getter here was the Latin Quarter, followed by the Moon Rocket and Monkey Show.

Friday's Net Tops 34 Grand

Phil Travis's startling control over weather holds—outside gate may hit 100G

NASHVILLE, Sept. 21.—Records fell right and left at Tennessee State Fair, which opened here Monday (16) and closes tonight, according to Phil C. Travis, fair secretary and manager.

First of all, the Johnny J. Jones Exposition, furnishing the midway, beat its own all-time single day record, established Labor Day at the Indiana State Fair, Indianapolis, here Friday (20), when, according to Ralph Lockett, show's general agent, the net receipts totaled \$34,177.58.

Up to and including Friday night, the Jones show had a five-day net total of \$104,049.15 and prospects today were that the show may even break Friday's all-time single day record.

Travis said at a late hour today he expected the turnstile count to hit 60,000 admissions for the day. He hinted admissions for the week may go over the 200,000 mark. He said one thing was certain and that was the annual established an all-time single day admission figure. About 4 p.m. today, Travis said, 44,167 persons had passed thru the paid gate, which beat the all-time record of 42,000 set in 1918.

Here is the net breakdown of day-to-day figures given out by Lockett for the carnival:

Monday	\$ 7,070.88
Tuesday	15,032.86
Wednesday	23,902.68
Thursday	23,865.15
Friday	34,177.58

That accounts for a five-day total of \$104,049.15. With Saturday's receipts still to be totaled, prospects for an all-time six-day record were bright.

It was a case of everyone doing big business. National Speedways (Al Sweeney-Gaylord White) was having a field day with the auto races. Travis reported today's crowd was "out of this world," with the overflow tightly packed even on the infield and around the mile track.

Prices at the fair's outside gate are the same as always, Travis said, tickets going for 50 cents, plus the 20-cent tax.

Travis's record for having a hex on the weatherman held up again this year. By way of explanation, this means that since 1937, when Travis took over as secretary of the annual, not one day has been lost to rain.

12 Pallbearers Needed At John Porter's Rites

HARRISBURG, Pa., Sept. 21.—Funeral services for John L. Porter, professional fat man, of near-by Dauphin, who died in a Pittsburgh hospital recently, were held here Monday (16).

A specially built casket, 90 inches long, 39 inches wide and 28 inches high was required. Porter weighed 560 pounds and was known as Baby John in the show world.

Twelve pallbearers, members of his I. O. O. F. Lodge, were needed to lift the casket.

Cavalcade Away To Good Start

HUTCHINSON, Kan., Sept. 21.—Cavalcade of Amusements wound up the Kansas State Fair here tonight, and altho final figures were not available, show figured to wind up with a neat profit.

Show got a good weather break Saturday (14) when it opened in advance of the fair, and Owner Al Wagner said org's receipts were exactly double the amount registered two years ago. The free gate proved a big lure. The following day, more than 50,000 were on the grounds and spending was good. Wagner reported it was the biggest Sunday for a carnival at the Hutchinson annual.

Joyland Benefit for MSA At Fraser, Mich., Nets \$490

FRASER, Mich., Sept. 21.—The Michigan Showmen's Association netted \$490 from the civic celebration here, sponsored by the Fraser Lions Club, and handled as a benefit of the MSA. Mrs. Roscoe T. Wade, wife of the owner of the Joyland Midway Attractions, on the midway, said. Roscoe Wade is vice-president of the association.

Business was off the first three days, but picked up the fourth and final day, Sunday (15), when a combination of special events helped lure the crowd.

2 Employees Admit Theft From Brown Amuse. Co.

BRISTOW, Okla., Sept. 21.—Apprehended a few hours after the Brown Amusement Company was robbed of \$4,600, according to show officials, two employees of the carnival confessed and were booked on a robbery charge by police here Tuesday (17). The men gave their names as Raymond Gains, 26, Texas, and Bill De Witt, 16, Philadelphia.

WOM SCORES AT ALLENTOWN

GOLD MEDAL SHOWS

WANT FOR 5 MORE GOOD FAIRS

SHOWS

Mechanical, Big Snake and other meritorious Grind Shows with own transportation.

CONCESSIONS

Frozen Custard, String Game, Guess-Your-Age, Jewelry and other Merchandise Games.

FREE ACTS

One or two outstanding Free Acts for week of Oct. 7 at West Point, Miss., Fair.

All Address:

OSCAR BLOOM, Mgr.
Columbus, Miss., this week; Greenwood, Miss., next week.

9th Straight Mark Sighted

Kids contribute to one of best single day grosses in history of Pa. annual

By a Staff Correspondent

ALLENTOWN, Pa., Sept. 21.—Gross midway business at the Great Allentown Fair Thru Thursday (19) indicated Frank Bergen's World of Mirth Shows were set to smash their ninth consecutive week of fair grosses. Sunshine was promised for the two remaining days to give the org at this spot a rare week of perfect weather.

Kid's took over the midway Tuesday (17), opening day, to contribute one of the biggest single day grosses ever tabbed at this annual. Kid spending was supplemented by 20,979 adults. Bergen commented that even the girl shows did business that day. More than 30,000 kids took advantage of the free gate to up the daily figure to more than 50,000.

Uses Several Railroads

Tough 400-mile run here from the Brockton (Mass.) Fair involved the use of several railroads, plus a ferry boat move, with the result that a Tuesday opening was never certain. However, Bergen routed 10 truck loads of equipment over the highway, consisting mainly of show fronts and tops, with the result some units were in operation Monday (16), the day before the scheduled opening.

Bergen pulled the same stunt in an effort to make the Sunday (8) opening at Brockton the week before with good results. Jaunt there from Rutland, Vt., is another tough move since there is a late Saturday night tear down. Truck moves into Brockton were supplemented by two freight carloads of additional equipment.

Trucked in here were three girl shows, illusion, minstrel, midget, animal, snake and life shows. No effort was made to insure the early arrival of rides since this spot contributes the best grosses to shows.

Flash Is Trimmed

Hodgepodge midway here made it necessary to trim superfluous flash, including wings on show fronts, to make it possible to accommodate all



BILL DUMAS and John F. Reid (right), partners for 18 years as co-owners and operators of the Happyland Shows, are pictured above as caught by the cameraman at the Allegan (Mich.) Fair after they announced that Reid had purchased Dumas's interest in the org and that Dumas planned to quit the carnival business and establish a tourist court in Florida.

units. Some shows are sandwiched in between other units, while banner lines were cut at least in half. Several rides remained on the train because of lack of space, while others, altho set up, were practically hidden from view with a ticket box being the only indication that a ride was located in the vicinity.

Bucky Allen, concession manager, had about 10 stands in operation. Spot is not worth a heavier concentration because of the influx of independents in droves.

Notes: Jim Bergen, nephew of the owner, is easing into many of the management chores under the direction of his uncle. . . . Glen Porter's Side Show enjoyed one of its best dates of the season here. Doc McCann's Motordrome, featuring Flash White, was right up near the top for gross honors. . . . An epidemic of car breakdowns for those hauling house trailers hit the show en route from Brockton. J. L. Edwards, electrician, and Flash White had to leave their cars behind for repairs. . . . Joe Sciortino burned out a clutch, the rear of Lew Hamilton's car went on the fritz, and Fred Elkie, Ridee-O foreman, broke a drive shaft.

Leamington O.K. For Conklins In First Year

LEAMINGTON, Ont., Sept. 21.—Conklin Shows, playing their first year of a 10-year contract at the Leamington District Exhibition, which opened Monday (16) and closes tonight, figured to wind up with a good mitt full, despite the fact business the first part of the week was slow.

Frank Conklin, co-owner of the shows, announced that his org will work with the Leamington officials in rebuilding the grounds. Conklin said present plans are to put in a paved midway.

Shows on the midway here, with the managers, were *Broadway Revue*, Jean Nanson; Alberta Slim, Hill-billy Show, Slim Edwards; Monkey Show, Dorothy Lewis, and Gorilla, snake and midget horse shows, all exhibition owned, managed by Johnny Branson, and the iron lung, managed by Jesse Marsh.

Rides were Looper, Flying Scooter, Tilt-a-Whirl, Spitfire, Fly-a-Plane, Roll-o-Plane, Octopus, Ferris Wheel, Merry-Go-Round, kiddie auto ride and pony track.

WANT

Ferris Wheel Foreman. Booking Concessions of all kinds. Need Agents for Office-Owned Joints. Have complete Girl Show framed, need operator and girls. Bill Forshee, contact V. L. Nollier. All replies

MAGNOLIA EXPO SHOWS

CLIO, ALA., this week.

LAST CALL FOR BILL'S GREATER SHOWS

Will close at Phoenix, Arizona, Christmas Day; open at Yuma, Arizona, Feb. 10, 1947. Want Shows with own transportation. Mechanical, Pit, Penny Arcade, Monkey or any Freak Show—20%. Few more Concessions open. Gus Hanson wants outside for Athletic Show. Want Grind Store and Skills Agents. Will book Grind Store. Heavy weight Googs Colder to wire. Will need Set Joint Agent. Blackie Gordon, get in touch with me immediately. Hank Carlisle, wire me. Girls for Girl Show, wire Bill Beau. Want sober Ride Help. This show has eight Rides. We work every week. Holly, Colo., week of Sept. 23rd; then as per route. **BILL BISHOP.**

ROGERS & POWELL

WANTS

Merry-Go-Round, Tilt-a-Whirl, Spit Fire, Stock Concessions of all kinds for Itta Bena, Miss., Fair, this week; Clarksdale, Miss., week Sept. 30. Phil Rocko wants Man and Wife to take charge of a well-framed Cook House. All wire to

J. R. ROGERS

No Time To Write

WANTED

Grind Store Agents, Orleans, Ind., Celebration, Tuesday thru Saturday; Hebron, Ohio, Celebration, Oct. 1-5; then Bradford, Ohio, Pumpkin Show, Oct. 8 till 15. South after Bradford; out till Xmas. Wire Western Union.

RUTH NEESE
ORLEANS, IND.

CONCESSION TRAILER

Custom built, 1946, 18-foot body, store on back end which opens on three sides. Excellent condition, excellent construction. Suitable for Jewelry, Root Beer, Pop Corn, Hot Dogs or any direct sales. Living quarters has kitchen work table top, ice box, stove compartment, sink, clothes closet, studio couch, bunk. Plenty of storage cabinets. Immediate delivery. \$2250.00. Write, wire

J. R. DALE, 2821 Plaza Drive, Fort Wayne, Ind.

WANT WANT

Rides, Shows and Concessions for Morning Sun, Iowa, G. I. Big Time Week, Sept. 24-28, uptown. Going South from there. Wire at once.

Diamond Midway Shows

AGENTS FOR ATLANTA

Want Agents for Following: Bear Hoop, Nylon Joint (3 Agents), Basket Ball, Balloon Darts, Coca-Cola, Cigarette Pitch, Cigarette Hoop-La and five other concessions, all hankies. Also man who can build frames; good proposition. People who have worked this spot and have worked for me before, given preference.

JIMMY ANNIN

Atlanta, Ga.

GIRLS

FOR GIRL SHOW AND POSING SHOW

Top Salary. Wire

F. W. MILLER

SPARKS SHOWS, Athens, Ala.

WANT

NAIL JOINT AGENTS for good route to join on wire. Long season.

RED CLAYTON

c/o Jos. J. Kirkwood Shows

Wilson, No. Car., this week; then per route.

WANT

For the **GREAT BETHEL, N. C., Fair, Sept. 23-28**
The GREAT PRINCETON FAIR, Sept. 30-Oct. 5

CONCESSIONS of all kinds that work for stock.

ANY FLAT RIDE that doesn't conflict.

A FEW CHOICE P.C. JOINTS OPEN.

THE FOLLOWING PEOPLE, COME ON—Ben Holliday, Jimmie Ross, Staley Bears. If coming South, contact us. All winter in Florida.

RIDE HELP in all departments. Everybody address

COASTAL PLAINS SHOWS

C. V. (BILL) COX, Owner; JACK BEAL, Business Manager.

We Manufacture the Perfect ELECTRIC PENNY PITCH

All new material. Takes any coin pitched (that's real action). Works on A.C., D.C. and batteries. \$95.00 complete. Immediate delivery. Write for pictures and literature.

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PERFECT GAMES CO.

SAM

GARBER

CONY ISLAND 24, N. Y.

Phone: ES-planade 2-4383

CAN USE

A few more Concessions, Rides and Shows that don't conflict (liberal percentage). Can place Ride Help and Agents for show-owned Concessions. Come on.

STAR AMUSEMENT CO.

Eudora, Ark., Sept. 23-28;
Sheridan, Sept. 30 to Oct. 5;
England, Oct. 14-19.

HOLMAN PARK AND SUNSHINE SHOWS

Open Saturday, Sept. 29, Sulphur Springs, for winter season. Best spot in Florida.

Six miles from Tampa. Bus line, 5¢ fare. Main highway front of swimming pool on river. Want Rides, Shows, Concessions (legitimate only). Agents for office-owned Concessions, some Ride Help. Wire or write

SAM HOLMAN
Tampa, Fla.

REGENT SHOWS

WANT FOR MARIETTA, GEORGIA, FAIR

and four more Georgia Fairs to follow: Pop-Corn, Candy Apples, Candy Floss, Cookhouse, Bingo and all legitimate Concessions. Ball Games of all kinds. Will use one of each. Will give "X" on all percentage games to right party. Will give preference to those booking now. Can place Girl Show, Snake Show or any good show. Very good proposition. Will stay in Southern Georgia and Florida all winter. Will give fair dates and route to those interested. Mr. Dorman, formerly with Allen & Nickerson, get in touch with me. C. L. Hillman wants Agents. Otis Hall and Kid Bruce, contact.

All replies to REGENT SHOW MANAGER, McDonough, Ga., this week.

NINE MORE TO GO

GREAT STATESVILLE FAIR, Statesville, N. C., Week Sept. 30 to Oct. 5



Want Eat and Drink Stands, well equipped Cook House, Novelties. Can use Penny Arcade, good organized Minstrel Show. Marvelous territory for this type of show. Also place Hillbilly or Fat Show. Will book all Grind Stores and Concessions. Wire—Wire—Wire
SAM E. PRELL, Great Robeson Fair, Lumberton, N. C., week Sept. 23-28

RIDE HELP, ATTENTION

Want first-class Foreman and Second Man for Roll-o-Plane, also Second Men for other rides; must be semi drivers. Positively no drunks tolerated here. Long season and top salaries. Florida this winter. All replies to

E. L. YOUNG, Mgr.
BLUE RIBBON SHOWS

Attalla, Ala., this week

JOHN R. WARD'S WORLD'S FAIR SHOWS

Want for Mississippi Fair and Dairy Show, Meridian, Miss., week Sept. 30; South Texas State Fair, Beaumont, Tex.; Tri-Parish Fair, Eunice, La., and balance season.

Stock Concessions, Talker and Girls for Posing Show, Chorus Girls and Trumpeters for Minstrel Show. Also Canvasman, Octopus Foreman and Second Man, Ride Help, Musicians, Drummer and Dancing Girls for Ed Ferrerii Girl Revue.

TEXARKANA, TEX., FAIR, THIS WEEK.

MIGHTY MONARCH SHOW WANTS

One Flat Ride and Kiddie Ride, legitimate Concessions of all kind. Florida all winter. Want Ride Help, top salary good help; all winter work.

Address

N. P. ROLAND, Malone, Florida, Fair

WANTS WANTS WANTS

All Concessions open except Bingo, Cook House and Popcorn. Want Photos, 3 Ball Games, 10c Grind Concessions, American Palmistry, Wheels, Roll Downs and Percentage. Shows—Grind Shows with own outfits, likewise Percentage. Ride-o and Wheel Foremen, Second Men that can drive semis. Agents for Wheels and Roll Downs.

LAWRENCE GREATER SHOWS

BENSON, N. C., THIS WEEK.

WANT FOR NEW JERSEY STATE FIREMEN'S CONVENTION

LAKEWOOD, N. J., WEEK SEPT. 30

Concessions of all kinds, Wheels open; Ball Games, Custard, Age and Weight, Fish and Duck Pond, Novelties, etc. Can place Shows of all kinds. Rides and Acts booked.

SAM TASSELL

5839 WALNUT STREET

PHILADELPHIA, PA.

Johnny J. Denton Shows

WANT WANT
FOR MURPHY, N. C., THIS WEEK

followed by Big Cherokee Indian Fair, Cherokee, N. C.

RIDES—Good opening for MOON ROCKET AND SPITFIRE. Want Foremen and Second Men for TILT, TWIN WHEELS, ROLL-O-PLANE, MERRY-GO-ROUND. If you can produce, top salary. Must drive semis.

WANT capable Electrician who can wire ten rides, ten shows and 60 concessions.

CONCESSIONS—All Stock Concessions open.

SHOWS—Have two 20x30 tops if you have something to put in them.

Wire or write

JOHNNY J. DENTON

CARE JOHNNY J. DENTON SHOWS, MURPHY, N. C., THIS WEEK

WARRENTON, NORTH CAROLINA, FAIR

WEEK SEPTEMBER 30

Want Ball Games, Photos, Duck Pond, Fishpond, Cigarette Shooting Gallery, Pitch-Till-You-Win, Hoopla, Candy Floss, all Grind Concessions open. Want Monkey Show, Side Show, Crime and Wild Life. Want A-1 Wheel Man. All replies to

George Clyde Smith Shows

Farmville, Va., this week; Warrenton, N. C., next week.

BUFF HOTTLE SHOWS

WANT FOR FOUR BEST LOUISIANA FAIRS

and balance of season, starting at Thibodaux, La., October 1, Fun House and Shows that do not conflict. Any kind of Kid Rides.

Want Cook House especially for Thibodaux. Also Grab Joint and Concessions that work for stock. Opening for Scales. The following are sold: Mitt Camp, Diggers, Novelties, Custard, Ice Cream and Corn Game, except want Novelties at Thibodaux.

Need Second Men on Rides. All wires Berwick, La., this week.

B. W. HOTTLE, Mgr.

BRIGHT LIGHTS EXPOSITION SHOWS

ROCKINGHAM COUNTY FAIR, LEAKSVILLE, N. C., ALL NEXT WEEK

Can place Rides not conflicting, Shows of all kinds, Girl Show, have complete outfits; few more Concessions. Write or wire

JOHN GECOMA or L. C. HECK

Asheville, N. C., this week.

DELTA STATE SHOWS

Want for Water Valley, Miss., Fall Festival, this week, with proved route through the Delta Cotton Belt to follow.

Will sell "X" on Photos, Diggers and Pop Corn. Special proposition for nice Sit-Down Grab. Will book Clothes Pin, Bumper, High Striker, Dart Joint, Ball Game or any Stock Concession. Will book only one each of following: Skillo, Razzle Dazzle and Swinger. Mitt Camp open. Millers, wire. Will book any Ride with own transportation except Merry-Go-Round, Chair-o-Plane and Kiddie Auto; also any Show except Girl Show. All address:

R. T. (BOB) POLLOCK, Delta State Shows, Water Valley, Miss., this week; then as per route.

PINE STATE SHOWS WANT

FOR FULTON, MISSISSIPPI, FOUR COUNTY FAIR

Girl Show, Wild Life Show, Mechanical Show or any money-getting Show with own transportation. Have equipment for Girl Show. Will book Octopus or Tilt-a-Whirl. Good proposition for Cook House, Cigarette Shooting Gallery, Fish Pond and other Concessions that work for ten cents. Show stays out until Christmas.

Fulton, Mississippi, Fair, this week; Bruce, Mississippi, Fall Festival to follow.

H. S. HARVEY, Mgr.

JOHNNIE CARUSO, Owner

MIDWAY CONFAB

Was it big?

Nichols, the artist, postcards that he has joined James E. Strates Shows.

Harold (Buddy) Paddock made the liquor dealers' convention in Chicago.

C. B. (Slim) Moore, concessionaire on the John McKee Shows, visited St. Louis when shows played East Alton, Ill.

Clint W. Shuford, secretary of Hennies Bros.' Shows, under a doctor's care in St. Louis, hopes to make the Knoxville and Birmingham fairs.

Grapevine reports, of a usually reliable source, are usually reliably wrong.

Ora A. (Pop) Baker returned to Detroit after an extended tour of carnivals in Ohio, Kentucky, Indiana and Michigan.

Ben Tucker, Pete Christian and Mr. Stevenson visited Barney Tassell's Unit Shows at Highland Spring, Va. Charles (Dutch) Leister of the shows' staff was their host.

Charles T. Swift, 1384 West Peachtree Street NW, Atlanta, post cards that he served in the army with Sergeant Hammersmith, who before the war was in the carnival business, and is anxious to hear from him.

Frank Bergen, owner, and the entire staff of the World of Mirth Shows were featured in a long story about the shows in *The Burlington* (Vt.) *Free Press* when shows played the Champlain Valley Exposition.

When an office won't give in, it's because of its high moral principles. When the help won't yield, it's plain stubbornness.

Jack Murphy writes he closed a successful season with the Ohio Valley Shows and is back home in Youngstown, O. Bill Harris, he says, is now shows' manager. Murphy plans to take his own show on the road next spring, playing Ohio, Indiana and Kentucky territory.

Peasy Hoffman reports that he enjoyed a big week with his cafeteria, basketball game and shooting gallery at the Indiana State Fair. He had his concessions at the Chattanooga-Hamilton County Inter-State Fair with Endy Bros.' Shows, prior to doing the Alabama annual in Birmingham.



PENNY PITCH GAMES
 Size 46x48", Price \$35.00.
 Size 48x48", With 1 Jack Pot, \$42.50.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$18.00

BINGO GAMES
 75-Player Complete\$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES
 All Readings Complete for 1946

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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 Samples of the 4 Readings, Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers35

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Polloy. 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound 25¢

PACK OF 78 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated. Pack of 36 15¢

Graphology Charts, 9x17. Sam. 5¢, Per 1000 \$6.00

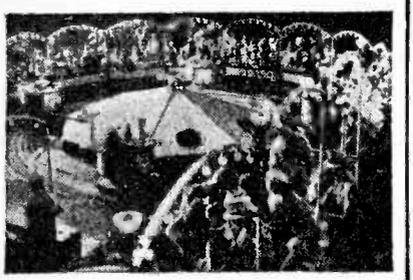
MENTAL TELEPATHY, Booklet, 21 P. 25¢

"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandises. Samples postpaid prices. Orders or P. P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.

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 — MODEL 1946 —
 REPEATER · THRILLER · UNLIMITED CAPACITY



Write for Catalogue, etc.
U. S. RIDING DEVICES CORP.
 298 Junius St., Brooklyn, N. Y.—Harry Witt

GUARANTEED TO POP
27 TO 1
 THE VERY BEST QUALITY
POPCORN
 Immediate Delivery—F. O. B. Chicago

ALL SIZES OF BAGS
 SALT AND SEASONING
 Distributors—
 CRETORS Popcorn Machines

POPPERS BOY
 PRODUCTS COMPANY
 60 E. 13th St. CHICAGO 5, ILL.

SARATOGA KETTLE POPPERS



12 Qt. Capacity, \$18.00
 Each. Terms: 25% With Order, Balance on Delivery, F.O.B. Toledo.

CONCESSION SUPPLY CO.
 1857 Ottawa Drive, Toledo 6, Ohio

WANT
 Magician, Mental, Torture Acts, Freaks. Consider Manager with Acts, Snake Show People, Ticket Seller that can grind, Hillbillies. Out all winter.

LUCAS AND MASSEY
 o/o Blue Ribbon Shows Attalia, Alabama



MR. AND MRS. CLIFFORD MATTER, cookhouse operators on the Page Bros.' Shows, were in Chicago last week on a belated honeymoon visiting the bride's parents. Mrs. Matter was the former LaVone Dorothy Foster.



BILLY (BOZO) MACK, and Johnny Johnson (right), who formed a concession partnership this year, report enjoying big business at the recent Illinois and Ohio State fairs. They have a solid Southern route lined up and plan to winter in Tampa.

T. O. Moss, ex-carnival manager and owner of Moss Bros.' Shows, is ill in Veterans' Hospital, Bay Pines, Fla. He would like to read letters from friends.

Spendthrift in a hicktown is one who spends 10 cents trying to win a cane.

Roy Ives has resigned his position as electrician with the J. T. Tinsley's City Rides and is managing Trailer Village, Trailer Park, Tampa, for E. Ray Myers and Frank Nufer.

W. C. Dimsdale closed with Berryhill United Shows at Pineville, Ky., with his two shows to prepare his Cody Bros. Circus for an October 5 bow.

Frank B. Joerling, of *The Billboard's* St. Louis office, and Mr. and Mrs. Barney S. Gerety were among visitors to the Cavalcade of Amusements during the Kansas City, Mo., engagement.

Fairground fireworks are enjoyed by all except those who watch them while worrying over embers falling on their canvas.

Raymond A. Walton, of the North American Wild Life Exhibit, chalked up his largest gross in five years at Indiana State Fair. A new front was used there for the first time. He will play the Dallas Fair.

H. N. CAPELL says:
 "Our Wheel is in nice shape and still topping all the other rides. When will I be able to get another wheel?"
 We wish it were possible to offer Mr. Capell and many others new wheels for next year, but our next year's manufacturing capacity is completely sold.
 Consider a modern wheel for 1948. BIG ELLI is always a profitable investment.



ELI BRIDGE COMPANY
 800 Case Avenue Jacksonville, Illinois

FOR SALE
Frozen Custard Machine and Trailer
 2 Years Old—Perfect Condition.
 CASH PRICE \$3000.00.

Snapp Greater Shows
 Carthage, Mo., this week; then as per route.

THE APE BOY
 Length about 18 inches. One of the best for Carnivals and Side Shows. Packed ready to show, postpaid \$15. Many others: SHRUNKEN HEADS, WOLF BOY, FISH GIRL, DEVIL CHILD, MUMMIFIED BODIES. WE ALSO MAKE TO ORDER. WRITE.

TATE'S CURIOSITY SHOP
 Rt. 9, Box 365 Phoenix, Arizona

ENTERPRISE AMUSEMENTS WANT
 For Cotton and Cane Towns in Louisiana. Two Flat Stores, Swing Ball and Roll-Downs, Stock Stores. Need Agents for Stock Stores. Hook Wheel or Kid Rides for New Verda Fair, Oct. 17-19. Answer at Maringouin, La.

JACK FRICK

NEW FORTUNE
 Buddha Papers on
NEW WHITE
 Paper
S. BOWER
 Belle Mead, N. J.

AMMUNITION WANTED!
 1 to 20 cases, standard brands. We pay \$65 a case for .22 Shorts, Longs or Long Rifle. Ship C. O. D. via Railway Express. We pay all charges.

UNITED SUPPLY CO.
 11551 Livernols DETROIT 4, MICH.

AGENTS WANTED!
 One Skillo and one Roll-down Agent. Must be sober and capable. No snatch and grab talent need answer. Our Fairs and Celebrations starting NOW! All winter's work for people really desiring to make money. Can use a few more Concessions that work for stock. Wire immediately.

MARTY MICHILS
 c/o Southern Valley Shows Couchatta, La.
 P.S.: Can use good Free Act until Dec. 15.

BURDICK GREATER SHOWS CAN PLACE
 Concessions of all kind for Tyler County Fair, Woodville, Texas, Oct. 2 to 5; Grimes County Fair, Anderson, Texas, Oct. 8-12. Use Merry-Go-Round and Wheel Foremen. Brenham, Texas, this week; other Celebrations to follow.

WANTED
 Popcorn, Snow Cone, Rides and Shows, Agents for office-owned joints.

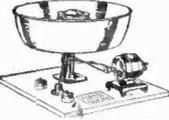
RAINES AMUSEMENT CO.
 Paris, Ark., this week; Mena, Ark., Fair; others to follow.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
Complete BINGO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, ETC.

ALUMINUM MILK BOTTLES
 Now Available . . . Write

Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

FLOSS MACHINE RHEOSTATS



To adjust spinnerhead heat, makes for finer floss, and sugar will go further. Easily installed on all makes of machines. Heavy duty construction. Not made from ribbon wire. Engineered for floss machines. May be used for single or double head. **\$22.50.** **VOLTAGE BOOSTERS.** A necessity on those low voltage spots. Adjustable from 85 to 130 volts, AC 50 or 60 cycle. 3000 watt capacity. Users recommend them. Complete with voltmeter and automatic protector. **\$110.00.** A bargain. Single Bands or Ribbons, **\$5.00 Ea.** Double Bands, **\$13.00 Ea.** Coloring, flavoring. Also now available—Cone Papers, 70#, unlimited quantities while they last. Orders shipped on 25% deposit.

Concession Supply Co.
 1857 Ottawa Drive TOLEDO 6, OHIO

FOR SALE

Standard Roll-o-Plane, Chevrolet 1940 Tractor and Trailer. Also seven-car 1938 Tilt-A-Whirl. Excellent condition. Can be seen in operation. Red Fallon Free Act. Contact me at once.

Dick's Paramount Shows
 Hopewell, Virginia

POPCORN TRAILER FOR SALE

Beautiful 20-Ft. Tandem Wheel Trailer, all glass sides, neon lights outside, fluorescent lights inside; Jumbo Popper, Nashville Candy Machine, Ice Machine, Candy Apples. All in working condition, all new, \$4000.00. Can be seen in operation Alma, Nebr., week of Sept. 23; Hillsboro, Kan., week of Oct. 1.

F. G. MILLER

PAUL'S AMUSEMENT CO. WANTS

Legitimate Concessions of all kinds, no X. Come on, going to the "Cotton Country"; out till Christmas.

Foreman, Ark., this week; then per route.

P. A. SCRIMAGER
 Owner & Mgr.

FAY HOFFMAN
 Important that you get in touch with me immediately.

CHARLES S. NOELL
 c/o United Exposition Shows
 Hot Springs, Ark., this week.

Plain Dealer showing a picture of a horse-drawn Merry-Go-Round at Creek Valley Park, near Wellington, O. "I've worked on a great many rides but how I failed to contact this one is a mystery," Varner wrote.

Earl and Billie Miller are back with Royal Exposition Shows after an absence of several years. . . . C. H. (Jack) Royal was guest of honor at a birthday party, with his wife as hostess, on the Royal shows. Birthday cake was made by Jack's sisters-in-law, Mrs. Dixie Kipley and Mrs. W. H. Royal.

Harry Fink and Paul Greenwood, of Penn Premier Shows, escaped with minor bruises when the truck in which they were riding from Pomeroy, O., to Winchester, Va., went over a cliff and was demolished. Truck was carrying equipment of Fink's Roxiana Show and Cliff Holstien's Hawaiian Show. New fronts are being built.

Daily scene on Gate & Banner Shows: Manager Gate walking along concession row whispering, "Don't open," followed by the patch saying, "Only a quarter and a half," while behind him is the concession owner whispering, "We won't cross bridges until we come to them."

Mrs. Fred Miller and daughter, Mrs. Helton, and the latter's daughter, Mary Jane Helton, who have the free act and three concessions on the Alamo Shows, were called to St. Louis by the death of Mrs. Miller's mother, Mrs. William Stone. Also attending the funeral was Mrs. Jack Barnes, whose husband has four concessions on Byers Greater Shows.



MRS. RAY HOLDING, of Douglas Greater Shows, went fishing when the org played Longview, Wash., recently. While the picture does not show the fish, the broad smile indicates she got more than her share.

Mrs. Jimmy Hurd, wife of the Side Show manager on Wonder Shows of America, planed from Omaha to Brooklyn last week for a visit with her brother, who had returned from the European theater with an English bride. Mrs. Hurd will rejoin the shows at Hannibal, Mo., where Jimmy is purchasing new fishing equipment prior to their return to Florida October 25.

Mrs. Daisy Hennies, mother of Harry W. Hennies, general manager of Hennies Bros.' Shows enjoyed some real fishing in Paynesville, Minn. Mrs. Hennies picked up her new automobile in St. Louis a month ago, then went to Kansas City, Mo., to pick up her sister, and the two spent two weeks at Minnesota fishing (See Midway Confab on page 56)

POPCORN

COMPARE THIS CERTIFIED POPPING VOLUME

JUMBO SOUTH AMERICAN	\$ 85.00 to \$ 90.00.	Per Bag \$ 8.75
REGULAR HYBRID	95.00 to 105.00.	Per Bag 9.75
FAMOUS BEE HIVE HYBRID	110.00 to 135.00.	Per Bag 10.95

POPCORN SEASONING

WE CAN FURNISH 5 GALLONS BEST LIQUID POPPING OIL WITH EACH 2 BAGS POPCORN. NO LIMIT. THIS OIL CAN BE SHIPPED WITH CORN FROM NASHVILLE OR PHILADELPHIA.

DEFINITE POPCORN MACHINES DELIVERY

JUMBO WHOLESALE POPPER (LIKE PICTURE) . . . \$248.00
 SUPER STAR POST-WAR MODEL 548.00

Write for Catalogue of Our New and Used Machines in Stock.

COLEMAN EQUIPMENT WE HAVE JUST THE BAG OR BOX YOU WANT. WRITE FOR SAMPLES.



457G (5") Handy Gas Plant	\$16.95
460G (7") Handy Gas Plant	18.95
502 (5") Coleman Burner	6.45
558 (7") Coleman Burner	7.95
3-Gallon Coleman Fuel Tanks	9.75

Complete line Tubing, Tees, Generators and Air Gauges. **SPECIAL DISCOUNTS ON \$25.00 ORDERS. OUR PRICES GUARANTEED COMPETITIVE.**

WRITE FOR SAMPLES OF OUR GENUINE FLORIDA ORANGE CONCENTRATE

BLEVINS POPCORN CO.
 NOW IN AMERICA'S MOST MODERN POPCORN PLANT
 31ST AND CHARLOTTE NASHVILLE, TENN.

ATLANTA 377 Whitehall, S. W. **MEMPHIS** 671 S. Main St. **NEW ORLEANS** 1053 Constance St. **PHILADELPHIA** Delaware & Springarden

★ ★ Wire All Orders to Nashville for One-Day Service From Nearest Warehouse. . . . Send 25% Deposit With Order. ★ ★

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 On Midways All Over America
 Its Grosses Are Getting Better All the Time

—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota

RB BRAND HYBRID POPCORN PAYS YOU MORE!

Scientifically developed to pop out \$125 and up from 100-lb. bag. Try a bag for bigger profits. **\$8.90** per 100 lb. bag in lots of 500 lbs. or more. Smaller amounts, \$9.80 cwt.

Send for full list of poppers' supplies at unbeatable prices and quantity discounts.

Ryan, Rody and Wrigley—
 "Suppliers to show biz Since 'Way Back!'"

CONSOLIDATED POPCORN CO.
 2401 SOUTH ERWAY ST. • DALLAS 1 TEXAS

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POPCORN--PEANUTS

SNOW CONES • FLAVOR CONCENTRATES • CUPS • SPOONS
 NAPKINS • FLOSS PAPERS • APPLE STICKS • COLORS

PEANUTS—POPCORN AND COMPLETE LINE OF SUPPLIES—SEND FOR PRICE LIST • POPCORN & PEANUT MACHINES NEW & USED, BOUGHT & SOLD

CHUNK-E-NUT PRODUCTS CO. (DEPT. M)
 Philadelphia 6, Pa. Factories Pittsburgh 1, Pa.

OCTOPUS ROLLOPLANE FLY-O-PLANE
 World's Most Popular Rides
EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

NEW IMPROVED SPITFIRE RIDES
 NOW SCHEDULING 1947 PRODUCTION
FRANK HRUBETZ & CO.
 Front and Shipping Sts. Salem, Oregon

OHIO SUPER YELLOW POPCORN

BULK High Expansion — Excellent Quality **PACKAGE**

Packed in 100-lb. moisture-proof bags and in 10-oz. moisture-proof cans for the retail trade. Test sample free on request. Also complete stock of Popcorn Cartons and Supplies.

BETTY ZANE CORN PRODUCTS, INC.
 638 BELLEFONTAINE AVE. MARION, O., or
 223 SPRING ST., S. W., ATLANTA, GA.
 Growers and Processors of Selected Popping Corn






"LIGHTS"
AT LOWER COST
 Generate your own electric current at less than city rates with a lightweight, compact, reliable Universal Lighting Plant. Simple, safe to operate—pays for itself in a short time. Models to handle 10 to 500 bulbs. For circuses, carnivals, road shows, etc. Write for literature!
Universal LIGHTING PLANTS
UNIVERSAL MOTOR COMPANY
 426 Universal Drive • Oshkosh, Wisconsin

MIDWAY CONFAB

(Continued from page 55)
 spots. Mrs. Hennies rejoined the shows in Keokuk, Ia., Friday (13).

Dee Lang's Broadway Museum is going strong, Manager Jack O'Bryan reports. Show received a new blade box and a new electric chair. Personnel includes Slim McCoy, talker; W. J. White, ticket taker; Mrs. Charles T. Womack, music; Charles T. Womack, magic and inside talker; Mamie, assistant to Womack and girl in the electric chair and blade box; John De Ponto, muscle man, and Evelyn King, and Bobbie, dancers.

Joseph (Uncle) Early celebrated a birthday when the Cavalcade of Amusements played Kansas City, Mo. "It was tough getting nine boxes of cigars as gifts just when I had to quit smoking," Early said. . . . Joe B. Scholibo left the shows at Hutchinson, Kan., going south to handle winter quarters preparations. . . . Frank Matthews, of KHF, Wichita, Kan., cut nine disks for Cavalcade during the Hutchinson engagement.

Carrying a handleless suitcase by its straps, two colored gals walked onto a lot. "Dem gals came from de last town to jine de jig show," advised a Minstrel Show producer seated at the cookhouse. "Are they performers?" asked a listener. "Dey is now," answered the producer.

Old trouper friends failed to recognize versatile showman Eddie Karn, who made the Allentown (Pa.) Fair this year as a handwriting analyst. Karn, who hasn't worked the East for a season or two, has lost a lot of

his bulk and the remainder is concealed in voluminous robes topped off with a mammoth turban. A mustache and chin whiskers, plus a cultivated accent, had folks guessing when he shouted familiarly at them across the midway.

The Robinson Family, frozen custard concessionaires, spent a brief vacation in Indianapolis, while waiting for their new unit to be installed by Frank Thomas, of General Equipment Company. While en route to join Gold Medal Shows, the Robinsons visited Frank Pepper's All-State Shows; Mr. and Mrs. Carl Hansen and Frank Sparks, of Sparks Bros.' Shows. The Robinson's son, Robert Jr. was released from the merchant marine recently.

Owner J. F. Sparks returned to his shows during the Carmi, Ill., Fair, from Mayo Brothers in Rochester, Minn. The tremendous business at Carmi put a beam of satisfaction on his face. At Princeton, Ind., despite cool nights, the rides and shows did a capacity business and the week wound up the best of the season to date. Two red ones in a row helped the owner and everyone else recuperate in a hurry. Mrs. Sparks and son have gone to Florida, where Jesse Jr. will attend a military academy.

Jimmy Fay returned to George Clyde Smith shows after spending three weeks visiting Ray Rayette, annex attraction with Palace of Wonders on the Cetlin & Wilson Shows. Fay will emcee Peggy Ewell's Gay Nineties show at Southern fairs. . . . James Thompson and daughter, Edith, who closed their Side Show at the Flemington, N. J., Fair Labor Day, are now pitching horoscopes on the midway. While playing the Reading, Pa., Fair they visited Mr. and Mrs. Pop Kuntz, who have the Side Show with the Cetlin & Wilson Shows, and Ray Rayette.

When the Gold Medal Shows played the Olney (Ill.) Fair, Phil H. Heyde, former ride owner, whose home is in Olney, renewed old acquaintances. Included in the various get-togethers were Sam Solomon, Sam (Kinky) Woolf; Robert L. Heth, owner of Heth Exposition Shows; Ray Marsh Brydon, Red Marcus; Mike Donahue, formerly of Sol's Liberty Shows and Nat Reiss Shows; Oscar Rice, of Rice Bros.' Shows; Oscar Bloom, owner of Gold Medal Shows, and W. Jack Moore, owner of Moore's Modern Shows. Mr. and Mrs. Heyde leave for Miami in October to spend the winter.

Following the marriages of Owner-Manager Leo Berryhill and Louise Stevenson and Raymond O. Louis and Marlyn Miller and a brief honeymoon in Niagara Falls, N. Y., both couples returned to Berryhill's United Shows in Pineville, Ky. After the wedding, a banquet and shower was held for the brides. Guests included Mr. and Mrs. Bob Miller, Mr. and Mrs. L. Berryhill, Mr. and Mrs. Perce and family, Secretary Larry Schaff, Mr. and Mrs. Richard Crandel, Mr. and Mrs. Johnny Braun, J. B. Hendershot, Oscar Bloomfield, Mr. and Mrs. Louis Maha and W. C. Dimsdale.

Mr. and Mrs. J. C. Weir, retired carnival owners, visited Mr. and Mrs. Ed King in Savannah, Ga., en route to Jacksonville, Fla. During their stay there, the Weirs were on hand for the Sparks Circus engagement and were guests at a party following the show, with Mr. and Mrs. James Edgar as hosts. The Weirs enjoyed visits with Col. and Mrs. Red Lunsford and son, Richard; Mr. and Mrs. Nelson, Vic Robbins, Walter D. Nealand and others. Party was held in

C. G. Dodson's tavern. Weir also reports his son, Johnny, who attends a military academy in Chicago, recently was promoted to sergeant.

J. E. Rainey has been discharged from Palmer Sanitarium, Springfield, Ill., and returned to his home at Salem, Ill., where he will have to spend a number of months in bed. He says he'd like to read letters from friends in outdoor show business. . . . Owners Ted and Pearl Kyle, of Jayhawk Shows, report that the org's first season on the road has been a successful one. Plans have been completed to winter the shows in Erie, Kan. They took delivery on a new Ferris Wheel during the stand in Paola, Kan. . . . Mrs. C. D. (Babe) Scott, of Regal Exposition Shows, has been confined to her bed with illness for the past two weeks.

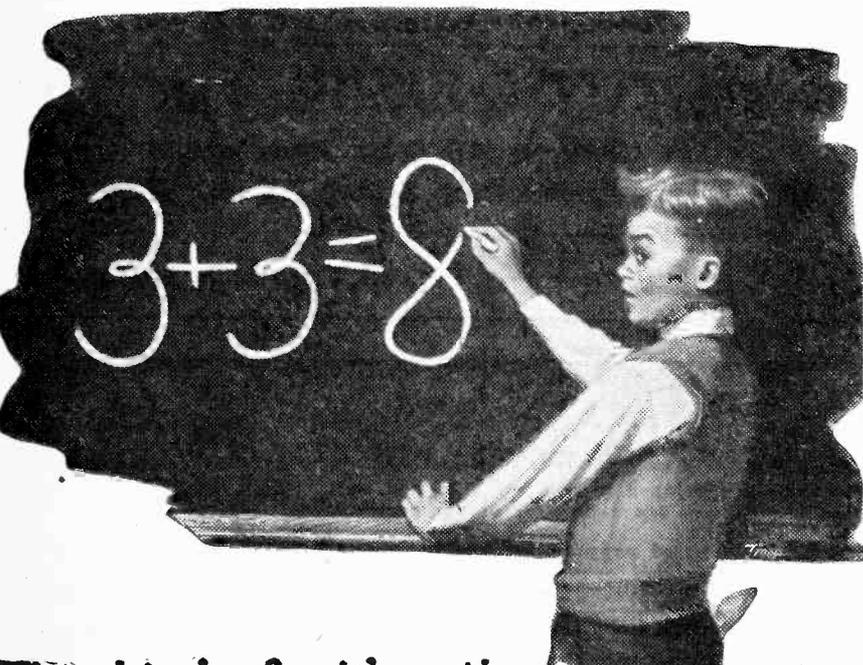
Mr. and Mrs. Barney S. Gerety are vacationing in the Midwest, visiting various shows. . . . Mr. and Mrs. Hymie Schreiber, of the Schreiber Merchandise Company, and their daughter returned to Kansas City, Mo., after a five-day vacation near Vinita, Okla. . . . Cavalcade of Amusements hosted many visitors while playing Kansas City, Kan. Included were Mr. and Mrs. Harry W. Hennies, Mrs. C. W. Parker, Paul Parker, Mrs. Gertrude Parker, Bully Rich; C. I. (Heavy) Levin and C. (Slim) Johnson, of Midwest Merchandise Company; Toney Martone; Hymie Schreiber, Schreiber Merchandise Company, and A. J. Fritz.

ONE LARGE 24-SEAT CHAIR-O-PLANE
 Factory built, complete with fence, ticket box, marcade and 20-ft. highway trailer; also 1938 Ford Tractor, good rubber on tractor and trailer. Ride and transportation in first-class condition. Can be bought for \$2500 cash. The ride can be seen at winter quarters in Red Granite, Wis.
ARNOLD A. VOMBERG, Red Granite, Wisconsin.

Midway of Mirth Shows
WANT
 STOCK CONCESSIONS, BALL GAMES.
FOR SALE
 Smith & Smith Chairplane, with or without transportation. Hayes House Car, good condition. 1936 Dodge Panel Truck, new motor.
 Address: **CARAWAY, ARK.**, this week.

MRS. SPOONEY BROWN
 Get in Touch With
BUTCH HETH
 c/o L. J. Heth Shows Jasper, Ala.

ATTENTION, THERON BLACK
 of Battle Creek. Christmas Special. Write or wire whereabouts to
PAUL
 619 S. E. Second St., Evansville, Ind. Hurry!



This kind of arithmetic may put Johnny through college

Here's how it works out:
\$3 put into U.S. Savings Bonds today will bring back \$4 in 10 years. Another \$3 will bring back another \$4.
 So it's quite right to figure that 3 plus 3 equals 8 . . . or 30 plus 30 equals 80 . . . or 300 plus 300 equals 800!
 It will . . . in U.S. Savings Bonds.

And those Bonds may very well be the means of helping you educate your children as you'd like to have them educated.
 So keep on buying Savings Bonds—available at banks and post offices. Or the way that millions have found easiest and surest—through Payroll Savings. Hold on to all you've bought.
 You'll be mighty glad you did . . . 10 years from now!

SAVE THE EASY WAY...BUY YOUR BONDS THROUGH PAYROLL SAVINGS

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SHIPLEY AMUSEMENTS
WANT
 for Haynesville, La., Fair, October 2 to 5 and balance of season, Rides that do not conflict, Shows with own outfits, some Concessions.
 Address Powhatan, La., this week.

WANTED
 Man to take charge of Cook House, Bingo Help, Agents for office-owned Concessions. Will book few more Concessions not conflicting and a couple good Shows with own equipment and transportation. Out until Xmas.
TIP TOP SHOWS
 M. LARKEE, Owner
 -Louise, Miss., week Sept. 23rd; Inverness, Miss., week Sept. 30th.

WANT EQUIPMENT
 Potato Chip Machine, used preferably. Send details in first letter.
G. & G. VENDING CO.
 9002 Capitol Ave. CLEVELAND 4, O.



Take a Minute and You're in It . . .
SEE INSERT AT PAGE 67

FROM THE LOTS

Golden West

ANDERSON, Calif., Sept. 21.—Shows closed here Sunday (15), registering one of its biggest grosses of the season at the Shasta District County Fair.

Annette Hagler tied for first place in the Showfolks of America membership contest and won a \$75 merchandise order and a five-year paid up membership in the club.

Dick Rees, son of Homer and Amy Rees, left for school in Berkeley, Calif. Homer is assistant to General Manager Fisher and also operates several concessions.

A. Reed's hi-striker, renovated and painted, is getting plenty of biz.

Officials from Tehama County Fair, skedded in Red Bluff, Calif., September 27-29, visited here.

Virginia Greater

WARSAW, Va., Sept. 21.—Week ended September 14; auspices, Northern Neck Fair; business, good; weather, fair.

Move here from Smithfield, Va., was made in good time. Altho fair did not officially open Monday night (9), a large crowd was on the midway, and business was satisfactory. Intermittent showers did not seem to hurt Thursday, which was Colored School Day. Friday was White Children's Day and, altho weather was cool, business was okay.

Joining here were T. L. Settle, scales and guess-your-age; B. Mor-dica, two grab joints and ice cream; Sam Serlan, ball game, balloon darts, cigarette gallery and pitch-till-you-win; F. Dowdy, grab joint; Madame Stanley, palmistry and ball game, and Mother Glynn, midway trailer diner.

Louis Augustino's Alligator and Snake Farm is sporting new banners. Bob Coleman's bingo went over big here. Sonny Muk has left that concession. Cotton Club Revue had a big week here, with Walter Baker handling the front and Rags Henderson the stage. Ike and Mike, of the Matina Midget Troupe, are featured in Augustino's Circus Side Show.

Larry Ostrey received many gifts on his birthday, Thursday (12).

NOW BOOKING FOR ORANGEBURG COUNTY COLORED FAIR

Oct. 7 to 11

Can place any legitimate Concessions. Shows—Monkey and Wild Life; also Min-strel Show. Want Leaping Lena Foreman. Will book, buy or lease Merry-Go-Round.

J. G. STEBLAR

Sf. Matthews, S. C., Sept. 23 to 28.

SPITFIRE RIDE

Will sacrifice. First \$3,500.00 F.O.B. will take it. Can be seen in operation in Lake-wood Park, Barnesville, Pa. In good running condition, with Allis Chalmers gas motor, bottom load.

GEORGE J. REED

434 Sunbury St. Minersville, Pa.

WANT

CONCESSION AGENTS for Pea Pool and Cane Rack. One more good Skillo Agent and Outside Man. Long season. Wire or come on.

BILL ARE

c/o JOS. J. KIRKWOOD SHOWS, Wilson, N. C., this week; Lousburg, N. C., next week.

Heart of Texas Again Gets American Indian Exposition

ST. LOUIS, Sept. 21.—Harry Craig, owner of the Heart of Texas Shows, signed contracts September 21 with Robert Goombi, re-elected president of the American Indian Exposition at Anadarko, Okla., to again present the midway attractions at that event next August.

Approximately 100,000 members of Indian tribes from all States in the Union and Provinces of Canada were in attendance at the 1946 event.

Ask your supplier

C. F. Simonin's Sons, Inc.

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SEASONING SPECIALISTS TO THE NATION

WANTED

STOCK CONCESSIONS OF ALL KINDS, NO X
WANT MANAGER AND GIRLS FOR GIRL SHOW
This Show Heads South After the Biggest Event in Ohio,
Hebron, on the Streets, Starting October 1.
For Space Contact Show at Chillicothe, O., This Week;
Hebron, Ohio, to Follow.

NICK'S UNITED SHOWS

H & H SHOWS

WANT RIDES—Any Flat Ride with own transportation.
CONCESSIONS—A few Stock Stores that can work for 10 cents, Small
Cookhouse or Sit Down Grab, Photo, Popcorn and Small Bingo.
Can use few good men. No liquor heads.
Percentage Dealers that have worked for me before, welcome.

All replies to

BILL ENFANTE, Assistant Manager; **EDDIE HORNE**, Manager
Vance Hotel, Statesville, N. C.

ROLL TICKETS

100,000

PRINTED TO YOUR ORDER

\$21.50

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

10,000\$7.25
20,000 8.75
50,00013.75

Send Cash With Order. Stock Tickets, \$17.00 per 100,000.

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**PLACE YOUR ORDER HERE
FOR THE**

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MOON ROCKET
CATERPILLAR
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KIDDIE AUTO RIDE**

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Khaki — Blue — Olive.

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 ★ 30 CARS ★

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**SOUTHEASTERN WORLD'S FAIR
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10 DAYS **SEPT. 27-OCT. 7** INCLUSIVE 10 DAYS

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 20 SHOWS—20 RIDES**

INCLUDING 6 NEWLY PATENTED TELESCOPIC ILLUMINATED COURTNEY LIGHT TOWERS—First Premier Presentation on any Midway in America, also 4 GIGANTIC SEARCH-LIGHTS, OUR OWN 8 DIESEL POWER UNITS, OUR OWN RAILROAD CARS—

**A MARVELOUS REVELATION
 TO THE
 OUTDOOR SHOW WORLD**

BE OUR GUEST IN ATLANTA

Wire or Write

DAVID B. ENDY GENERAL MANAGER

Mighty Page

ONEONTA, Ala., Sept. 21.—Week ended September 14; auspices, American Legion Post; weather, cool; business, satisfactory.

Everything happened here. Lumber semi was late arriving. We blew opening day, Monday (9), because of rain, and weather rest of the week was very much on the cool side. Shortage of rooms here forced many of the folks to stay in Birmingham during the engagement.

Mr. and Mrs. George Harr, of the J. F. Sparks Shows, visited, as did C. A. Kirkland, Mr. and Mrs. W. J. Levi and Mr. and Mrs. Mack House. Mrs. W. O. Page returned from a visit to her home in the Carolinas.

Trouble was encountered the week before on the move to Tuscaloosa, Ala., where shows played to good business without auspices at the Burke showgrounds. Rides were late getting in, Diesels were on the road until late Tuesday (3), and the transformer truck was wrecked. As a result shows blew Labor Day. Business was satisfactory Tuesday and increased nightly thruout the engagement.

Homer Gilliland, formerly on the shows' advance and now handling a promotion for the Elks' crippled children's fund in Tuscaloosa, was a nightly visitor.—ROBERT L. OVERSTREET.

Blue Grass State

HARDINSBURG, Ky., Sept. 21.—Jump from Glasgow, Ky., here was made in good time and shows opened Tuesday (17). Formal fair opening was Wednesday (18). Business was slow, but picked up each day and everyone was making money. At the Glasgow Fair, business for all concerned was excellent, despite the fact shows were rained out the first two days (9-10). A new Freak Show and Small Animal Show joined there for the week, as did several new concessions.

Manager Specs Groscurth was advised by Eyerly Aircraft Company that the new Octopus and Roll-o-Plane are on their way.

Whitely O'Neil is back with the shows after playing fairs in Illinois. He will finish out the season.—HARVEY (DOC) ARLINGTON.

Shan Bros.

MARYVILLE, Tenn., Sept. 21.—Midway spending for the Blount County Fair here September 9-14 reached a new high, according to fair officials, and Owner Shan Wilcox, himself a former Maryville grocery store operator, says show topped last year's gross by 20 per cent.

Midway was so situated that the fair's main gate opened directly into the center.

Pop and Raymond Korhn, who operate the Glass House and Penny Arcade, respectively, reported top business. Pop Korhn has been in the carnival business since 1892, when he first opened in Chicago. O. O. (Bud) Point, former University of Tennessee football player, is now managing the Wild Animal Show. Blandell works as magician and French Thomas as sword swallower.

Don Franklin

TAYLOR, Tex., Sept. 21.—Good business continues in South Texas, this spot being no exception. Fairs start at Wharton, Tex., Wednesday (25).

Joining here were Arthur Cole, Mechanical Farm; Lee Haywood, seven concessions, and Scotty Balston, novelties.

Owner Don Franklin leased a Tilt-a-Whirl for the rest of the season. Jay Barton, who has the popcorn concession, purchased a new kiddie ride. It was set up here for the first time.

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 CIRCUS, CARNIVAL
 CONCESSION**

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 30x60—40x60—40x80, etc.
 Olive Green, Flameproofed.

Flameproof your tents with Hoopers Liquid Flameproofing Compound. Colors—Khaki, Forest Green, Royal Blue, Olive Green and white.

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 TENT & AWNING CO.**

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 Chicago's Big Tent House Since 1870

**FLUORESCENT
 FIXTURES**

IMPORTANT TO THE SHOW TRADE

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15, 20, 30 and 40 Watt

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Immediate Delivery!

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Dept. BC, 113 N. 7th St. Phila. 6, Pa.

WALnut 2-6787

**BOONVILLE TRI-COUNTY
 COLORED FAIR**

Boonville, N. C., week of Oct. 1st. Want Shows—Girl Show with own outfit. Concessions—Can place Crab, Ice Cream, French Fries, Ball Games, Bingo, Fish Pond, Bowling Alley, Penny Pitches, High Striker or any ten-cent Grind Stores, American Palmistry. Will book Chair-o-Plane. Opening for Ferris Wheel Foreman.

I. K. WALLACE

Amherst, Va., this week.

**SHOW
 CIRCUS
 CONCESSION
 MERRY-GO-ROUND**

CENTRAL

Canvas Company

HARRY SOMMERVILLE—FOREST GILL
 121 West 8th Street Kansas City 6, Mo.

**DICKSON UNITED SHOWS
 WANT**

General Agent with Concessions or Rides. Will stay out late. Want few more winter-time Concessions. What have you? Will buy Merry-Go-Round, any good used Show Equipment. Now booking for 1947. Sentinel, Oklahoma, this week.

Permanent Address:
 312 Southwest 22 Oklahoma City, Okla.

AGENTS WANTED

FOR SCALE AND AGE, Male or Female, sober, for 6 weeks' work of fairs and winter work in Florida. Come on or wire.

HAROLD DALY

c/o Kirkwood Shows Wilson, N. C.

**WANTED
 CALLIOPE**

Write—Wire—Phone Today

JACK LOVELADY

708 Spring St., N.W. Atlanta, Ga.
 Phone Hemlock 4224

BARNEY TASSELL UNIT SHOW

Closes season November 23 in Florida and opens again for best line of Florida Fairs January 20, 1947; forty to forty-two weeks' work. Contact now.

This week, Victoria; week September 30, Keysville, and the real money spot week October 7, Brookneal Tobacco Festival; all in Virginia; then six weeks of Fairs. Write, Wire

BARNEY TASSELL

WANTED FOR SOUTHERN STATES SHOWS

For balance of season which ends in Florida in December. Few more choice Stock Concessions, no two of a kind. Strong joints, gypsies, drunks, chasers, agitators will not be tolerated. We carry 7 Rides, 15 to 20 Concessions, high-class Free Act and a free gate. Can use two Concession Operators for office Concessions. Also useful Ride Help, those driving trucks given preference. All answers as per route:
 Cairo, Ga., this week; Camilla, Ga., next week; then Blakely, Ga. Locations downtown.
JOHN D. DAVIS, MGR.

TICKETS PRINTED TO YOUR ORDER 100,000-\$21.20
ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording, Price or Color, 10,000 Tickets.	10,000 Each additional 10,000.	\$7.25
DALY TICKET CO. COLLINGSVILLE, ILL.	Same Order	1.55
	Price Change	2.50
	Color Change	.50

PARADA SHOWS WANT

Stock Concessions, Penny Pitch, Hoopla, all kinds for Chautauqua County Free Fair and Reunion, Sedan, Kan., next week, October 3-4-5.
H. C. SWISHER
 Picher, Okla., this week; then Sedan, Kan.

FOR SALE

Allan Herschell Auto Ride and Smith & Smith Airplane Ride. Both rides in perfect condition. Planes covered this season with new polished metal. Can be seen in operation at Olcott Beach, N. Y., until Oct. 7.
BERT FLYNN
 BOX 303, LOCKPORT, N. Y.

CHAIRPLANE, KIDDIE AIRPLANE SWING

Place Your Order Now for 1947
SMITH & SMITH Springville, N. Y.

DROME RIDERS

Can use 2 Boys and 2 Girls, either Straight or Trick Riders, to strengthen show for Southern Fairs. Top salaries and share in tips on the best equipped drome in America. Join on wire.
L. HARVEY CANN, World of Mirth Shows
 Shelby, N. C., week Sept. 23, and then as per route in The Billboard.

TELEPHONE MEN

Book and Tickets, 6 Months' Work in California. Starting Sept. 23rd With
FRESNO POLICE SHOW
 Steady Work. No Layoffs. Biggest Spots in State.
N. EDWARD BECK, 1123 Van Ness Ave. or Hotel Fresno, Fresno, California.

FOR SALE—24-SEAT CHAIROPLANE

With 7½ H.P. Electric Motor, new this year, 20 ft. Tower, 16 ft. Sweeps, good shape. No time lost with Ride all season. \$1,000.00. Selling because of conflicting Rides. Will deliver within 400 miles. Have men to operate same.
CENTRAL STATES SHOWS
 ALTUS, OKLA., this week.

WANT

Tifton, Ga., week Sept. 23-28; good Dates and Fairs to follow. CONCESSIONS of all kinds. SHOWS—Animal Show, Monkey, Snake, Wild Life, Organized 5 or 10-in-One; have 20x40 Top for any Show not conflicting. Will book any Ride with own transportation, not conflicting. Want Working People all departments; urgently need Lot Superintendent who knows what it's all about. Frenchy LeGrande, please answer my wire. This Show has good route of Fall Dates, going into Florida after playing cream of the crop in South Georgia's Cotton, Peanut and Tobacco Belt. Get with us now and grow bigger. All replies
H. C. AYERS, Owner-Manager; FRED WEBSTER, Assistant Manager.
GREAT SOUTHERN EXPOSITION SHOWS

CUMBERLAND COUNTY FAIR

FAYETTEVILLE, N. C., Week September 30 to October 5
 THE HOME OF FORT BRAGG, THE LARGEST ARMY CAMP IN THE COUNTRY
 PAY DAYS DURING FAIR

CATAWBA COUNTY FAIR

HICKORY, N. C., Week October 7 to 12
 AND ALL FAIRS UNTIL MIDDLE OF NOVEMBER

CONCESSIONS—Merchandise Concessions of all kinds, Candy Floss, French Fries. No coupons.

SHOWS—Any money-getting Grind Show with own equipment and transportation.

RIDES—One more Flat Ride.

WANTED—Experienced Truck Mechanic. Must understand International Trucks. No drunks or amateurs need apply. Truck Drivers and Carnival Help in all departments. All address

JOHN H. MARKS SHOWS

Albemarle, N. C., this week; Fayetteville, N. C., next week, and then as per route.

WANT WANT WANT WANT

8 more weeks Southern Fairs—Side Show. We have new outfit. Double deck banners. Will place Side Show Acts all kinds, Freaks to feature, Musical Acts, Annex Attraction, first-class Talker. Join on wire or will book Side Show with or without outfit. Milo Anthony, Mickey Manison, if at liberty, wire. Address

CRESCENT AMUSEMENT COMPANY

Georgetown, S. C., this week; Goldsboro, N. C., next.
 P.S.—Place Ride Men that drive semi trailers.

ELIZABETHTOWN, KY., FAIR

—WEEK OF SEPT. 30—

Thousands of soldiers from Camp Knox—on the streets—day and nite. This is the golden harvest spot of the entire State!

WANTS LEGITIMATE CONCESSIONS OF ALL KINDS
 All Wire—Don't Write.

C. C. GROSCURTH, Gen. Mgr.

Blue Grass State Shows

All this week, Brandenburg, Ky.; then all next week, Sept. 30, Elizabethtown, Ky.

GOLD BOND SHOWS

WANT RIDE HELP ON ALL RIDES. Foremen and Second Men for Merry-Go-Round, Ferris Wheel and Chair-o-Plane. Must drive semis. LEGITIMATE CONCESSIONS THAT WORK FOR STOCK. Photos, small Cook House, Popcorn, Cotton Candy, Snow Cones, Candied Apples, Ball Games, Hoop-Las, Fish Ponds, Clothes Pin Stores and Dart Games. GOOD PROPOSITION TO SHOWS WITH OWN OUTFITS. Long season South. Address:

RAY SWANNER or MICKEY STARK

Chaffee, Mo., this week; Lilbourn, Mo., next week.

WALLACE BROS.' SHOWS

WANT SHOWS WITH OWN EQUIPMENT

A FEW CONCESSIONS OPEN

Address

E. E. Farrow, Mgr.

Starkville, Miss., this week; Yazoo City, Miss., next week; then Jackson, Miss.

WANTED SHOWS and CONCESSIONS BY THE V. F. W. AND AMERICAN LEGION

Clean Shows and Concessions for downtown Thomasville, N. C., week of Oct. 14. This date includes famous "Everybody's Day." Will show to between 30 and 40 thousand.

Wire **EVERYBODY'S DAY HEADQUARTERS, THOMASVILLE, N. C.**
 (Arrangements to show this date by Gate City Shows canceled by Veterans' Committee)

B. & V. SHOWS

Want for **LYCOMING COUNTY FAIR, Hughesville, Pa.**

OCT. 1-5

SHOWS, CONCESSIONS AND RIDES. ALL OPEN EXCEPT BINGO AND CUSTARD.

Write or Wire **HUGHESVILLE, PA.**

WANT

WANT

GATE CITY SHOWS

Can place Side Show, special proposition to one with own outfit and transportation. Want Grind Shows own equipment and transportation, Monkey Show, Snake, Walk-Thru, any kind. Want Flat Rides, also have all winter's work for Merry-Go-Round, Chairplane, Kiddie Autos, Streamlined Train, not Tampa type. Place Concessions of all kinds. Want capable Help, A-1 Canvasman handle Minstrel Top, also Man for Morgue and Tickets. Front Gate, Frank Moss, answer. Want A-1 Scenic Artist and Sign Painter; top salary. Want complete Minstrel Show, new outfit; Musicians, etc. Wire

MANAGER GATE CITY SHOWS

Rutherfordton Colored Fair, this week; 10 other big dates, including Great Kershaw County Fair, Camden, S. C., and Aiken, S. C., Fair. Wire.

MARION GREATER SHOWS

WILL PLACE FOR THE BALANCE OF SEASON

9 BONA FIDE FAIRS

CHESTERFIELD COUNTY FAIR, Pageland, S. Carolina, October 7-12
 WHITE AND COLORED FAIR, York, S. Carolina, October 14-19
 COLORED FAIR, Rock Hill, S. Carolina, October 21-26
 COLORED FAIR, Chester, S. Carolina, October 28-Nov. 2
 COLORED FAIR, Lancaster, S. Carolina, November 4-9
 NEWBERRY FAIR, Newberry, S. Carolina, November 11-16
 BOWMAN FAIR, Bowman, S. Carolina, November 18-23
 ST. GEORGE FAIR, St. George, S. Carolina, November 25-30
 AIKEN, S. Carolina, December 2-7

WILL PLACE LEGITIMATE CONCESSIONS NOW AND BALANCE OF SEASON. WILL SELL EXCLUSIVE ON FROZEN CUSTARD AND NOVELTIES. WILL PLACE FLY-O-PLANE, ONE FERRIS WHEEL, TILT AND OCTOPUS.

ATTENTION, SHOWMEN—Mechanical City, Fun House and any worth-while Grind Show wanted. All address: This week, Sept. 23-28.

MARION GREATER SHOWS
 CHERAW, SOUTH CAROLINA

MORRIS HANNUM SHOWS

Featuring a Fireworks Display every night.

WANT

Shows, Rides and Concessions. Opening for a few choice
 Wheels and Palmistry.

MORRIS HANNUM SHOWS

Zebulon, N. C., now; Enfield, N. C., week September 30.

DICK'S PARAMOUNT SHOWS, INC.

WANT FOR REIDSVILLE, N. C., FAIR

Sept. 30th to Oct. 5th, Inclusive

SHOWS—Wild Life, Snake Show, Fun House, Side Show.

CONCESSIONS—Penny Arcade, Grind Stores, Ball Games, Wheels, Frozen
 Custard, Cook House and Grab.

RIDE HELP—Ferris Wheel Foreman, Second Men on all rides. Semi
 drivers preferred.

R. E. GILSDORF

Hopewell, Virginia

Larry Nolan

ULYSSES, Kan., Sept. 21.—Shows did a good business here, registering one of the best Saturday nights in their history. Sheriff Ford was a nightly visitor. At Sharon Springs, Kan., under Junior Chamber of Commerce auspices, crowds were big and business good. At Tribune, Kan., opening was slow but business picked up the next two nights, and the three-day stand was successful.

After a few more spots in Kansas, org moves to West Texas and will conclude the season November 9. Winter quarters are in Denver.

Luby Motor Company, of Denver, delivered an International school bus and Chevrolet truck. The bus was made into an office and stock room.

Staff: Larry Nolan, owner-manager; Madlin Nolan, treasurer; Sam Lamb, legal adjuster; Roy Schaffer, ride superintendent and electrician.

Rides and foremen: Roll-o-Plane, Boone Marks; Mix-Up, Sam Gates; Ferris Wheel, Larry Rose; baby autos, Francis Napper; kiddie airplanes, Dot Marks.

Shows and managers: Mining Town, George Banks; Mirror Maze, Ray Shaffer; Athletic, Gus Hansen; Monkey Town, Mrs. George Betts.

Concessionaires: Louise Fletcher, ball game; Larry Marks, scales; Sis Harper, pan game; Jack Warren and Jack Sabel, razzle-dazzle; Ray Gilbert, darts; Deb Brenton and Jimmy Fletcher, roll-down; Mrs. Jack Waren, over and under; Lydia Rose, can rack; Alta Schaffer, penny pitch; Vernon Harper, beat the dealer; Mrs. Marks, mitt camp; Scott and Tommie Lamb, roll-down; Mrs. Pete Lamb, fishpond; Pete and Sam Lamb, skillo; Mrs. Scott Lamb, pitch-till-you-win; Johnnie Rose, coke bottles; Mrs. Deb Brenton, photos; Art Davis, novelties; Cliff and Margaret Myers, swinger; George Banks, popcorn and peanuts.

Alamo Exposition

DUNCAN, Okla., Sept. 21.—Business for the fair date here was off, due to rain, which has been the case for most of the fairs to date. Crowds were light and spending was short.

En route here from Dodge City, the trailer which carries the animals caught fire and one of the boars was lost.

Mrs. Fred Miller and daughter were called to St. Louis by the death of Mrs. Miller's mother.

George Barton has been named assistant manager of the Tony Kitterman concessions. Harry Craig, of the Heart of Texas Shows, visited here, along with Jimmie and Billy Allen, Bill Gootch and Johnny Cannon. Boots Cutler and Curly Smith, of Oklahoma City, spent the week here. They may take a show on the road next season. Mr. and Mrs. Frank Harrison spent a few days here looking after their concession interests.

Rose Ruback left for Kansas City, Mo., on business and will catch us at the Denton, Tex., Fair. Albert Wright went to Dallas for medical treatment.

Jack Ruback and Ted Custer are now full-fledged members of Joe Ulcar's club.

Joe Frederick Framing
New Motor State Shows

DETROIT, Sept. 21.—Plans for a new carnival to be known as the Motor State Shows are being made by Joe Frederick, veteran arcade, concession and ride operator on a number of shows. Frederick just closed a good season on Joyland Amusement Company, of Lexington, Ky., and is now at his home in Detroit. He is leaving soon to spend another two months on the road in Oklahoma and Texas, and will return to Detroit during the winter to frame the new shows.

Frederick has acquired a new 10-car Kiddie Auto Ride, and now has four rides in addition to his other concessions, as the nucleus of a small show to play thru Michigan, Ohio and Indiana.

TENTS

SOMETHING NEW!

FOR IMMEDIATE CONSTRUCTION

Green Flameproofed Canvas,
 Bright Orange Trim.

FOR CIRCUS AND CARNIVAL SHOWTOPS

PROMPT DELIVERY!

BERNIE MENDELSON—CHARLES DRIVER

O. HENRY TENT & AWNING CO.

4862 N. Clark St.

Chicago 40, Ill.

TYPE AND PICTORIAL

POSTERS

Posters
and Cards

CARDS

of every size and description
 for every occasion. Exclu-
 sive designs created for your
 show. LOW PRICES. Write
 for Samples!

24
HOUR
SERVICE

METROPOLITAN PRINTING CO.

1326-34 VINE STREET - PHILA - PA

WANTED DANCERS

4 months' work. \$50 weekly.

MOULIN ROUGE CLUB

240 Burgundy St., New Orleans, La.

FOR SALE

7-Car Streamline Tilt-a-Whirl, in good condition,
 new Wisconsin air-cooled motor. Can be seen
 in operation here. Price \$7,500.00 cash.

ROSS O. KEELER

Box 39

Pismo Beach, Calif.

For Immediate Shipment

.22 SHORTS

Write, Wire, Phone for Prices.

SIMON SALES, INC.

215 West 64th St., New York 23, N. Y.

Phone: Tr. 4-6900

WANTED

TATTOO ARTIST

For busy Arcade, on your own terms.

Write to

JOYLAND ARCADE

722 Granby St.

Norfolk, Va.

GIRLS WANTED—\$55.00

Get pay while you learn for a Dancing Show. Trans-
 portation furnished. Salary guaranteed by office.
 Experience or inexperience. Salary no object if you
 can produce. Also want Agents for African Dip and
 Egg Joint. Have one Dodge. Wire or join at once.
 Contact ROD RUSSELL, Hill's Greater Shows,
 Sherman, Tex., this week; then McKinney, Leonard,
 Nacogdoches, Texas City, Freeport, Aransas Pass,
 all Texas Fairs.

SECOND-HAND SHOW PROPERTY FOR SALE

\$15.00 Genuine Plastic Gunner Turret from Airplane,
 good prop for war show. Fine condition. Bargain!
 \$7.50 Mummy painted on canvas. 7 feet high.
 \$18.00 Chinese Wax Head. Great for wax show.
 \$35.00 Amer. Indian Wax Head w/ hair. Glass case.

WEIL'S CURIOSITY SHOP

12 Strawberry St.

Philadelphia 6, Pa.

FOR SALE

MECHANICAL CIRCUS

Mounted on two-wheel trailer, five banners and
 banner line, with ticket box, all complete and ready
 to operate. \$1200.00. Have family and impossible
 to continue in show business. First come, first served.

SHERMAN PERRY

702 S. Keystone Ave.

Indianapolis, Ind.

AT LIBERTY

After Oct. 6th, Miniature Kiddie Train with trans-
 portation for Southern Fairs. Also for Sale—Kiddie
 Chair-o-Plane mounted on two-wheel Trailer, reason-
 able. Wire or write

ERNEST SLAVIN

c/o O. C. BUCK SHOWS DANBURY, CONN.

GREAT SUTTON SHOWS

**"Most Beautiful Show in Middle West"
FOR SALE CHEAP**

Consisting of 3-Abreast Allan Herschell Merry-Go-Round, No. 5 Eli Ferris Wheel, Late Model 7-Tub Tilt-a-Whirl, 1946 New Super Roll-o-Plane, 4 swell framed Shows (new canvas), 1946 factory built Fun House, good Transformer Truck, with 100 and 75 Kw. Transformers, plenty Cable, one 37½ Light Plant, 3 Light Towers, beautiful (all neon) Entrance Arch, 15 Semi Trucks.

**WILL SELL CHEAP, AS IS, OR WILL
SELL ANY PART**

My reason for selling is that I wish to retire. Am too old to operate and have nobody left to operate the show. Will sell for part cash to reliable party. Address:

F. M. SUTTON, SR., care GREAT SUTTON SHOWS
Hayti, Mo., this week; Gideon, Mo., next week; Paragould, Ark., Oct. 7-12;
Osceola, Ark., Oct. 14-19.

LAGRANGE CORN SCHOOL AND STREET FAIR

LAGRANGE, INDIANA, October 1 to 5

Northern Indiana's Oldest and Largest Street Fair

CAN PLACE legitimate Stock Concessions, also Food and Straight Sale Booths.

Two fine locations available for Educational Shows (no girl shows).

FOR SALE—One complete Baby Airplane Ride. Price, \$400 cash. Contact Frank Rupp, care W. G. Wade Shows.

All privilege rights handled by

W. G. WADE SHOWS

Kalamazoo Free Fair, Kalamazoo, Mich., this week.
Lagrange, Ind., closes the season for 1946.

FOR SALE CANADA FOR SALE FOUR MODERN RIDING DEVICES ONE ROLLO FUNHOUSE

Terms Cash

THESE Riding Devices are now in operation and are in first-class running condition. Inspections arranged if desired. These Rides and Fun House were operated at Wasaga Beach Park for the last two years. Apply to

J. P. (JIMMY) SULLIVAN, Wallace Bros.' Shows

Belleville, Ont., Sept. 23 to 25; Kingston, Ont., Sept. 26-28;
Caledonia, Ont., Sept. 30-Oct. 5; Simcoe, Ont., Oct. 5-12.

B AND D SHOWS WANT

For Choice Celebrations in Tobacco and Cotton Country

SHOWS—Good proposition for flashy Girl Show with own outfit. Any good Grind Show or Animal Show. CONCESSIONS of all kinds. No grift. Bob Kelly wants capable Ride Help. W. C. Taylor wants P. C. Dealers and Slum Store Agents. This show has five Rides, featuring Flying Romas Sensational Free Act. Have open week Oct. 16.

Promoters and Committees, contact

C. E. DAVIS, Owner-Mgr.; W. C. TAYLOR, Lot Supt.;
H. W. THOMAS, Concession Mgr.; CLYDE PARRIS, Gen'l Agt.
McCull, S. C., this week.

HARRISON GREATER SHOWS, INC. WANTS WANTS WANTS

For High Point, N. C., Colored Fair, Sept. 23-28; with Wendell, N. C., Tobacco and Agriculture Fair; Rockingham, N. C., American Legion Fair, and then the big one, Columbia, S. C., State Colored Fair, Oct. 28-Nov. 1.

Can place Concessions of all kind, no exclusive. Good opening for Cook House that caters to show people. All winter's work in Florida. Shows with or without outfits. Good opening for one more novel Ride. Everything open in Columbia, S. C., State Fair. All mail and wires to

FRANK HARRISON, Owner and Manager
High Point, N. C., Fair; then as per route.

BULLOCK AMUSEMENT CO. WANTS

Capable Ride Help on Merry-Go-Round, Ferris Wheel and Chairplane. Must be drivers. Top salary, long season.

Can place Mug Joint, Grab Joint or Cook House, legitimate Stock Concessions of all kinds. Can place Animal or Pit Show.

Red Springs, N. C., this week.

R & S AMUSEMENTS

WOODLAND, N. C., Sept. 30 to Oct. 5, Fair
LITTLETON, N. C., Oct. 7 to 12, Fair

And All Fairs to November 8, Followed by Warsaw, N. C.,
the Best Armistice Celebration in the South.

WANT—Ride Help, Ticket Sellers, Talkers, GIRLS for GIRL SHOW. ALL WINTER'S WORK FOR REAL SHOW PEOPLE.

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS.

WANT MINSTREL SHOW, SIDE SHOW AND GRIND SHOWS.

WANT FOR WILMINGTON, N. C., FAIR AND VICTORY CELEBRATION, OCTOBER 21 TO 26, KID RIDES, FLAT RIDES OR ANY THRILL OR WORTH-WHILE ATTRACTION.

WANT GROUND ACTS FOR GRAND STAND AT THIS DATE.

THRILL SHOW, AUTO RACES, FIREWORKS.

FOR SALE—FISHPOND COMPLETE, NEW TOP, FRAME, POND, FISH, MOTOR, PUMP, STOCK. PRICE \$400. COME AND GET IT.

ALL ADDRESS

J. M. RAFTERY, New Bern, N. C., This Week

\$21,000 IN 16 DAYS

GROSSED IN 1941 AT DALLAS

NOW THIS TIME, IN ORDER TO TOP THAT RECORD-BREAKING SUM, WE NEED MORE STRENGTH.

Can Place to Open in Dallas, Saturday, Oct. 5

(Report Oct. 3) FOR 16 DAYS, THEN SHRINE CIRCUSES AND OTHER FAIRS TO FOLLOW. BALLY ACTS, BREAKS, MUSICAL ACTS, SCOTCH PIPER BAND, TURKISH MUSICIANS (Frank Pasha and McLeods, wire), ANOTHER A-1 TALKER, GOOD FEATURE (not Half and Half), CROCODILE GIRL, UNENCUMBERED STRONG MIND ACT (Kings, wire), MAGICIAN STRONG ON PITCH.

JOHNNIE HOWARD

WIRE ME WHERE I CAN CALL YOU!

All Reply in Detail by Telegram to

RAY MARSH BRYDON

c/o FAIR GROUNDS, COLUMBUS, MISS., Now;
c/o TEXAS STATE FAIR GROUNDS, DALLAS, TEX., OCT. 2-20.

WOLFE AMUSEMENT

CALHOUN FALLS, S. C. (ALL THIS WEEK), FIRST FAIR IN SEVEN YEARS.— LINCOLNTON, GA., SEPT. 30-OCT. 5

Can place the following Concessions: Fish Pond, Bowling Alley, String Game, Frozen Custard, Penny Arcade, Pitch-Till-You-Win, Heart-Shape Pitch and any legitimate Concessions. Side Shows—Can place Minstrel, Snake Show, Ten-in-One, Wild Life. This is good show territory. We will book Shows on 25 per cent.

GOOD OPENING for one Flat Ride, Octopus, Tilt-a-Whirl. Will book on 25 per cent.

GOOD PROPOSITION TO COOK HOUSE OR GRAB JOINT.

We have three more Fairs after Lincolnton, Ga. This show closes Nov. 15. All mail and wires:

BEN WOLFE (Owner)

CALHOUN FALLS, S. C.

P.S.: Pinky Edgar can use Bingo Help, also Concession Agents. Anyone having Flat Ride, I have seven nice weeks' work, as this is good Ride territory.

ZACCHINI BROS.' SHOWS

From Coast To Coast

Have space for Grind Show and few legitimate Concessions. Write or wire

HUGH ZACCHINI, Mgr.

Clarksville, Va., this week; Wake Forest, N. C., next.

P. S.—Marie and Charles Brownfield, contact me at once; have good proposition for you.

J. F. SPARKS SHOWS WANT

Sensational Free Act to join Lanette, Ala., September 30. Harry Paroff, answer.

Will book Grind Shows and legitimate Concessions. Answer to

J. F. SPARKS

Athens, Ala.

WILL BUY FOR CASH KIDDIE AUTO RIDES

With or without tops. Write all detail first letter. Want only first-class equipment—no junk.

R. WATSON

General Delivery, Evansville, Ind.

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Denton, Tex.
A. M. P.: (Fair) Yackville, N. C.
American Beauty: Steele, Mo.; Lepanto, Ark., 30-Oct. 5.
American Eagle: Joiner, Ark., 23-Oct. 6.
American United: Pendleton, Ore.
Anderson Greater: Alma, Neb.; Hillsboro, Kan., 30-Oct. 5.
Baker United: Marion, Ind.
B. & C. Expo.: Penn Yan, N. Y.; Trumansburg Oct. 1-5.
B. & D.: McColl S. C.
Bee's Old Reliable: (Fair) Alamo, Tenn.; Rutherford 30-Oct. 5.
Beeson's Am. Co.: Carl Junction, Mo.
Bernard & Barry: London, Ont., Can.; Aylmer 30-Oct. 2.
Berryhill United: Lake City, Tenn.
Belton, Angier, N. C.
B. & H.: Bamberg, S. C.
Bill Greater: Holly, Colo.
Bill's Rides: Falkville, Ala.
Birkes: Smithville, Tex., 26-Oct. 5.
Bistany's Greater: Florence, S. C.
Blue Grass State: Brandenburg, Ky.; Elizabethton 30-Oct. 5.
Blue Ribbon: (Fair) Attalla, Ala.
Borderland: Aransas Pass, Tex., 23-29.
Boswell's Am.: Williamsburg, Va.
Brewer United: Terrell, Tex.; Lone Oak, 30-Oct. 5.
Bright Lights Expo.: (Fair) Asheville, N. C.; Leaksville 30-Oct. 5.
Buck, O. C.: Danbury, Conn.
Bullock Am. Co.: (Fair) Red Springs, N. C.
Burdick's Greater: Brenham, Tex.; Woodville Oct. 2-5.
Byers Bros.: Floydada, Tex.; Plainview 30-Oct. 5.
Byers Greater: (Fair) Thayer, Mo.
California: Madera, Calif.; Reedley 30-Oct. 5.
Capell Bros.: Okmulgee, Okla.
Capital City: Rome, Ga.; Dalton 30-Oct. 5.
Caravella Am.: Cumberland, Md.; Wheeling, W. Va., 30-Oct. 5.
Cavalcade of Amusements: (Fair) Laurel, Miss.; (Fair) Tupelo 30-Oct. 5.
Central Am. Co.: (Fair) Hertford, N. C.; (Fair) Jackson 30-Oct. 5.
Central States: Altus, Okla.
Cetlin & Wilson: (Fair) Trenton, N. J.; (Fair) Frederick, Md., 30-Oct. 5.
Cherokee Am. Co.: Hiawatha, Kan.
Coastal Plain: Bethel, N. C.; Princeton 30-Oct. 5.
Coleman Bros.: Stafford Springs, Conn.
Crafts 20 Big: Fresno, Calif., 24-29.
Craig, Harry: Pampa, Tex.
Crescent Am. Co.: Georgetown, S. C.; Goldsboro, N. C., 30-Oct. 5.
Crystal Expo.: Clarksville, Ga.
Cumberland Valley: (Fair) Winchester, Tenn.; Rossville, Ga., Oct. 1-5.
Curl, W. S.: Blanchester, O.
Delta State: Water Valley, Miss.
Denton, Johnny J.: (Fair) Murphy, N. C.; Cherokee 30-Oct. 5.
Diamond Midway: Morning Sun, Iowa.
Dick's Paramount: Hopewell, Va.
Dickson United: Sentinel, Okla.
Dobson's United: (Earl and Beach Sts.) St. Paul, Minn.; (Fair) Ellsworth, Wis., Oct. 2-5.
Dudley, D. S.: (Fair) Childress, Tex.
Dumont: Elston, Va.; Martinsville 30-Oct. 5.
Endy Bros.: (Fair) Atlanta, Ga., 26-Oct. 6.
Enterprise Am. Co.: Maringoulin, La.
Fairway Am.: Greenville, Tex.
Fay's Silver Derby: Lexington, Tenn.; Trenton 30-Oct. 5.
Fidler United: Flat River, Mo.; Russellville, Ark., 30-Oct. 5.
Fleming, Mad Cody: Cummings, Ga.; (Fair) Greensboro 30-Oct. 5.
Florida Am. Co.: Good Water, Ala.; Sylacauga 30-Oct. 5.
Folk's Celebration: (Fair) Albuquerque, N. M., 28-Oct. 6.
Franklin, Don: (Fair) Wharton, Tex., 25-29; (Fair) La Grange Oct. 3-6.
Frear's United: Arkansas City, Kan.
Garden State: Ephrata, Pa.; (Street Fair) New Holland 30-Oct. 5.
Gate City: Rutherfordton, N. C.
Gay Way: (Fair) Douglasville, Ga.
Gem City: (Fair) McGehee, Ark.; (Fair) Eldorado 30-Oct. 5.
Gentsch, J. A.: Cleveland, Miss.
Geren's United: Milan, Ind.; Albany Oct. 1-5.
Gold Bond: Chaffee, Mo.; Lilbourn 30-Oct. 5.
Gold Medal: (Fair) Columbus, Miss.; (Fair) Greenwood 30-Oct. 5.
Golden West: (Fair) Red Bluff, Calif., 27-29.
Gooding's American Expo.: (Street Fair) Bluffton, Ind.
Gooding, F. E., Am. Co., No. 1: (Fair) Hamilton, O.
Gooding, F. E., Am. Co., No. 2: (Fair) Kenton, O.
Gooding, F. E., Am. Co., No. 3: (Fair) Carrollton, O.
Gooding, F. E., Am. Co., No. 4: (Fall Festival) Hillsboro, O.
Gooding Greater: (Fair) Hillsdale, Mich.
Gooding Park Attrs.: (Street Fair) Shelby, O.

WANT

Roll Down, Skillo and Ball Game Agents. Work every day all week, playing nothing but Fairs. Johnny Warner, Joe Gaynor, Frankie Russo and Junkey, come on.

TONY POMPORINA

Gate City Shows Rutherfordton, N. Car.

Great Southern Expo.: Tifton, Ga.
Great Sutton: Hayti, Mo.; Gideon 30-Oct. 5.
Greater Rainbow: Galena, Kan.
Greater United: (Fair) Bryan, Tex.; (Fair) Temple 30-Oct. 5.
Groves Greater: (Fair) Ville Platte, La.; (Fair) Marksville Oct. 1-6.
Hale's: Fayette, Mo., 24-26.
Hames, Bill: Paris, Tex.
Hannum, Morris: (Fair) Zebulon, N. C.
Harrison Greater: (Fair) High Point, N. C.; (Fair) Leaksville, 30-Oct. 5.
Hedrick's Gay Way: Roseboro, N. C.; Aberdeen 30-Oct. 5.
Hennies Bros.: (Fair) Knoxville, Tenn.; (Fair) Birmingham, Ala., 30-Oct. 5.
Heth, L. J.: (Fair) Jasper, Ala.; (Fair) Carrollton, Ga., 30-Oct. 5.
Hill's Greater: Sherman, Tex.
Home State: Mountain Home, Ark.; (Fair) Batesville Oct. 2-5.
Hottle, Buff: Berwick, La.
Imperial: Auburn, Ill.
Jayhawk Am. Co.: Kincaid, Kan.
Jones Greater: Calhoun, Ga.
Jones, Johnny J., Expo.: (Fair) Roanoke, Va.
Joyland Am. Co.: Louisa, Ky.
Keystone Expo.: Elmore, S. C.
Kilgore: Farmersville, Tex.; (Fair) Centerville Oct. 1-5.
Kirkwood, Joseph J.: (Fair) Wilson, N. C.; (Fair) Louisville, 30-Oct. 5.
Lamb, L. B.: Washington, Ia.
Lankford's Overland: Reidsville, Ga.
Lawrence Greater: Benson, N. C.
Leeright, J. R.: Ness City, Kan.
Lone Star: Blytheville, Ark.
Long's United: Stockton, Calif.
Madison Bros.: (Fair) Prescott, Ark.
Magic Empire: (Fair) Lebanon, Tenn.
Magnolia Expo.: Clio, Ala.
Majestic Greater: (Fair) Troy, N. C.; (Fair) Oxford 30-Oct. 5.
Manning, Ross: Danbury, Conn.
Marion Greater: Cheraw, S. C.
McKee, John: Manila, Ark.; (Fair) Piggott 30-Oct. 5.
Meeker: Hermiston, Ore.; Kennewick, Wash., 30-Oct. 5.
Merit: Rumford, Me.; Fryeburg Oct. 1-5.
Midway of Mirth: Caraway, Ark.
Mid-Continent Expo.: Nashville, Ark.
Mighty Monarch: Malone, Florida.
Mighty Page: Uniontown, Ala.
Moore's Modern: Senath, Mo.
Mound City: Hampton, Ark.
Nick's United: Chillicothe, O.; Hebron 30-Oct. 5.
Omar's Greater Am.: Gurdon, Ark.
Page Bros., No. 1: (Fair) Gainesboro, Tenn.
Page Bros., No. 2: (Fair) Westmoreland, Tenn.
Page, J. J.: Hartwell, Ga.
Parada: Ficher, Okla.; Sedan 30-Oct. 5.
Park Am. Co.: (Fair) Columbus, Miss.
Paul's Am. Co.: Foreman, Ark.
Peppers All-State: (Fair) Lawrenceburg, Tenn.
Pike Am. Co.: (Fair) Wardell, Mo.; (Fair) Monette, Ark., 30-Oct. 5.
Pine State: Fulton, Miss.
Prell's Broadway: (Fair) Lumberton, N. C.; (Fair) Statesville 30-Oct. 5.
Pryor's Am.: Guntersville, Ala.
Raines Am. Co.: Paris, Ark.; Mena 30-Oct. 5.
Regal Expo.: Dublin, Ga.; Conyers 30-Oct. 5.
Regent Am. Co.: McDonough, Ga.
Rogers Greater: Huntingdon, Tenn.; Lexington 30-Oct. 5.
Rogers & Powell: Itta Bena, Miss.; Clarksdale 30-Oct. 5.
R. & S. Am. Co.: New Bern, N. C.; Woodland 30-Oct. 5.
Rosen, H. B.: Vienna, Ga.; Tifton 30-Oct. 5.
Royal American: (State Fair) Oklahoma City, Okla.
Royal Expo.: (Fair) Eaton, Ga.; (Fair) Sparta 30-Oct. 5.
Royal United: Chariton, Ia., 25-28; Waterloo 30-Oct. 6.
Schaefer's Just for Fun: Crockett, Tex.
Shan Bros.: (Fair) Cartersville, Ga.; (Fair) Canton 30-Oct. 5.
Shipley's Am.: Powhatan, La.
Silver Slipper: (Fair) Livingston, Tenn.
Smith Am. Co.: Weatherford, Tex.
Smith, Casey: De Queen, Ark.
Smith, George Clyde: (Fair) Farmville, Va.; (Fair) Warrenton, N. C., 30-Oct. 5.
Smith, John: Mumfod, Tex.
Snapp Greater: Carthage, Mo.
Sooner State: Selling, Okla., 23-Oct. 2.
Southern States: Cairo, Ga.; Camilla 30-Oct. 5.
Southern Valley: (Fair) Coushatta, La.; (Fair) Leesville 30-Oct. 5.
Sparks Bros.: (Fair) Macon, Miss.; (Fair) Batesville 30-Oct. 5.
Sparks, J. F.: (Fair) Athens, Ala.; (Fair) Lanett 30-Oct. 5.
Strader, M. A.: Salina, Kan.
Stafford's United: Francesville, Ind.; Hartford City 30-Oct. 5.
Star Am. Co.: Eudora, Ark.; Sheridan 30-Oct. 5.
Stebler Greater: St. Matthews, S. C.
Strong Am. Co.: Papillion, Neb., 26-28.
Strates, James E.: Bloomsburg, Pa.; Danville, Va., Oct. 1-5.
Sunset Am. Co.: Fairfield, Ia.; (Fair) Concordia, Mo., 30-Oct. 5.

Thompson Bros.: Portage, Pa.
Tidwell, T. J.: (Fair) Portales, N. M.
Tinsley's Rides: Commerce, Ga.; Elberton 30-Oct. 5.
Tivoli Expo.: Webb City, Mo.; (Fair) Bentonville, Ark., 30-Oct. 5.
Triangle: Elizabeth City, N. C.; South Norfolk, Va., 30-Oct. 5.
Turner Bros.: Clinton, Ill.
United Expo.: (Fair) Hot Springs, Ark.; (Fair) Hope 30-Oct. 5.
Utah Expo.: Cedar City, Utah.
Victory Expo.: (Fair) Iowa Park, Tex.; (Fair) Lamesa 30-Oct. 5.
Virginia Greater: Clinton, N. C.
Wade, W. G., No. 1: (Fair) Kalamazoo, Mich.; La Grange, Ind., Oct. 1-5.
Wade, W. G., No. 2: Elwood, Ind.
Wallace Bros.: Starkville, Miss.; Yazoo City 30-Oct. 5.
Wallace Bros. of Canada: (Fair) Kingston, Ont., Can.; (Fair) Hamilton 30-Oct. 5.
Wallace, I. K.: Amherst, Va.
Ward's, John R., World's Fair: (Fair) Texarkana, Tex.; (Fair) Meridian, Miss., 30-Oct. 5.
West Coast: San Mateo, Calif., 23-29; (Fair) Pittsburg 30-Oct. 6.
Wilson's Famous: Eureka, Ill., 27-28.

Wolf, Wm.: Tama, Ia.
Wolfe Am. Co.: Calhoun Falls, S. C.
Wonder City: (Fair) Harrisburg, Ark.; (Fair) Helena 30-Oct. 5.
Wonder Show of America: Hannibal, Mo.
World of Mirth: Shelby, N. C.
World of Pleasure: Knox, Ind.; Oak Harbor, O., Oct. 2-5.
Zacchini Bros.: Clarksville, Va.; Wake Forest, N. C., 30-Oct. 5.
Ziegler: Yakima, Wash.
Zeiger, C. F.: Douglas, Ariz.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

Bailey Bros.: Sumter, S. C., 24; Darlington 25; Bennettsville 26; Marion 27.
Beatty, Clyde: Brantford, Ont., Can., 24; Hamilton 25-26; Niagara Falls, N. Y., 27-28.
Cole Bros.: Oxnard, Calif., 24; Santa Paula 25; North Hollywood 26; (Washington and Hill St. lot) Los Angeles 27-Oct. 6; Long Beach 7.
Dailey Bros.: Lincoln, Ill., 24; Mattoon 25; Du Quoin 26; Murphysboro 27; Anna 28; Centralia 30; Herrin Oct. 1; Paducah, Ky., 2; Fulton 3; Cairo, Ill., 4; Cape Girardeau, Mo., 5.
Gainesville Community: (Fair) Bonham, Tex., Oct. 1-2.
Hamid-Morton: (Arena) Philadelphia, Pa., 23-28; Boston, Mass., 30-Oct. 7.
Hunt Bros.: Courtland, Va., 26.
King Bros.: Louisville, Miss., 24; Kosciusko 25; Lexington 26; Greenwood 27; Indianola 28; Greenville 30; Cleveland Oct. 1; Ruleville 2; Shelby 3; Marks 4; Sardis 5.
Monroe Bros.: Verona, Mo., 26; Ozark 27; Fordland 28; Mansfield 30; Mountain Grove Oct. 1.
Montgomery, C. R.: Newport, Ark., 26.
Owens, Buck: Kingstree, S. C., 24; Hartsville 25; Bennettsville 26; Dillon 27; Carthage, N. C., 28; Burlington 30.
Polack Bros., No. 1: (Auditorium) Denver, Colo., 27-Oct. 5.
Ringling Bros. and Barnum & Bailey: Tulsa, Okla., 24; Okmulgee 25; Ada 26; Ardmore 27; Fort Worth, Tex., 28-29; Dallas 30-Oct. 2; Houston 3-6.
Stevens Bros.: Needesha, Kan., 26.
101 Ranch Wild West: Douglas, Ariz., 24; Bisbee 25; Nogales 26; Tucson 27-28; Casa Grande 29.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

Birch: Pittston, Pa., 25; Plymouth 26; Williamsport 27; Lock Haven 30; Renovo Oct. 1; Ridgway 2; Bradford 3; Olean, N. Y., 4.
Campbell, Loring: Clearfield, Pa., 25; Wellsboro 26; S. Williamsport 27; Williamsport 30; Espy Oct. 1; Williamstown 2; Minersville 3; Kutztown 4.
Couden, Doug & Lola: School assemblies, Lebanon, Tenn.
D'Arcy, Ethel (Fair) Bluffton, Ind., 24-28.
DeCleo, Harry (Legion Park) Marysville, O., 23-Oct. 5.
Francis, Leo (Fair) Mayfield, Ky., 25-27; (Shrine Convention) Danville, Ill., Oct. 1-2; (Fair) Albion, Ind., 3-5.
Green: Bangor, Sask., Can., 25-26; Killaly 27-28; Esterhazy 30-Oct. 1.
Hanneford, George, Family (Fair) Lawrenceburg, Tenn., 23-28; (Fair) Tupelo, Miss., Oct. 1-5.
Henry, Glenn, Duo: Trenton, N. J., 23-30; Trumansburg, N. Y., Oct. 2-5.
Hubba Hubba Revue (Saluda) Saluda, S. C., 25; (Little) Bamberg 26; (Palmetto) Hampton 27; (Ritz) Waterboro 28.
Hubbard, Paul and Betty: Playing schools in Springfield, O., 23-27.
La-Mar: Wilkesville, O., Oct. 1.
Magrum, Thomas: Effingham, Ill., 25; Palestine 26; Bridgeport 27; Harrisburg 30.
McKennon, Marion, Players: Cleburne, Tex., 23-28.
Miller's, Irvin C., Brown-Skin Models: Peoria, Ill., 28.
Plunkett's Stage Show: Munday, Tex., 23-25; Knox City 26-28.
Rehlim, Blondin (State Fair) Oklahoma City, Okla., 23-28; (State Fair) Birmingham, Ala., 30-Oct. 5.
Renfro Valley Folks: Greenville, O., 25; Washington C. H., 26; Mt. Sterling 27; Circleville 28; Chillicothe 29; Jackson 30; Gallipolis Oct. 1; Middleport 2; Athens 3.
Spiller's Seals (Fair) Shelby, N. C., 23-28; (Fair) Danville, Va., 30-Oct. 5.
Stanley, Guy: City schools, Utica, Mich., 23-28; Pontiac 30-Oct. 5.

Tupper Seeks Alexandria Airport for Beatty Show

NORFOLK, Sept. 21.—Waldo Tupper, general agent of the Clyde Beatty Circus, Friday (20) contacted Hunter Jarreau, editor of *Town Talk*, in Alexandria, La., by long distance telephone from here in an effort to contract for the airport there, abandoned by the army.

According to reliable information, the Beatty circus will close the season November 24 at Lake Charles, La. Last year the show wintered at El Paso, Tex.

Cole Bros. Officials Honor Newman's Memory

LOS ANGELES, Sept. 21.—Honoring the memory of the late J. D. Newman, for years general agent of Cole Bros. Circus, show officials placed a wreath of cut flowers on his grave here.

Present at the ceremony were Mrs. J. D. Newman, P. N. Branson, general agent; James Gephart, manager of the No. 1 car; Earl De Gloppe, baggage manager; W. S. Lester and A. J. Clark, contracting agents; C. S. Primrose, Ora O. Parks, Fred Moulton, R. North and Emmett W. Sims, press representatives.

POPCORN

"Rush Hour" Mammoth Yellow Popcorn is dependable. It can be relied upon during rush periods. Packed in 100 pound moisture-proof bags at \$9.25 per 100 pounds.

PEANUTS

Roasted Peanuts in the shell @ \$21.00 per 100 pounds. Packed in 90-pound bags. Fancy Raw Peanuts in the shell @ \$18.00 per 100 pounds. Packed in 100-pound bags. Our Booklet Price List covers our full line of popcorn supplies. Sent upon request.

Prunty Seed & Grain Co.

—POPCORN PROCESSORS—
620 NORTH 2ND ST. ST. LOUIS 2, MO.
"In our 72ND year"

KING BROS.' CIRCUS

WANTS

Thoroughly experienced Billposters, union scale; Sign Painter for Advertising Banners, Side Show Boss Canvas Man, Agent with car who can close schools and A-1 Clowns producing numbers. Season runs until December. Write or wire
Kosciusko, Miss., Sept. 25; Lexington, Miss., 26; Greenwood, Miss., 27; Indianola, Miss., 28, and Greenville, Miss., 30.

WANTED

Circus and Novelty Acts for Department Store Circus, also Dog-Pony Man and Assistants. Will buy Trick Dogs, other small Animals. Only reliable people will last here. Write all to
GEO. E. ROBERTS, Manager and Bonded Theatrical Agent
Pamahatika's Society Circus Headquarters
3504 N. 8th Street Philadelphia 40, Penna.

BENTLEY BROS.' THRILL CIRCUS

Opening Monday, September 30, 1946, Near Knoxville, Tenn.

WANT one more major Ride, one Kiddie Ride, Hanky Panks at reasonable rates. Downtown locations, strong advertising auspices. Circus Acts, Fireworks. Kelly Morris Circus, the Murrays, Edgar C. Mays, contact at once. Until Saturday, September 28, wire

J. B. HENDERSHOT

316 West Jackson Ave., Knoxville, Tenn.

NOTICE

Larry Nolan Is No Longer Connected With This Show.

M. A. SRADER SHOWS

CARAVELLA ★ ★ ★ AMUSEMENTS

CLEANEST MIDWAY

WANT FOR

CUMBERLAND, MD., THIS WEEK — COMMUNITY PARK
WHEELING, W. VA., NEXT WEEK

AND OTHER BONA FIDE DATES AND CELEBRATIONS

WATCH THE BILLBOARD FOR SURPRISING DATES!!

GOOD RELIABLE SHOW PEOPLE ALWAYS WELCOME
ON THE CARAVELLA SHOWS
TEN MORE GOOD WEEKS

CONCESSIONS—Cook House, Photo, Custard, Floss, Apples, Popcorn,
Fishpond, Duck Pond and any other legitimate Concessions not
conflicting.

SHOWS—Organized 10-in-1, Snake, Monkey, Fat, Girls for Girl Revue.

RIDES—Pony Ride. Will book or buy Chairplane.

HELP—Can always use capable Ride Boys, but sober.

All wire

CARAVELLA AMUSEMENTS, this week, Cumberland, Md.

DUMONT SHOWS

MARTINSVILLE, VA., COLORED FAIR

SEPTEMBER 30-OCTOBER 5 — 6 DAYS AND NIGHTS

WANT ALL LEGITIMATE CONCESSIONS

Eating and Drinking Stands, Wheels and Grind Stores. All address

DUMONT SHOWS

Elkton, Va., September 23-28; then Martinsville.

COOK HOUSE FOR SALE

Built on 30-foot Semi with 8x8 Grab attached. Protane gas for Coffee
Urn, Steam Table, Cook Stove and Grill. Two Cash Registers, Juice
Barrel, 50 cubic foot built-in Refrigerator and two Refrigerated Bottle
Boxes. 200 Gallon Water Supply, 45'x20' Top Frame and Side Wall.
Hot Water System. Complete Restaurant Equipment in every detail.
Reason for selling. Have two. To be sold for cash at cost. Can be seen
with the Happyland Shows at Royal Oak, Mich., September 23-30.

BILL HOCKER

RICHMAN AND CARPENTER Present BYERS BROS.' SHOWS

WANT FOR LONG SEASON SOUTHWEST.

STOCK STORES OF ALL KINDS. WILL BOOK ANY RIDES NOT CONFLICTING. Excellent
proposition. NEED SECOND MEN ON RIDES. Excellent wages and treatment. All winter's
work. WRITE, WIRE, CALL:

H. H. RICHMAN or J. D. CARPENTER

Byers Bros.' Shows, Floydada, Tex., this week; Plainview, Tex., next week.

FOR
SALE

SUPER ROLL-O-PLANE

FOR
SALE

In good condition. Can take delivery after September 28. Address
AL WAGNER, Mgr. CAVALCADE OF AMUSEMENTS
Laurel, Miss. (Fair), this week; Tupelo, Miss. (Fair), next week.

POPCORN SUPPLIES

We have a complete line of Popcorn Supplies, Popcorn, Seasoning, Cartons, Bags and Salt.
On Popcorn we have both Hybrid #31 and #38, both high popping ratio, at \$9.75 per hundred.
Line up with Gold Medal—We take care of our customers.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD STREET

CINCINNATI 2, O.

Curtis J. Velare John F. Courtney Joseph J. Jason

OWNERS OF THE

JOHN F. COURTNEY MFG. CO.

2109 N. KOSTNER AVE.

CHICAGO, ILLINOIS

Invite

SHOWMEN PARK OWNERS FAIR SECRETARIES

To Visit the

ENDY BROS.' SHOWS' MIDWAY

AT THE SOUTHEASTERN WORLD'S FAIR, ATLANTA, GA.
SEPTEMBER 27 TO OCTOBER 7 INCLUSIVE

—Where We Are Presenting—

THE PREMIER SHOWING OF OUR NEWLY PATENTED TELE-
SCOPIC, ILLUMINATED LIGHT TOWERS. (20 Minutes Up, 15
Minutes Down.) Fifty feet high. Each individually mounted on wagons,
trucks or trailers.

JOHN F. COURTNEY will be on the Endy Bros.' Midway during the
Fair Dates. For further information write our Chicago office.

REGAL EXPOSITION SHOWS

WANT FOR CONYERS, GA., FAIR, Sept. 30 to Oct. 5,
with Manchester and Hawkinsville, Ga., to follow

WANT Ride Help and Truck Drivers, General Help in all departments. Want
8 Dancers for Girl Show and Posing Show. Want Man to take charge Front
of Fun House; Harry Sidler, acknowledge. Freaks and Acts for Side Show,
Performers and Musicians for Colored Minstrel, contact Tom Johnson.
Will book two Rides for three of the best bona fide Fairs in South. Want
A-1 Mechanic, top salary. Must know your business. Will book Stock
Concessions at \$25 per week. Want Concession Agents. Want Cook House
and Grab. Address Dublin, Georgia.

H. B. ROSEN AMUSEMENTS

WANT

WANT

WANT

For American Legion Fall Festival, Tifton, Ga., Sept. 30-Oct. 5, downtown location, two blocks
from City Hall, and choice spots in Alabama and downtown locations.

RIDES—Will book Octopus and Tilt-a-Whirl for this spot and balance of season. Want Foreman for
Merry-Go-Round, Second Man for Ferris Wheel, Foreman for Chair-o-Plane and Loop-the-Loop.

SHOWS—Girl Show. Must have not less than three Girls. Several other meritorious Grind Shows.

CONCESSIONS—All Concessions open. Want Agents for Swinger and Nail Joint. All address:

H. B. ROSEN, Mgr.

Vienna, Va., this week; then Tifton.

JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind that want to go South. Ansonia, O., this week; then
St. Paris, O., on the Street, Fall Festival.

Want Ride Men that will go South, all winter's work, clear to Miami, Fla., for Merry-Go-
Round, Ferris Wheel, Chair-o-Plane, Kiddie Auto, Octopus and Roll-o-Plane. Fair secretaries
in South, if you need six beautiful Rides and about twenty Concessions answer.

All Replies to JIMMIE CHANOS, Ansonia, O.

BYERS GREATER SHOWS

WANT FOR POCAHONTAS FAIR, SEPT. 30 TO OCT. 5; WALNUT RIDGE, OCT. 7-14; MAL-
VERN, OCT. 16-21; CAMDEN, OCT. 23-28; ALL ARKANSAS AND LONG SEASON SOUTH.

SHOWS—Monkey, Fun House, Mechanical, Snake, Penny Arcade.

RIDES—Spitfire, Chairplane and Kid Ride.

CONCESSIONS—Coca-Cola Bottles, Basket Ball, String, Hoop-La, Watch-La, Jewelry, Snow
Cones.

Address: Thayer, Mo., week Sept. 23-28; then as above.

P.S.: WANT MIND-READING ACT FOR SIDE SHOW.

SEVEN CAR TILT-A-WHIRL FOR SALE

Now operating — \$4,500

MORRIS HANNUM SHOWS

Zebulon, N. C., now; Enfield, N. C., September 30-October 5.

Central Amusement Company

WANTS

FOR FOLLOWING STRING OF FAIRS

1. NORTHAMPTON COUNTY FAIR JACKSON, N. C. September 30-October 5 <i>(Crops Good—Everybody Has Money)</i>	2. BEAUFORT COUNTY FAIR WASHINGTON, N. C. October 7-12 <i>First County Fair Since 1940 Tobacco Selling High</i>	
3. ATLANTIC DISTRICT FAIR AND RACE MEET AHOSKIE, N. C., OCTOBER 14-19	4. ANNUAL PEANUT FESTIVAL SCOTLAND NECK, N. C., OCTOBER 21-26	5. COMMUNITY FAIR MT. OLIVE, N. C., OCTOBER 28-NOVEMBER 2
6. SWEET POTATO FESTIVAL TABOR CITY, N. C., NOVEMBER 4-9	7. ARMISTICE CELEBRATION AND FAIR ANDREWS, S. C., NOVEMBER 11-16	8. CHAMBER OF COMMERCE STREET FAIR AND CELEBRATION SUMMERSVILLE, S. C., NOVEMBER 18-23

TWO MORE TO FOLLOW

These Spots Are Repeat Performances. Those Who Have Played Them With Us Before Always Come Back for More. Concessions Get Plenty Money at These Fairs.

RIDES: Would like to book TILT, OCTOPUS, or any Flat Ride.
SHOWS: Any worthwhile Shows with own transportation and outfit can get good money here.

CONCESSIONS: Stock and Percentage Concessions. No exclusive.

AGENTS: Can use few sober Agents on stock and percentage stores.

RIDE HELP: Positions open on all Rides if you are capable.

All Address

SHERMAN HUSTED, MANAGER
CENTRAL AMUSEMENT COMPANY

HERTFORD, N. C., This Week

"WE KNOW THE CAROLINAS"

VIRGINIA GREATER SHOWS

Want at once, Mechanic for balance of season. Join at once. Want Frozen Custard, Popcorn, Candy Apples, Age and Scales, Ball Games. Mechanic Bill Hartman, please contact us immediately. Important!

Want for balance of our Fair Season, Performers, Musicians and Piano Player for Minstrel Show.

Firemen's Fair, Clinton, S. C., this week; Firemen's Fair, Dunn, N. C., September 30-October 5; Legion Fair, Wadesboro, N. C., October 7-12; Jaycees Fair, Bennettsville, S. C., week October 14; Firemen's Fair, Dillon, S. C., week October 21. All mail and wires to

WM. C. (BILL) MURRAY

WONDER CITY SHOWS

WANT

Shows with own equipment. Rides not conflicting with what we have. Stock Concessions only. Place Agent Count Stores, Slum Skillos. Want A-1 Mechanic, must know what it's about. Cobblers, save my time and yours, you won't last.

Have for Sale—C-35 International with 22-Ft. Trailer with Box Body, good Tires; ready to run, \$950.00. Address

JOE KARR

Poinsett County Fair, Harrisburg, Ark., Sept. 25-28; Phillips County Fair, Helena, Ark., September 30-October 5; with six more to follow.

WANTED FOR NEW MEXICO STATE FAIR

Albuquerque, N. M., Sept. 29 to Oct. 6 inclusive, and three other Big Dates, then Arizona State Fair, Phoenix, Ariz., Nov. 8 to 17 inclusive.

Shows with their own outfits, or will furnish equipment for reliable Showmen. Can place Legitimate Concessions. Can place good sensational Free Acts. Can place Concession Agents, Ride Foremen and Second Men.

FOLKS CELEBRATION SHOWS

Wire c/o WESTERN UNION

P. O. BOX 1005

ALBUQUERQUE, N. M.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Sept. 21.—Secretary Streibich visited the Wallace Bros.' Shows at Leamington, Ont., last week, accompanied by Bob Parker and Pat Purcell, outdoor editor of *The Billboard*. Visits enjoyed with Mike Sullivan, Phil Cronin, Neil Webb, Frank Conklin, Cecil Stobbs, Garnet Lobb, Carl Herman, Al Cohn, Ronald McDonald, James Hazuk, Joe Bula and Nick and Alex Maltezos. Missed seeing Jimmy Sullivan, who is in the East. Other visitors at Leamington were George Bischoff, Bill Powell and Bob Sugar.

Sick list includes George Terry, H. D. Wilson, John U. Lefebvre, W. C. Deneke, William J. Coultry, Tom Vollmer and August Jansley.

Contract forms for the program and directory are in the mail. All listings will be \$10 each.

Workers are busy laying tiletex floors in the clubrooms, in addition to painting and a general fixing up so everything will be ready for the first meeting October 3.

Ladies' Auxiliary

Membership applications will be presented at the first fall meeting October 3. Members are urged to forward applications to Secretary Elsie Miller, 4215 West Fifth Avenue, Chicago 24. Award books and dues may be sent anytime now.

Members regretfully learned of the death of Nora Boswell's husband.

Myrtle Hutt Beard visited the Endy Bros.' Shows while in Huntsville, Ala. Nan Rankine was in town for a short spell, en route to Nashville to join the Happyland Shows. Ida Chase reports she visited at Riverview Park before it closed and visited with Alice Hill and Carmen Horan. Lillian Woods, club treasurer, who is at her home in Antioch, Ill., visited Chicago the other day. She reports she'll be back in town for the meetings.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Sept. 21.—With the local amusement parks now closed, many of the members left for the Southern fairs. Included were John Cargan, Louis Stone, Fat Lewis, Irving Barker, Herbert Pence and Arthur Grzann.

Visitors were plentiful when World of Pleasure, Majestic Greater, Roscoe T. Wade and Joyland shows played this vicinity.

Work is under way getting things in shape for the winter. Many additions are being made, including a new lunch counter and new lighting.

Sick list includes Leo Lippa, Harry Goldberg and M. G. (Machine Gun) Cohen. Jack Gallagher is visiting in the East and Secretary Bernhard Robbins is visiting shows around the State.

Caravans, Inc.

155 N. Clark St., Chicago

CHICAGO, Sept. 21.—Members are urged to send in their correct addresses.

The first party of the season, sponsored by Edna Stenson, was a big success. Dorothee Bates won a rug and a bouquet of roses, both donated by Mae Taylor. Ann Sleyster won a Mexican tablecloth and napkins and Claire Sopenar won twin dolls. Bessie Mossman, chairman of the board of directors, reports results of the recent meeting will be read at the club's next regular meeting Tuesday (24).

National Showmen's Association

1564 Broadway, New York

NEW YORK, Sept. 21.—Visitors have included Mrs. Ralph Decker, of the Kirkwood shows, who recently visited in Poughkeepsie and purchased a home; Jack Greenspoon, of the Lewis-Greenspoon-Cooper interests at Norfolk and Virginia Beach; Aaron Hymes; Ben Berson, back from Long Beach, L. I., where he has rides; Michael Friedman, of Ocean View; George Record, up from the South; Isidore Biscow, in from Virginia Beach; Tom Quincy, Stanley Levy, Jack Zupan, Harry Kaye, Ross Manning, George Bernert, Irving Taffett, Stanley Wathon, Jack Harris, Joe Dubin, Patrick Schilly, Sam Miller, Nate Weinberg, Louis Elias, Edward McKeon, Joe Green, William Gottlieb, Julius Roth, Bill Powell, Sam Finkle; Robert L. Belles, recently returned from Nova Scotia with his New Zealand bride, and Eddie Karn, who is en route South. Karn sent Mrs. Walter K. Sibley a bouquet of flowers.

Mrs. Decker reports her son, Joseph, has returned to college. Dave Lodge's usual year book ad arrived and Dick Gilsdorf purchased his customary page in the book and also ordered one table for the banquet. Arthur Goldberg, club's ex-printer, is now a civilian after three years in the army and has re-established his printing business.

Secretary Walter Sibley visited the James E. Strates Shows at the York Fair. Owner Strates, who entertained Sibley along with Percy Morency and Nick Bozini, ordered four tables for the banquet. Fred Fornier turned in the membership application of Floyd Holloway. Members paying dues include James Burgdon, Stanley Levy, Leo Eichholz, Ernest Dellabate and Fred Fornier.

Secretary Sibley reports meetings with Nate Eagle, Vito Mortellaro, Hank Dinoto, Mr. and Mrs. Max Hummell, Toby Turbin, Al Shore, Mrs. Ben Weiss, Joseph Bellinger, Joseph Shaw, Neal Carr, Rudy Dressler, Edward Crane and Frank Mortellaro.

Heart of America

Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 21.—Norris Cresswell, chairman of the banquet and ball committee, announces the annual event will be held New Year's Eve in the Georgian Room of the Hotel Continental. Committee is negotiating with several name bands.

Cresswell said a prominent speaker will be engaged for the banquet, together with some outstanding vaude acts.

FOR SALE

NEW 1946 SPITFIRE

Perfect condition, with or without Truck and Semi.

ORVAL VAN FLEET

ANDERSON GREATER SHOWS
Alma, Neb., week of Sept. 23; Hillsboro, Kan., week of Sept. 30.

FOR SALE

Miniature Train, Car Ride, Trolley Car, Box Office and Fences. See in operation. Possible to leave on present location.

J. A. MORRIS

501 W. 7th St. Downey, Calif.
Phone 22674

ROOT BEER BARRELS

WITH OR WITHOUT CARBONATORS.

IMMEDIATE DELIVERY!

ATTENTION, Snow Cone Operators—
Special Root Beer and Pineapple Syrup.
NO SUGAR NEEDED—Nothing To Add.

\$1.00 In Lots of 15 Gallons or more.
Gal. When ordering, specify for Snow Cones.

ATTENTION, Candy Apple and Ice Cream Operators—

We have skewers, all sizes—
Round and Flat.

WRITE — WIRE — PHONE

1/3 Deposit, Balance C. O. D.

UNIVERSAL FLAVOR & SYRUP CO.

148 S. Western Ave. Chicago 12, Ill.
Phone: MOnroe 4655

SUNSET AMUSEMENT COMPANY WANTS

Corn Game, Under and Over and Legitimate Concessions for Concordia, Mo., Street Fair, October 1 to 5. Can Use Shows With Own Equipment. Fairfield (Iowa) Centennial This Week.

FOR SALE

OCTOPUS RIDE

Very good condition. Will set up and deliver anywhere on West Coast.

\$5,000.00

CRAFTS 20 BIG SHOWS

7283 Bellaire N. Hollywood, Calif.
Phone SUNset 2-3131

SPACE FOR RENT IN PENNY ARCADE

Good Location Suitable for Any Business
CHARLES RUBENSTEIN PLAYLAND AMUSEMENTS
239 W. 125th St.
New York City, N. Y.
Phone Monument 2-7755

WANTED TO BUY

3 OR 4 ABREAST MERRY-GO-ROUND OLD MILL EQUIPMENT

MUST BE IN TOP CONDITION

MARVIN T. SIMPSON

Care Netherlands Hotel

Kansas City, Mo.

MUSEUM OPENS SATURDAY, SEPT. 28

NORFOLK, VIRGINIA, 508 MAIN ST.

WANT

Magician, Sword Box Girl. We have Lena Gunster, Billie Wingert, Korelene (Wonder Girl), Tiny Cowan, Ethripean Monkey Children, David Gasnell; Charoete in Annex. Good treatment to good people. All winter's work. Wire

SID CRANE

Pacific Coast

Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Sept. 21.—Monday (16) meeting was well attended. Vice-President Bill Hobday presided. Also on the rostrum were Vice-President Harry Suker; Executive Secretary Al Flint and three guests, Sammy Corenson, president of the Show-folks of America, San Francisco; Poodles Hanneford, bareback rider, and Doug Rhodes, of *The Billboard*. Each made a short talk.

Communications were read from Johnny Castle, now in Topeka, Kan., and Austin King, recovering from an operation in San Francisco.

New members include James Earl Husband, Peter Zibin, Alex Freedman, Gerald E. Smith and Henry A. Dickens.

Reported on the sick list were Charles Farmer, Austin King, Jack Hughes and Tom Regan.

Members were informed of the death of Roy Jenkins, 61, long-time member, who died Wednesday (11) in Doctors' Hospital, Los Angeles. He was buried Monday (16) in Showmen's Rest, Evergreen Cemetery, Los Angeles.

September 30 will be Cole Bros.' Circus Night. Members will meet at the show lot.

Two books of building tickets were bought by Sammy Corenson, and one book was donated by Harry Suker for the circus night door prize.

Members attending after absences included Charles Paige, Moe Eisenman, Claude Barrie, Joe Krug, Kenneth McLoughlin, Wilfred Durant, Don Donnelly, Bill Swenson, George Perkins, Alex Stewart, Al Weber and Ben Baker.

Following the meeting lunch was served.

Ladies' Auxiliary

First Vice-President Mabelle Bennett presided at the September 16 meeting after being away for several weeks. She visited the West Coast and Ziegler Shows and Polack's circus. She reports Marje Chipman's daughter, Betty Gardner, is the mother of a son.

Bank award went to Jenny Rawlings and door prizes, donated by Rose Rozard, Trudie DiSanti and Helen Smith, were won by Opal Manly, Ann Stewart and Peggy Forstall.

Rose Rozard was added to the hostesses for the bazaar party October 16. Grace Hanneford and her aunt were present, also Grace DeGarro, Vivian Gorman, Claudia McHaney, Jewel Hobday and Jenny Rawlings, all of whom have been away. Jimmie Dunn, chairman for Cole Bros. Night, September 30, asked co-operation from the ladies on that night with the refreshments.

Congratulations were sent to Mora Bagby at Westwood village on the opening of her new gift shop there.

Reports are Emily Gregg was injured in an accident, but details are unavailable.

TRIANGLE SHOWS

WANT FOR

SOUTH BOSTON, VA., OCT. 8-12

South Virginia's Biggest

GREENVILLE, NO. CAR., OCT. 21-26

Eastern North Carolina's Best

AND OTHERS TO FOLLOW

WILL BOOK

Scales Only; Candy Floss, Candy Apples, Ball Games, Fish Pond, Grab Joints or any other Stock Stores with good flash. (Grand opportunity for strictly Stock Stores, but must have excellent flash.)

CAN USE

Minstrel or Hillbilly Show, Monkey, Snake, Wild Life or Any Small Animal Show.

CAN ALWAYS PLACE

Capable, Sober Ride Help. Best Salaries.

All Contact

JAKE SHAPIRO, TRIANGLE SHOWS

Elizabeth City, N. C. (Fair), This Week;
South Norfolk, Va., Next Week.

35 CARS

ALL NEW BUT THE NAME

35 CARS

JAMES E. STRATES SHOWS

"ALL THAT THE TITLE IMPLIES—AMERICA'S BEST MIDWAY"

OUR ROUTE OF FAIRS AND CELEBRATIONS

Bloomsburg, Pa., Sept. 23-28
Danville, Va., Oct. 1-5
Spartanburg, S. C., Oct. 7-12
Anderson, S. C., Oct. 14-19

Gastonia, N. C., Oct. 22-26
Orangeburg, S. C., Oct. 28-Nov. 2
Charleston, S. C., Nov. 4-9

N. E. Florida STATE FAIR, Jacksonville, Fla., Nov. 11-23

CAN PLACE

A-1 Monkey Circus, Lady and Gent Motordrome Riders, Bally Girls for Wax Show.

WANT A-1 DIESEL ENGINE MECHANIC

We are open for propositions from Showmen for 1947 season. Will finance capable Showmen who can produce attractions in keeping with our standard. Can always place reliable Ride Help for our Major Rides, also useful Carnival Help of all kinds.

Address:

JAMES E. STRATES, Gen. Mgr., as per route, week of Sept. 23-28, Bloomsburg, Pa.

WANT CONCESSIONS

Of all kinds for Elberton County Fair, Elberton, Ga., September 30 thru October 5. No exclusive. Can use Ride Help. Address

TINSLEY'S CITY RIDES

Commerce, Ga.

WANTED

Minstrel Show People, Railroad Show Musicians, Chorus Girls, Performers. Would consider Organized Show. Can use Drummer. Top salaries out of the office; berth and board furnished. Eight weeks' work. Pay your wires, I pay mine. Agitation cause for this ad. All replies

BOB BUFFINGTON

WORLD OF MIRTH SHOWS

Shelby, N. C., this week; Winston-Salem, N. C., next week.

Rauland ELECTRONIC SOUND

is back in the
show business!



Mobile Electronic Sound Systems

Illustrated: RAULAND Model 821 20 Watt Mobile Amplifier. Operates on 117 volt A. C. or 6 volt D. C. Has phono player provision for 2 microphones. Will cover 5,000 people indoors, or 25,000 sq. ft. outdoors. Remarkably compact and rugged.

RAULAND... the preferred name in Sound Amplification in the entertainment world... is back again with a remarkable new line of advanced Sound equipment. Again, RAULAND is the first choice of old users and is winning new friends among leading bands, ballrooms, theaters, circuses, carnivals and shows. Long famous for superb tone quality, abundant coverage, and day-in and day-out dependable, trouble-free performance, RAULAND Sound is today better than ever... the quality Sound equipment for those in the show business who want the best.

Write for details and for the name of your nearest RAULAND distributor.

(Formerly Rauland-Webster)

Electroneering is our business

RADIO • RADAR
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COMMUNICATIONS
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THE RAULAND CORPORATION • CHICAGO 41, ILLINOIS

MAJESTIC GREATER SHOWS

Can place for balance of season including

GRANVILLE
COUNTY FAIR,
OXFORD, N. C.,
SEPT. 30-OCT. 5

DURHAM
COUNTY FAIR,
DURHAM, N. C.,
OCT. 7-12

DURHAM CO.
COLORED FAIR,
DURHAM, N. C.,
OCT. 14-19

6-COUNTY—6 TOBACCO FESTIVAL, WASHINGTON, N. C.
THE BIG ONE—OCT. 21-26—THE BIG ONE

and two others to be announced later.

RIDES—FLYOPLANE, CATERPILLAR, WHIP.
SHOWS (With Own Equipment)—JIG, FAT, SNAKE.
CONCESSIONS—PHOTOS, POPCORN, CANDY APPLES, FLOSS, SCALES, AGE. A FEW CHOICE WHEELS AND GRIND STORES. EATING STANDS FOR DURHAM.

Joe Hilton can use worth-while Side Show Attractions.

Johnny Ryan wants Girls for Dancing Revue.

Sam Solof wants Slum Skillo and Roll-Down Agents.

“GET WITH AMERICA’S FASTEST GROWING MIDWAY”
Address

Sam Goldstein, Owner-Mgr.—Harry E. Wilson, Ass’t
Montgomery County Fair, Troy, N. C., this week.

FAIRS — FAIRS — FAIRS

Want Advance Man with car. Concessions of all kinds, such as Bingo (best territory in South for Bingo), Cook House or Grab, Scales, Candy Floss, Snow Cone, Ball Games, Clothes Pin, Bumper, Country Store. Agents for Roll Downs, Agents for Set Joint. No exclusive on this show. Book or buy for cash—Mixup, Tilt, Octopus and Kiddie Rides. Shows with own transportation. Come on, will place you. We carry 4 Rides, 25 Concessions and show 6 days a week. Terrell, Texas, Colored Fair, Sept. 25-26-27-28; then Lone Oak, Texas, Street Fair, Oct. 2 to 5. Nothing but Fairs for 7 weeks.

BREWER UNITED SHOWS

CAN PLACE IMMEDIATELY—DIESEL MECHANIC

Capable of handling our seven GMC Diesel Light Plants. Must furnish reference as to past experience. Address

JAMES E. STRATES SHOWS

Week September 23, Bloomsburg, Pa.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 21.—Last Saturday we called at Percell’s Pioneer Shows at Hemlock (N. Y.) Fair, and this visitation concludes our program for the year. Owner-Manager Mickey Percell extended many courtesies, and in addition to 18 personnel memberships sent in thru the mail, turned over 23 additional memberships, for a total of 41.

During the past week the industry received nationwide publicity in both *Life* and *Collier’s* magazines. *Life’s* article featured pictures of Crafts 20 Big Shows, a member organization, and was generally favorable to the industry. *Collier’s* article was obviously written with a biased point of view, and we have written the editors of that publication, calling attention to the fact that the article was erroneous in many respects, and that many of the so-called “conclusions” arrived at by the author were without basis in fact, and entirely unjustified.

Personnel membership cards issued during the past week included 41 to Pioneer Shows and 177 additional cards to Endy Bros. Shows for a total of 253. Accordingly, standings in the personnel membership race are considerably reshuffled and the current tally follows: Strates 281, Endy Bros., 253; Cetlin & Wilson, 101; W. G. Wade, 89, and World of Pleasure, 87. Second division lists West Coast Shows with 76; I. T. Shows, 45; Pioneer Shows, 41; B. & C. Exposition, 35, and B. & V. Shows, 33.

Personnel membership race this year hangs up another record with 1,225 cards as against last year’s previous all-time high of 1,166.

Walter Schafer, of B. & C. Exposition, was a recent visitor at the association’s offices. War Asset Administration has advised that many items of interest to the industry will be put on sale starting September 24, at the Brooklyn Navy Yard, including specialized wearing apparel, canvas tenting, rope, etc. Detailed information with reference to the sale is on file.

We have received information relative to per capita income for each of the States of the Union, showing the gain or loss for the particular area during 1944-1945. Members would do well to secure the information applicable to the territories in which they operate. It is interesting to note that substantially all of the States in the Southwest show appreciable gains in per capita income, and this would indicate, in our judgment, good prospects for fairs in that area during the next two months.

Board of directors, officers and past presidents have been sent a preliminary notice relative to the association’s meeting plans for December. Formal notice and programs will be sent to the membership November 1.

Word from Washington indicates that there is likely to be a definite increase in the shortage of lumber, due to the fact that more of it will be channeled into the veterans’ housing program; the same situation will apply as to steel. Back of the scenes in Washington, there is being debated at present a plan to end corporate taxes and to substitute a franchise tax and an undistributed profits tax, which would result in a tax on corporate earnings to the extent that these earnings are retained by the corporation, but there is considerable opposition to the idea, and it is impossible to indicate with any certainty whether the plan has any chance for passage.

PEP UP YOUR SHOWS with this BELL RECORD PLAYER



MUSIC Far
SHOW OPENINGS
INTERMISSIONS

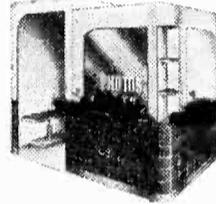
Hooks right
into your
projector
sound system

Plays 10”-12” records. Single speed—self-starting. Record compartment. Sturdily built—lightweight—good reproduction. Fool-proof crystal pick-up.

COMPLETE FOR ONLY... \$39.95
ORDER NOW • IMMEDIATE DELIVERY



PHOTOMACHINES



Quick Delivery. Single, double, triple. 10 sizes, bust to full length. Cameras only or cabinets complete. KD or 1 piece.

Write—phone—wire.

Federal Identification Co.
Dept. R, 1012 N. W. 17, Oklahoma City, Okla.

WANT TO BUY A COMPLETE SHOW

WITH 4 OR 5 RIDES

Will Pay Cash. State Conditions and Lowest Price.

TED CLOUTIER

Roxton Pond, Prov. Quebec, Can.

AMERICAN EAGLE SHOWS

Opens Saturday, September 28, Joiner, Arkansas, Big Street Celebration.
WANT CONCESSIONS OF ALL KINDS THAT WORK FOR 10¢. NO GYPSIES. NO P. C. Show will positively stay out all winter with new Spitfire, Merry-Go-Round and Kiddie Auto Ride. All address:

DANNY ARNETT

Joiner, Ark., until Oct. 8; then per route.

FOR SALE SPITFIRE RIDE

A-1 condition, with or without 1942 Chevrolet Tractor, and 28-Foot Omaha Trailer, \$8500.00 unit. Contact

HENRY O. WILBUR

c/o Gateway Inn Paw Paw, Michigan
Phone #21F2

Wanted To Buy

ONE TILT-A-WHIRL

In Good Condition.

BOX D-317

The Billboard Cincinnati 1, O.

FOR SALE

32 ft. Merry-Go-Round, #5 Ferris Wheel, Smith & Smith Chair-Plane, 7-car Tilt-A-Whirl and 18-car Caterpillar.

Write or wire

BOX 767, Billboard Pub. Co.,
155 N. Clark St. Chicago, Ill.

WILL PAY CASH FOR USED RIDES

All or Any Part
When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAND ORGANS. R. T. WADE, 16845 Lindsay, Detroit 27, Mich. Phone: VERmont 5-5232.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted. No. 3 card—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

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, Black on White, 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, 50¢.
Ping Pong Balls, printed 2 sides, \$30.00
Ping Pong Balls (for blowers), Dz. . . . 1.50
Replacements, Numbered Balls, Ea.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 \$ 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4-5, per 1,000 1.25
3,000 Featherweight Bingo Sheets, E 1/2 x 8, loose, per M 1.40
Round Gray Cardboard Markers, 1800 for 1.00
Thin Plastic Markers, brown color, M 2.00
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

TIVOLI EXPOSITION SHOWS

CAN PLACE FOR ARKANSAS FAIRS
A FEW MORE LEGITIMATE CONCESSIONS AND TWO MORE SHOWS.

Bentonville, Ark. (Fair), next week;
Fayetteville, Ark. (Fair), following.
Wire:
H. V. PETERSEN, Mgr.
Webb City, Mo., this week; then per above.

WANTED Miniature Train Complete

Must be in good condition. Send full details.
Address:
BOX 765, The Billboard, 155 N. Clark St., Chicago, Ill.

CARNIVAL WANTED

For **PANOLA-TATE LIVESTOCK EXHIBITION**
Week of Oct. 28th, 1946.
Minimum of five Rides, five Shows, forty Concessions. Write
S. R. MORRISON, Mgr., Senatobia, Mississppi.

RODEO STOCK FOR SALE

Roping Calves, Dogging Steers, Bareback Horses, Saddle Broncs, Brahma Bulls and Equipment.
JOS. A. MRAZEK
3660 Gravois St. Louis 16, Mo.



You Be
The Billboard
Publisher . . .
SEE INSERT AT
PAGE 67

Coming Events

These dates are for a five-week period.

- Arkansas**
Booneville—Logan Co. Livestock Show. Oct. 24-26. George E. Lusk Jr.
Glenwood—Pike Co. Livestock Show. Oct. 15-16. Rufus Paslay.
Little Rock—Ark. Livestock Show Rodeo. Oct. 14-20. Clyde R. Byrd.
- California**
Anaheim—Halloween Festival. Oct. 31. E. W. Moeller.
Boonville—Fruit & Apple Show. Oct. 4-6. Avon Ray.
Castroville—Artichoke Festival. Oct. 12-13.
King City—Horse Show. Oct. 5-6.
Madera—Old-Timers' Day. Oct. 26. Charles Mosteller.
San Francisco—National Victory Conv. of American Legion. Sept. 30-Oct. 4. Donald G. Glascoff.
- Colorado**
Center—Potato Show. Oct. 31-Nov. 2. W. A. Souder.
Las Animas—Harvest Show. Oct. 18-19. H. E. Gilliland.
- Illinois**
Astoria—Home-Coming. Oct. 2-3. Roy Parr.
Chicago—Stadium Rodeo. Oct. 10-27. Sam J. Levy.
Eureka—Pumpkin Festival. Sept. 27-28. George F. Haecker.
- Indiana**
Bloomington—Fall Festival. Sept. 26-28. Commercial Club.
(See Coming Events on page 97)

FOR SALE

Complete Concession Business consisting of the following—1 Milk Bottle, 12x14; 1 Cat Rack, 12x14; 1 Huckley Buck, 12x14; 1 Cork Gallery, 12x10, six Guns; 1 Dart, 12x10; 1 Pop 'Em In, 12x10.
All the above were new this year, with flame-proof Canvas and White Pine Pin Hinge Frames, and includes all Games.
1 1941 C.O.E. Ford Tractor, new rubber, two speed, rear end saddle tanks and air brakes.
1 24-ft. Drop Frame van type Trailer, with racks inside for joints and Stock. Come and get it for \$5,000.00.
LEE BECHT CONCESSIONS
BROWN COUNTY FAIR
Georgetown, Ohio, Sept. 23-Oct. 5

WANTED CAPABLE AMERICAN READERS

For **STATE FAIR OF TEXAS**
DALLAS, OCT. 5-21
MABEL WELSHMAN
3100 Peabody St. DALLAS, TEXAS

HOME STATE SHOWS WANT

For Independence County Fair, Batesville, Ark., Oct. 2-5. "Batesville is always good."
Stock Concessions that don't conflict, 2 more Shows, one Flat Ride. Wheel Foreman for #5 Eli. This is our 16th spot of the season on the streets.
Mt. Home, Ark., this week.

LEGITIMATE STOCK CONCESSIONS WANTED

FOR RUSSELLVILLE, ARKANSAS, FAIR
September 30 to October 5
Address:
SAM FIDLER, Mgr., Fidler's United Show Flat River, Mo., this week; then Russellville, Ark.

FOR SALE 20 Cases .22 SHORTS \$75.00 PER CASE

Wire 1/4 Deposit.
PEERLESS VENDING MACHINE CO.
220 W. 42nd St. New York 18, N. Y.
Tel.: Wisconsin 7-6173

GREAT FREDERICK FAIR

Frederick, Md., September 30 to October 5 Inclusive

RICHMOND, VA., STATE FAIR

Richmond, Va., October 7 to 12 Inclusive

WE HAVE CHOICE SPACE LEFT FOR ALL LEGITIMATE MERCHANDISE CONCESSIONS AND EATING AND DRINKING STANDS AT THESE AND ALL FAIRS WE WILL PLAY UNTIL THE LATTER PART OF NOVEMBER

WANT—Chairoplane Foreman.
WE CAN PLACE experienced Carnival Help in all departments. Come on and we will find a place for you. Sober men only considered. Year-round employment.

WANT TRACTOR DRIVERS FOR TRAIN.
Estel Lee wants Hillbilly Performers for his big attraction. Earl Chambers wants Ticket Sellers and Help for Monkey Circus and Gorilla Show.

ALL ADDRESS
CETLIN & WILSON SHOWS
Trenton, N. J., Fair, all this week.

FOR SALE

1 SIX-CAR OCTOPUS, STREAMLINED
1 CATERPILLAR
1 HEY-DEY
1 ROLL-O-PLANE
1 AUTO SPEEDWAY
This equipment is in first-class condition
Address
J. W. CONKLIN
Box 31 Brantford, Ont., Can.

A NEW SHOW! A CLEAN SHOW!

RIDE OWNERS, ATTENTION

— Are you contemplating a change? —
Will book 3 or more Major Rides for 1947 season. I have excellent route booked in Eastern Pennsylvania. Will operate a clean Show. No Gate—No Racket—Short Jumps. Will give very reasonable proposition to owner. Think this over and contact me for full information at once.

MAC'S HAPPYLAND

"MAC" MARCKRES, Owner-Manager
Write or Wire to My Winter Quarters
P. O. Route 1, Box 370, Southern Boulevard Pines West Palm Beach, Fla.
P.S. I expect to be in Philly area last weeks of October.

EDDIE YEAGER WANTS COOK HOUSE HELP

FOR HENNIES BROS.' SHOWS
GRIDDLE MAN AND COOK, ALSO WAITERS. Top wages, but must be able to cut it.
Address EDDIE YEAGER, care Hennies Bros.' Shows, Knoxville, Tenn., this week; Birmingham, Ala., and Columbus, Ga., to follow.

DOBSON'S UNITED SHOWS

Want—For Ellsworth, Wis., Fair, Sept. 2-3-4-5—Want
Concessions that work in Wisconsin, also Shows that can get in. This has always been the big one. Contact W. C. DOBSON, mail to Willernie, Minn.; wires to White Bear Lake, Minn.

R-B WILL SHUTTER DEC. 5

Records Show Latest Close

Polio alarm hurts biz as Big One rolls thru Southwest—long jumps booked

TOPEKA, Kan., Sept. 21.—S. J. (Sam) Clauson, the old billposter who told Babe Boudinot he'd like to hang a December date, will have his wish if Ringling Bros. and Barnum & Bailey Circus closes on the date now contemplated. It became generally known this week that, under present plans, the season will end at Sarasota Thursday, December 5.

This will be the second consecutive season for the Big One to close on home grounds at Sarasota. The show had a surprisingly big day on the winter quarters lot November 22 of last year.

Records also reveal this will be the latest closing in the history of the combined show.

Polio Cuts Attendance

Continued alarm over polio has taken an unmistakable toll on business of the show in this section.

Here at Topeka Thursday (19), unfavorable weather and the fact that the Kansas Free Fair closed less than a week earlier also were factors that conceivably kept crowds from being larger than they were.

Kansas City the first three days of the week failed to produce the phenomenal business chalked up there the last two seasons. Matinees ran half of capacity or less. Monday (16) night drew a three-quarter house, Tuesday night was a sellout and closing night, while better than the first, was not quite as good as the second. Frank Braden did a nice job cracking the conservative *Kansas City Star*.

Wichita Also Off

Crowds at Wichita, Kan., Friday (13) were short of half a house at the matinee and under three-quarters at night.

Business was somewhat better next day at Salina, where show's appearance was first since 1942.

Show will lay off a day (October 3) between Dallas and Houston, and will also take a day (October 14) to make a 394-mile run from New Orleans to Memphis. Show will play in both Houston and New Orleans Sunday, which will offset the week-end lay-offs.

No stands will be played in Arkansas or Mississippi. Contract for lot in North Little Rock, Ark., was canceled. Indications are that Tennessee, Virginia and the Carolinas will be given a big play.

President James A. Haley was absent from the show for a while. He and Mrs. Haley, who came from White Sulphur Springs, Mont., to join him, went to Wilmington, Del., for a hearing on the show's internal affairs, then to Sarasota, where they are building a new home.

Packs for New Orleans

NEW ORLEANS, Sept. 21.—Tom Packs has signed with Jerusalem Shrine to present his circus in the City Auditorium here December 4-9. This will be the first time for Packs in New Orleans. Show will feature Clyde Beatty.

Bradley & Benson Loses Acts, Band

LELAND, Miss., Sept. 21.—The ranks of the Bradley & Benson Circus were depleted by wholesale departures this week.

Mrs. Tom Mix left—without notice—for the second time this season, according to the management, and was accompanied by Louis and Oliver.

Tige Hale and his band left also without notice, according to the management.

L. B. (Doc) Ford left by request, according to the management, and took his six acts with him.

All told, show was left short 10 acts, said Joseph Scharoun, spokesman for the management. He added: "We are, however, carrying on in the old Bradley & Benson tradition, with our Wild West contingent, headed by Tex Dean and Pearl Snyder, and old faithful Slim Biggerstaff."

Strikes, Newsprint Shortages Slow Up N. Y. Rodeo Sales

NEW YORK, Sept. 21.—Advance sale for the Madison Square Garden Rodeo, which opens Wednesday night (25), is not moving very briskly. Extreme heat and the crippling wave of strikes in New York may be responsible to some extent for the slow start. There seems to be a general tendency toward tightening the purse strings, altho seats most in demand are those in the upper middle brackets, priced at \$4 and \$5 ducats. The top is \$6.

Truck drivers' strike, which left newspapers shy on newsprint, reduced the amount of publicity dished out to the rodeo in the dailies, but with papers back to normal size this week several rodeo pix and stories have crashed.

Abe Lefton, rodeo announcer, and the six *Sponsor Girls* (Eva Wilken, Ora Mae Clark, Jo Ramsey, Lillian Cowan, Patsy Rogers and Ann Riley), arrived in New York Thursday (19). Fifteen carloads of rodeo stock got in this afternoon.

Frank Moore, rodeo manager, announces entries of more than 200 contestants, including most of last year's titleholders. Workmen take over the Garden Monday night (23) for a quick transformation into a corral. An innovation this year will be installation of chutes at the Ninth Avenue end of the arena, as well as at the usual Eighth Avenue end, giving spectators a better break with events getting under way from both ends.

Gene Autry, star attraction, is slated to arrive via his own plane Monday (23). A new act for the Garden will be Ray Ramsay and his pair of white horses, in exhibition riding and jumping.

Nasty Weather Catches King at Talladega, Ala.

TALLADEGA, Ala., Sept. 21.—Despite cold, rainy weather and a muddy lot, business could have been worse for King Bros.' Circus here Monday (16). Show entered Alabama at Anniston Saturday (14), playing there three days behind Bailey Bros. Business is reported to have been good for both shows.

King begins a long tour of Mississippi next week.

Beatty Is Set For Fast Run To Southeast

Re-Enters U. S. at Niagara

ST. THOMAS, Ont., Sept. 21.—The Clyde Beatty Circus, in Canada since the middle of July, will return to the United States at Niagara Falls, N. Y., playing a two-day stand there Friday and Saturday (27-28). It is reported the show then will make a spectacular long haul to the Southeast and put in a month in the tobacco and cotton country before Clyde Beatty is to fill a series of contracted indoor dates.

Excellent business greeted the Beatty show at Chatham, Ont., Wednesday (18) and here Thursday (19). Weather was clear and warm in this section, in contrast to some recent cool snaps.

Crowds at Sarnia, Tuesday (17), did not measure up to the big business show has had in most of its spots in Canada. Not that it was altogether a bad day, with half a house at the matinee and three-quarters at night. Better business might have been expected, however, had not Cole Bros. played Port Huron, Mich., just across the bridge from Sarnia, July 1, and Garden Bros. a three-day sponsored engagement in Sarnia itself late in July. City also had a rodeo this season and another played Port Huron. All of which may mean that freshness has been a considerable factor in much of Beatty's phenomenal Canadian business.

Montgomery Cancels Miss. To Play Ark.

BOONVILLE, Miss., Sept. 21.—The C. R. Montgomery Circus, scheduled to enter Mississippi here Friday (20), canceled this and seven other stands contracted in the State.

After playing a week or more of spots in West Tennessee, show is understood to have swung into Arkansas, with West Memphis its first stand in that State.

Jimmy McGee is understood to have taken over as general agent, replacing Bill Longstreet.

Mills Winter Quarters Moved Back to Medina, O.

MEDINA, O., Sept. 21.—Mills Bros.' Circus, which formerly maintained winter quarters at the Ashland County Fairgrounds, moved this week to the Medina County Fairgrounds here. Mills used the Medina quarters for several years before moving to Ashland.

Show has been occupying temporary quarters on the edge of Ashland since returning from its curtailed tour of the Middle West. Management reportedly was irked by regulations imposed by the county commissioners.

Football Hurts Owens

MONROE, N. C., Sept. 21.—A night football game, dedicating a new stadium, provided stiff opposition for the Buck Owens Circus & Wild West, which played to light attendance here Friday (13).

Both Polack Units Promoted by Rison

YAKIMA, Wash., Sept. 21.—Jimmy Rison, shuttling back and forth by airplane, handled the advance promotion for Polack Bros.' No. 1 Unit at Yakima and for the No. 2 Unit at Wenatchee, Wash., both dates concluding Saturday (14).

The No. 1 Unit, giving seven performances during four days in Parker Field Ball Park, paid off nicely for the Yakima Valley Shrine Club. Rison's program contained 40 pages of advertising.

The No. 2 Unit is reported to have given the North Central Washington Shrine Club a net of \$2,000 with a three-day, six-performance run at the Wenatchee Ball Park. A tie-up with the Elks provided matinee tickets free to school children. Night attendance Friday (13) was cut by a high school football game next door, but final day drew two capacity houses. Rison put out a 28-page program at Wenatchee.

Girl Bronk Rider Dies At Rogers Rodeo, Philly

PHILADELPHIA, Sept. 21.—Jane Anne Greeley, 27, died suddenly at the Philadelphia Arena Friday (13) night after she had ridden a bronk in the opening performance of the Roy Rogers Rodeo. She collapsed near the stables when she bent down to unfasten her chaps. A rescue squad, called by police, applied artificial respiration for 20 minutes. More than 4,000 spectators at the show were unaware of what had happened.

Before the body was taken to Sidney, N. Y., for burial, a special ceremony was held here Sunday (15) in her memory. Rodeo-mates filed past her casket while her Palomino horse stood by with an empty saddle embossed with her name. Roy Rogers and the Sons of the Pioneers sang *Round-Up in the Sky*.

Cold Rain at Albany, Ga., Gives Bailey a Bad Day

ALBANY, Ga., Sept. 21.—Weather gave Bailey Bros. a tough break here Monday (16). Performers and patrons were equally miserable due to rain and abnormally cold weather. Rain continued steadily thruout the afternoon and night, and attendance was light at both performances.

Show returned to Georgia at La Grange Friday (13), after two stands in Alabama at Anniston and Roanoke, both of which were reported to have been okay.

A Sunday move of 106 miles will take the show from Waynesboro, Ga., to Columbia, S. C.

Fiestas at N. M. Spot Cut Take of 101 Ranch

CARLSBAD, N. M., Sept. 21.—The 101 Ranch Wild West Show had slim picking at both performances here Sunday (15) in face of day-and-date opposition from two fiestas, one in town and the other in a nearby rural community, celebrating the Mexican national holiday. Show is reported to have had a good day at Hobbs, N. M., Saturday (14), after light business at Clovis, N. M., Friday (13) in windy, cloudy weather.

Next week show will be in Arizona on its trek to the Coast.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Long Brush, Neb.
September 21, 1946

Dear Pat:

This show believes in co-operation. There were four circuses playing in South Dakota last week; the Chariot & Tableau Circus, Gelding Bros.' Garland Entry Hippodrome, Ford Axel Annie's Wild West Show and the Won, Horse & Upp Circus. Managers of the four circuses met to discuss future routes in order to not put the four shows into the same territory. It was voted that circusbiz is an energetic thing that will go to any amount of trouble to avoid solving billing wars and opposition without using generosity. "Give each show an equal break," was voted the shows' slogan.

What made the meeting of managers necessary was, all shows were headed for the same Southern territory, and by advance arrangements none would be in another's territory. On August 17 the four shows' advance trucks, with radiators pointing South, were lined up on a main highway on the outskirts of Rapacity, S. D. The idea was to give each show an equal chance in a race for first-in-towns. A local pumpkin fair harness racing judge took charge to insure a fair start. At the sound of a bell the race was on, but when Ford Axel Annie's truck failed to start the other trucks were called back into line. Second start was a success and the advance units rolled merrily on their way.

Equipped with a short-wave sending and receiving set, our bill truck reported that Annie's truck had again given up the ghost when 15 miles out, thus eliminating competitor No. 1. Later we received another report that we were still in the lead, and that our driver was following instructions

by going in an opposite direction than given on highway signs, which our general agent had changed the night before. Before night our bill crew reported that both the Gelding boys and the Chariot & Tableau boys, while following the changed road signs, had taken the wrong fork in the road leaving the route clear.

On arrival at the first town on the route, our boss billers were surprised to find the Chariot & Tableau Circus's crew busy covering up this show's paper that had been posted while the four managers were meeting. What the boys couldn't understand was, how could they beat our truck into town after taking the wrong fork in the road and traveling 75 miles out of the way. Suddenly it dawned on our crew that the Chariot & Tableau shows' truck in the race was painted red, while the one fighting our show was painted orange. Caught in the act of double-crossing, we decided to day-and-date them there and we held 50 per cent of the daubs.

Without taking time out for sleep, our bill crew rushed to Cornhusker, Neb., to beat them all in. At daylight the boys grabbed their brushes and started on their routes only to find the burg wrapped up in Ford Axel Annie's paper. They saw her truck leaving town. Our men called them back to discuss the set-up and it was then that they learned about Annie's other truck being a stooge in the race, which was picked up at a junkyard that day, and hurriedly painted for the occasion. While talking to their opposition, one of our men dumped 10 cans of lye in their barrel of paste. That should burn them out.

We knew the caliber of our competitors, and took no chances with such double-crossers by sending our opposition brigade two weeks ahead before the race was on.

Clyde Bros. Opens Oct. 7 at Moline

MOLINE, Ill., Sept. 21.—Clyde Bros.' Indoor Circus will open its winter season here with a four-day engagement starting October 7. Show is being sponsored by the Zal Grotto for the benefit of its cancer research fund.

Arriving September 9 to begin the promotion ad publicity were Howard W. Suesz, owner and manager; Ted Edlin, general agent, and C. A. Stone, Lawrence White, Jack Hagen and Ray Smith, phonemen. White was with Kelly-Miller this season and Smith recently closed with Polack Bros. Suesz returned to his Oklahoma City office to complete the shows' roster and will remain there until just before the opening.

Acts already engaged include the George Hanneford family, Gus Kanner, Jonnie Mae Snyder, Happy Kellems, Bum Henry and the Connors.

According to General Agent Edlin, shows will play other Northern dates this year as well as its established Southwestern territory.

Rainy Day at Tifton, Ga., Cuts Sparks Attendance

TIFTON, Ga., Sept. 21.—An all-day misty rain held down the matinee attendance of the Sparks Circus here Wednesday (18). At night, the weather was cloudy and cool but the rain stopped, and business was better.

Show is reported to have had a good day at Savannah, Ga., Saturday (14).

Strong Radio, Movie Pitch Used by Cole for L. A. Run

LOS ANGELES, Sept. 21.—Cole Bros.' Circus, preparatory to opening here for 10 days September 27, is going heavy on radio promotion and giving special attention to luring movie names. Altho Zack Terrell has played this territory many times before, the pre-opening activity this year is outstanding. Norman Carroll is handling the radio and movie promotion on special assignment. Ora Parks, head of the press department, is here, and opening stories of show's appearance have already appeared. Dick Bartlett is placing spot announcements among the indie stations. Paul Branson, general agent, has been here for some weeks, making preparations for show's arrival.

Dailey, Ill., Biz Satisfactory; Flora Is Best

TAYLORVILLE, Ill., Sept. 21.—Dailey Bros.' Circus, playing to satisfactory business here Wednesday (18), received an agreeable surprise the day before at Flora, which gave the show its best day so far in Illinois. Town was fresh and hadn't had a railroad circus in years.

Vincennes, Dailey's only stand in Indiana, produced a fair day's business Monday (16).

Attendance Sunday (15) at Danville, Ill., was a little on the light side, spot having had several previous outdoor attractions. However, Watska, Ill., came thru with two excellent crowds Saturday (14), and Hoopeston, Ill., the day before was almost as good. The take at these two spots more than offset the bloomer played at Bloomington, Ill., Thursday (12).

The normally a circus would be considered out of season in the territory Dailey has been playing the last two weeks, business is understood to have come up to expectations. Show still has almost two weeks in this State before heading for Arkansas via Southeastern Missouri.

Monroe Out Until Nov. ; Kan. Tour Proves Okay

GRENOLA, Kan., Sept. 21.—Ted LaVelda reports business has been okay for his Monroe Bros.' Circus in the smaller towns thru this section. All spots are under auspices, with Billy E. Thompson doing the contracting. Schools have been co-operating by closing for matinees. Present plans are to close around November 1 or later.

Show is presented in one ring, with an hour-and-a-half performance. A new kid show top recently arrived to replace the one that was gone with the wind. Side Show features caged animals and a fighting lion along with magic and mental acts. A new arrival is Dinty Moore, a baby monk. No concert is being carried at present.

Carroll has lined up a broadcast on the life of the Cristiani Family for the Ed McConnell show over NBC Saturday. Friday's (27) *Queen For a Day* will have a circus pitch, and Frances Scully, ABC's fashion reporter, will interview Mrs. Zack Terrell in front of Hollywood's Brown Derby on star gazing. Otto Griebing is set to appear on *Win, Place or Show* also ABC. Knox Manning will have Zack Terrell on his CBS show, *Get That Story*. Spots on *What's Doin' Ladies* and *Take It From There*, with seals and clowns, respectively, also have been set. In addition to these, Carroll is working out a stunt with *Truth Or Consequences*.

Circus blurbs will be fed to Hollywood columnists.

Moves South From Bay Area

PALO ALTO, Calif., Sept. 21.—Light matinees and night houses ranging from three-quarters upward prevailed at the series of one-day stands played by Cole Bros.' Circus this week at San Jose, San Mateo, Redwood City and Palo Alto in that order. Previous week-end show had a three-day run at Oakland, having passed up San Francisco.

Train did not arrive in Oakland until 8 a.m. Friday (13) and work was further delayed by the labor shortage, which was given little relief locally due to fact schools had started just three days earlier. Matinee was an hour and 45 minutes late, a factor held largely accountable for light opening-day business.

Saturday and Sunday matinees were okay, and biggest crowd of the engagement was Saturday night. Show was at some disadvantage because of a dusty lot, located in the factory and cannery district several blocks from the nearest streetcar line.

Stockton gave the show a big night house Thursday (12).

Kelly-Miller in Oklahoma

CARMEN, Okla., Sept. 21.—The Al G. Kelly-Miller Bros Circus, giving a matinee only here Sunday (15), played to a full house.

BUCK OWENS CIRCUS

WANTS A-1 TRUCK MECHANIC

To keep fleet moving. Top wages. Join at once.

Hartsville, S. C., Sept. 25; Bennettsville, 26; Dillon, 27; Carthage, N. C., 28.

PERFORMERS

We can supply you with any made-to-order equipment, Ballbearing Swivels, Wire Rope, Manila or White Line Splicing, Seamless Covered Spanish Webs. Send for FREE sample.

THE HEBELER SHOPS

P. O. Box 56 Bloomington, Illinois
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BILL NIPPO

Clown

AT LIBERTY AFTER OCTOBER 1st

Have own walkarounds and transportation.
Wire or write to
3509 14th St. Detroit, Mich.

VALLEY MOUNT RANCH RODEO

One of the best all around complete Rodeos in the country. Can show now any place, any time. 300 head of Rodeo Stock—Brahma Bulls, Bucking Horses, Dogging Steers, Brahma Roping Calves, Trick and Fancy Ropers, Trick Riders, Comedy Clowns, High School Horses and many other Featured Acts.

No Show too large or too small. Best of equipment in Bronc Saddles and Bucking Riggings.
Own transportation—Contact at once.

BEN KRAUS
VALLEY PARK, MO.
(Phone: Valley Park 191)

WANTED

One or two Buffalos. Will buy or lease them.

F. L. CARSWELL

BOX 414 CORDELE, GEORGIA

COLORED MUSICIANS—GIRL PERFORMERS

Join Now, All Winter's Work. Good Pay, Good Treatment.

Wire

JOHNNY B. WILLIAMS

DAILEY BROS.' CIRCUS

Murphysboro, Ill., Friday, Sept. 27; Anna, Ill., Saturday, Sept. 28;
Centralia, Ill., Monday, Sept. 30.

GIRLS — GIRLS — GIRLS

WANTED FOR GIRL SHOW AND SIDE SHOW

Good Pay, Best Treatment, Long Season. Experience Not Necessary.

Wire

MILT ROBBINS

Care DAILEY BROS.' SHOW, Centralia, Illinois

Ringling-Barnum

Big event of the week was a softball game between the ladies' dressing room and the midget clowns. Score was 17-12 in favor of the midgets. Game was one of the best of the season.

Visitors: Ray Harris, Jack Moore, Charles Dryden, the Bernards; Hap Hazard, wire walker, just returned from three years overseas with the USO; and Mrs. Repensky. From the Kelly-Miller show: Dore Miller, Gus Kanerva and Evalyna Rossi. Birthdays: Jinx Loyal, Donald Lee, Nina Naitto, Murray Burt and Frank Atardi.

Florence Bailey rejoined. Tex Eimlund left because of illness. Willie Krause is on the sick list. Red and Barbara White closed the season at Kansas City, Mo., and Bobby Hasson has taken over the No. 2 ticket box on the Side Show. Mike Haley and Lou Trosey left to make the rodeo in Madison Square Garden, New York, making the trip by plane.

Backyard Notes: The glory of the Old West has taken the backyard by storm. Ten-gallon hats and cowboy boots are the latest vogue, with all departments trying to outdo each other. Red Grumley, of the candy top, so far is the most colorful with his white Stetson, red kerchief and low-cut boots. . . . A *Car Porter's Lament*, written by Charles Roark, Side Show vent, is a classic—unprintable but good. . . . Dunn, the backyard cop, doing his utmost to convince two elderly matrons they had to leave the backyard during show time. . . . Pros and cons on the big fight around the backyard grease joint. . . . A sure sign of cool weather: Half the ladies' dressing room busy with knitting needles on sweaters and afghans.—DICK MILLER.

Bailey Bros.

The usual cold fall rains have been with us, but business continues very good. (Three shows at Anniston, Ala.) We have had some long three-to-five blow-out jumps, too, over black top, mud top and highways under construction. We are like the Swede, tho. If we can't make it in one jump, we make it in two, going half way at night and continuing in the morning. And still nary a late matinee.

Tom Crum has removed the bandages and is his good-looking self again. Word comes from Margaret Matthews that the trick latch on Walter Garland's car came open again, and this time Walter's priceless violin fell out, as Tom did. But Walter ran over the fiddle.

Lee Virtue and Peggy Sylvester, forever sewing on wardrobe, have some gorgeous original creations to their credit. Bee Kyle keeps her lovely home on wheels the sparklingest. Viola Rooks nearly has yours truly beat for sleepest. Does Candy George Meyers burn after he calls "places"! His meaning smile beats a good bawling out any day! Al Dean, unfortunately, meets more men in uniform while piloting his blue palace over the road. Johnny Pringle is qualified to write dogs is dogs. Wherever Gentry is, he must be green with envy.

Skinny Goe and Charlie Blumm had quite a visit at Thomaston, Ga. It was their first meeting since their old John Robinson days 25 years ago. Chet Morris, another old-timer who has his own magic and picture show, was on hand. Mr. and Mrs. Ernst DeEpsa renewed acquaintances with Pat Knight and Shorty Sylvester. Ernie is a retired acrobat of the old school.

Billy Pape: My dime-store dictionary doesn't define the two-bit words in your flowery tribute, but I think it would be quite correct to say, "Thanks a million." — DOLLY JACOBS.

Dressing Room Gossip

Cole Bros.

Since our arrival in sunny California, overcoats have been very much in evidence. A talent scout from one of the movie studios has been around the lot. If he is looking for characters, he came to the right place. One of them asked how he could get his name in *The Billboard*, so I gave him a pencil and *The Billboard's* address in Cincinnati. To Billy Pape: Lucio Cristiani's face was red because he got into the wrong little house by mistake.

The three-day stand at Oakland was a nice rest for the livestock. A lot of the folks went over the bridge to San Francisco and took in the sights. Howard and Thelma Bryant did the city in style, in a jeep.

The new hospital wagon has been completed and is really a thing of beauty, with every known medicine on its shelves, stretchers, cots and everything else that goes to equip a real hospital. Dr. James Ray and his intern, Robert Hampton, are very proud of it, as they should be.

When the bus pulls up alongside of cars 50, 51 and 52 during these three-day stands at 6 a.m., the varying degrees of dress and undress exhibited by the working boys as they scramble to get seats and make breakfast present an unforgettable sight. Whitey Warren, our super trainmaster, is looking for a tutor in the manly art. Reason: Killer Billy Walsh is on the warpath and looking for a gentleman by the name of Two-Gun or Pistol Pete.

The Lewis children have departed for Los Angeles and for the next nine months will play circus at St. Paul's School. Birthdays: Magador Cristiani, Maudie Moore, Brownie Gudath, Bill Spaulding and Robert Delochte.

Nathan L. Fairbairn did much to make the Oakland date pleasant. One (See COLE BROS. on page 83)

Stevens Bros.

Here I am again after a week's lay-off from writing this column. I've had a busy time. I celebrated another birthday at Derby, Ia., refreshments being served. From Moulton, Ia., I made a hurry-up trip to Chillicothe, Ia., to visit old neighbors. (While there, the house where I lived six years caught on fire.) I also went to Kansas City to see the Big One and had visits with Mr. and Mrs. Leonard Aylesworth and Roland Tieber. Also visiting the Big One were Owner Robert Stevens and Shorty Lynn. Shorty is now big top boss canvasman, replacing Frank Burns, who returned to his home at Bay City, Mich., because of heart trouble.

The writer is blowing the whistle since Vern Pratt left with his stock for home at Hugo, Okla., to prepare for his journey to the Hawaiian Islands. The Leininger Troupe joined and is doing six acts and clowning. Mrs. Robert Tabor, who was visiting her husband, returned to Riverside, Calif., with sons Robert Jr. and Patty, leaving George with his father. Roland J. Harding returned to Hugo. Doc Ford and family stopped off for the night show at Emerson, Ia., while en route to join Bradley & Benson. Musician Duncan, from Council Bluffs, Ia., was a recent visitor.

Raymond Duke got a longing to see his new daughter and went home to Ora, Ind. Chet Sunbrock has taken over as general agent.

Shows have been doing good business after rerouting in Iowa from Missouri, where a week of route was canceled by polio. Crowds were on the grounds at Denison, Woodbine, Neola and Tabor, all Iowa.—HARRY VILLEPONTEAUX.

C. R. Montgomery

Dr. E. L. Cooper, of Wichita, Kan., was on a few days, during which he and Swede Johnson replaced the horse in the Liberty act that was lost in an accident. It's school in Florida for Hunkie Johnson. The Johnsons, Ortons and Bells always seem able to find bales of hay to serve as tables for midnight supper in the backyard. Jonnie Mae Snyder is the clown of these affairs. The sheik of the lot is Robert Orton; he has so many girls he has a hard time separating them. What young man has acquired the habit of sleeping on the Hawaiian platform?

They go crazy over Marie Price's spaghetti and meat balls at the grease joint. George Surteese is one chef who actually eats his own cooking. Joe B. Webb continues to do a turn-away business. Joe says he's going to Hot Springs for a few days but will be back. His cracker box has a new coat of aluminum. Cliff Shell, of Bailey Bros., was a visitor. The electrician got his wires crossed, and some of the lights burned all night.—FRED KARR.

King Bros.

We've been trouping in the cotton country of the South the past fortnight. With cotton selling at 35 cents a pound and cotton seed at \$60 a ton, this section is in excellent financial shape. Cool nights and smudge fires have been in evidence.

Victor Palmer, advertising car manager, has added a '46 panel truck to his fleet. Paul Delaney joined with his candy floss outfit, jumping from the Indiana State Fair. George Foreman, manager of the No. 2 Side Show, is constantly enlarging his department.

Mary Livingston returned to Boston after a visit with her sister, Mrs. L. D. Hall Sr. Mrs. Fannie Carter, wife of our treasurer, is back after a short visit to her home at Baltimore. Consetta Cristiani is sporting a '46 Cadillac convertible and promises us a ride if we get to Sarasota this winter. At Selma, Ala., Spark Plug Goodman and wife, Rose, of the Side Show minstrels, entertained friends from their home at near-by Tuskegee Institute.

John W. Sawers, uncle of Mrs. Floyd King, visited at Radford, Va. Paul Sullivan, who worked with Floyd King on the staff of *The Advertiser* at Montgomery, Ala., was on at Anniston, Ala. Mr. and Mrs. W. C. Richards, of Pensacola, Fla., visited several days while the show was in Alabama. Charles Forrest recently visited Macon, Ga. — ROBERTA ROBERTS.

Dailey Bros.

The ballet girls wanted to depict the female form divine. Era, the Gay Nineties. Padding? Yes! . . . When Junior, the dog boy, burst into the men's dressing room, he was brought up short at the sight of the female apparition. It was George (The Duchess) Mason, on the show for a visit and getting ready to clown in drag. . . . Our show for inmates of the Dixon (Ill.) State Hospital seems to have affected some of us. Yours truly was caught jumping from her shadow. And the dog boy, asked who he thought he was, replied: "Why, I'm Napoleon." . . . The railroad had something to do with our late arrival at Bloomington. Its iron horse gave out on an up grade. Lewis Reed suggested unloading the elephants to help push, but his offer brought only unkind remarks from Trainmaster McLain.

Fred Schmager, who visited at Freeport, Ill., has a circus fan record. (See DAILEY BROS. on page 84)

Clyde Beatty

Since hitting the East, we have had our share of rain, but to see the long lines at the downtown ticket sale is enough to convince one we have a horseshoe on top of the center pole.

To Joe Beach and Charles Davitt, both CFA, goes the honor of being the first visitors since the show arrived in the East. They made the round trip to Smith Falls, Ont., from Springfield, Mass. Harry Philips and Fred Timon, of Oswego, N. Y., visited at Kingston, Ont. Philips tramped with Henry Kyes in years gone by.

Due to the shortage of onions, the pie car has put an embargo on them for the rest of the season. That's bad news for Larios, Rabbit, Kyes and others who believe in an onion a day to keep the doctor—and everyone else—away. P. U., as Spike Jones would say.

Dog days, the time of year when little personalities crop out, come and go like April showers and don't mean a thing. The stake and chain gossip about the closing date is a laugh. The boss himself doesn't even know it yet.

When we hear the new side show announcer say, "Open another can of sardines; we're going to feed the seal boy," it reminds us of our 631-mile trip from Fort William to North Bay when each of us was presented with a can of them in our dukey.

'Tis rumored that a western saddle will replace the driver's seat on the gilly bus. Such is love.—DON FRANCISCO.

Buck Owens

Well, we finally had that much heralded wedding at Raleigh, N. C., and a pretty one it was, too. At a predetermined spot in the night show, Novel Freeman and Leon Snyder entered the back door, both mounted on their horses, followed by the cowboys and cowgirls, with Sonny Morales bearing the two rings. The band struck up the *Lohengrin Wedding March* by Wagner, and the procession was joined in the center ring by Buck Owens and Judge Bland, of Raleigh, who performed the ceremony. The newlyweds were given a purse made up by Buck Owens, Si Rubens and members of the show, as well as other presents. If good wishes mean anything, the Snyders will have a rosy future.

Al Beck and various folks from the Kirkwood Shows visited at Raleigh. The writer also had several visitors, as this is his home at present. At Fayetteville, the ex-clown, Herman Joseph, was seen on the lot. At Rockingham, we had the pleasure of again meeting Mike Guy, band leader of the James M. Cole Shows; also Mr. and Mrs. Albert Fleet.

What puzzles me is the way Charley Smith has taken up juggling under the able tutorage of Virginia DeKohl. I don't know, but maybe he's just joining a "club."

The band has finally come out in uniforms and is now a better looking outfit. But the quickest way to stop the band is to yell, "Ice Water."—NORMAN HANLEY.

101 Ranch

Everyone had a case of nerves after a fatal accident that befell the show at Duncan, Okla. George Armstrong, Indian friend of the Sugar Brown troupe, was killed by a hit-and-run driver while walking along the highway after the show was over. He and another Indian had joined out at El Reno and were dancing with the Sugar Brown troupe while three sons of the Sugar Brown family, Irvin, Johnny and Lavern, were away at a powwow at Ponca City. He had received word from his wife that their baby was ill and planned to return (See 101 RANCH on page 84)

UNDER THE MARQUEE

When he calls seats "benches," we know he hasn't been with it long.

W. G. (Popcorn) Mathes is at Albany, N. Y., after his third season on the James M. Cole show.

Moose Moore, CFA, of Midland, Ont., visited the Clyde Beatty Circus at Barrie, Ont., and is grateful to Don Francisco, Jack Joyce and W. F. Gough for courtesies extended.

Joseph G. Nowak, brother of Baron Nowak, midget, and stepson of the late Ray W. Rogers, has been promoted to captain in the army and shipped to Yokahama.

Everybody loves a cookhouse steward who claims he is proud of being a vegetarian.

Don Smith, CHS, of Farmington, Mich., reports the weather was warm and the business good when he visited the Clyde Beatty show at Chatham, Ont.

There's a rumor afloat that Howard Y. Bary will sail from New York the first of October for Africa in quest of strange and startling features for the Big One.

Walter L. Main was a speaker at the Trumbull School reunion in Geneva, O., Sunday (15) and will attend the Circus Historical Society gathering at the Clyde Beatty Circus Sunday (23) at Kitchener, Ont.

Showmen are having more troubles than the old-timers ever dreamed of, and in show circles it's known as labor shortages.

Bill Antes, press and radio director of the Clyde Beatty Circus, had recovered sufficiently from a recent heart attack when Beatty played Kirkland Lake, Ont., to make an extended tour of the underground workings of the Sylvanite gold mine.

John Ringling North, vice-president of the Ringling circus, was at the Biltmore Hotel, New York, the past few days huddling with legal staff. Slated to leave for Europe shortly on a talent hunt, with Hans Lederer, of the International Theatrical Corporation.

Heading for Dixie, where the clowns can roll the colored patrons into the aisles, providing the aisles aren't filled.

Mrs. O. F. Friend, wife of Red Friend, inside lecturer on the Ringling-Barnum Side Show, has been released from St. Mary Hospital, Evansville, Ind., after a major operation. She and the children will remain with her mother in Evansville until November, when she will go south to join her husband.

No Cause for Alarr

WASHINGTON, Sept. 21.—Roy Jennier, now on the staff of the National Zoological Park, tells this one about Jennier's Society Circus of old.

A jig doubled as wild man and caretaker of the show's infants, and during a blowdown he gathered up Ira Millette, then a baby, and took him to the safety of a near-by railroad station. Mrs. Millette, not knowing this, came crying hysterically thru the confusion, "Where's my baby? Has anyone seen my baby?"

A property man put her at ease:

"Don't worry, lady. He's safe. The wild man's got him."

Now that Ringling-Barnum has cut out all but three stands in Texas, Cole Bros. is expected to play plenty of the Lone Star State. Cole is contracted for El Paso, October 19, that date to be followed by several stands in New Mexico.

Friends of Bill (Shoes) Fredericks, formerly with circus concession departments, are congratulating him on winning a 1946 Buick sedan at San Francisco. He trouped with the Al G. Barnes, Tom Mix and R-B shows, quit the road for the Golden Gate Exposition in 1939, and is now with the General Electric Company service shop in San Francisco.

We still believe that the Old London Punch and Judy and the magicians' sucker-box trick are standard Side Show attractions.

George Westerman is handling the advance promotion at Denver for the El Jebel Shrine date of Polack Bros.' No. 1 Unit. Show will play eight days in the City Auditorium, starting September 27. . . . Polack's No. 2 Unit, laying off for 11 days after a three-day stand at Bellingham, Wash., will open at Bremerton, Wash., September 30.



JEAN BARRY McCORMICK, of Holyoke, Mass., who is engaged to marry John Ringling North some time this fall, according to an announcement recently made by her parents.

Happy Kellems, in Chicago en route to Evansville, Ind., reported that he and Ernie Wiswell kept in trim while playing the Allegan (Mich.) Fair with daily workouts on the Allegan golf course. "We turned in a neat 85," he said. "Next season we are going back to play the second hole."

Marshall Green, general agent for the Sparks Circus, who came North to take care of some personal business at Buffalo, caught the Clyde Beatty show at St. Thomas, Ont., and was in Chicago Friday (20). He planned to return to Buffalo, then pick up his wife at Evansville, Ind., and head for Sarasota, Fla., for the winter. He declared the Sparks show would wind up the season with a nice piece of money.

Towner when jilted by a ballet gal was told, "There'll be another one right along," but it was no comfort when he learned that the city dads had barred circuses.

Matt Saunders, who handled press on the old Buffalo Bill Show and was William F. Cody's personal representative, was subject of story in *The Sunday Post* of Bridgeport, Conn., on occasion of the 25th anniversary of the Loew-Poli Theater there. He has been in Bridgeport theatrical circles 36 years and is Loew city manager. . . . *Salute to Buffalo Bill*, an entertaining yarn by Stewart H. Holbrook, appeared in the September issue of *The American Mercury*.

Ben Holmes, former circus g.a., now on the advance of the Triangle Shows, saw two straw houses of King Bros. at Harrisonburg, Va., and visited the James M. Cole show at Roanoke Rapids, N. C., where it followed Sparks and Hunt Bros. . . . Myles M. Bennett, pre-war usher on the Big One, caught the Gainesville Community Circus at Fort Worth. . . . Otto Zange, of McKees Rocks, Pa.,

visiting Atlantic City, reports plenty doing at Hamid's Million-Dollar Pier.

James L. Harshman, of Hagerstown, Md., State chairman of the CFA, this season caught the James M. Cole Circus four times, Ringling-Barnum and Raymond-Lee, twice each, and King Bros. and Bradley & Benson, once each. . . . Visitors with Mr. Harshman on the Raymond-Lee lot at Boonsboro, Md., were Samuel H. Murray and Paul C. Hep- (See *Under the Marquee* on page 83)

Knoxville Park Offered To Rodeo for Oct. 11-13

KNOXVILLE, Sept. 21.—Rodeo, Inc., forced to cancel a three-day show here, scheduled September 19-21, has been offered the use of Caswell Park for October 11-13. Rodeo was forced to cancel because the Knoxville baseball team, which has first call on the ball park, needed the park for the league play-offs. Rodeo offered a guarantee of \$1,000 for the three-day lease or 15 per cent of the receipts, less tax. Last year, under the same agreement, city netted \$2,400.

Whether the Knoxville City Council will okay a Sunday show for the rodeo is a question. Vice-Mayor Fred Allen already has gone on record as opposing the Sunday date.

New Attendance Record Seen for St. Joe Rodeo

ST. JOSEPH, Mo., Sept. 21.—With the biggest advance sale in the history of the city for any event, according to the chamber of commerce, sponsors, the St. Joseph Pony Express Championship Rodeo, which opened Friday (20) and continues thru Sunday, is expected to smash all previous attendance records.

Early arrivals here included Ken Roberts, Strong City, Kan., who is furnishing the stock and is also a contestant; Frank and Larry Finley, of Phoenix, Ariz., bronk and bare-back riders; Casey Tibbs, Fort Pierre, S. D., and Cotton Conklin, Strong City, Kan.

Mansfield Is Winner

MIDLAND, Tex., Sept. 21.—Toots Mansfield, of Rankins, Tex., five times World Champion Calf Roping titlist, won the featured matched roping event over Homer Pettigrew, of Grady, N. M., before 5,000 persons. Mansfield roped 12 calves in 206.4 seconds for the \$2,000 purse.

The Rodeo Fans of America, recruited from dude ranches in the East, staged a clambake, Western style, at the Hotel Philadelphian, Philadelphia, Saturday (14) in honor of Roy Rogers and his troupe. Music was provided by the Santa Fe Rangers. Stunt was devised by Foghorn Clancy, press agent for the Rogers Rodeo, with the help of Rodeo Ben, Philadelphia tailor.

WANTED
BAILEY BROS.' CIRCUS
Six Union Combination Billers for opposition brigade. Long season South. Join on wire.
Jack C. Grady, Adv. Mgr.
210 South Thrd St. RICHMOND, VA.

TO ALL LOCALS AND MEMBERS OF INTERNATIONAL ALLIANCE BILL POSTERS, BILLERS AND DISTRIBUTORS
BAILEY BROTHERS' CIRCUS
has signed agreement.
JOHN J. GRADY, Int. Secy.-Treas.

PHONEMEN
And Phonewomen, program tickets, year round work. Smiling Allen, write, will buy your horses.
PATTERSON BROS.' CIRCUS
Gen. Del. Flint, Mich.

CIRCUS
Cash for your Programs, Heralds, Couriers, Photos and Books. Highest prices paid by America's leading dealer in Circusiana.
C. Spencer Chambers
219 Shuart Ave. Syracuse 6, N. Y.



Put Yourself in Our Shoes— Kick 'Em Around a Bit . . .
SEE INSERT AT PAGE 67

BRADLEY & BENSON CIRCUS
Closes Saturday, September 28th. In order to get ready for Jimmy Bagwell's Guitarodeo. WANT Hillbillies with or without horses. Must sing and play. Will also consider four or five All-Girl Units, must sing; Banner Man to sell banners, mark highway to lot. Want one Electrician with circus experience, also want Agent who can contract cheap lots and understands contracting for Hillbilly Show. Must have own car. All-winter work at pre-war salaries. All must wear wardrobe downtown. Street parade at 4 p.m. daily. Must sign contract. One-week holdback. Paid every day. Time is short. Wire only to Corinth, Mississippi. We pay with money. If you want blood don't answer. C. C. McClung, contact me. No Side Shows. Tama Frank and Patsy, contact; Brigade Manager former James M. Cole Show, wire.
JIMMY BAGWELL, Jimmy Bagwell Guitarodeo
LEXINGTON, MISS.

POLACK BROS.' CIRCUS UNIT
CAN PLACE
Union Bandmaster for balance of season. Must have library of nine for local bands. Open at Bremerton, Washington, Sunday, September 29th. Long season. Wire
SAM T. POLACK
MAYFLOWER HOTEL SEATTLE, WASH.

PUYALLUP PACKS 'EM IN AT \$1

Wash. Revival Sights Record

Draws 283,527 in first six of nine days — previous peak for run was 313,348

PUYALLUP, Wash., Sept. 21.—With three big days still to go, the nine-day Western Washington Fair here piled up an attendance of 283,527 thru Thursday (19) and appeared well on the way to shattering the all-time gate record of 313,348, set in 1941, when the event was last held.

Even off-weather the first two days, Saturday and Sunday (14-15), failed to keep the throngs down and Sunday netted an all-time single-day record gate of 78,791.

Midway Biz Big

Huge turnouts have been registered despite the fact the front gate admittance price was upped from 50 cents, pre-war price, to \$1. There were no beefs over the hike, and customers spent freely, with the Douglas Shows, of Kent, Wash., doing record-shattering business on the midway. Rides get 25 and 35 cents and shows 50 cents. Long lines in front of the rides and shows have been frequent. Concessionaires have been cleaning up. Fair-owned midway attractions also did big business.

Night grandstand shows have been sold out daily with admission at 25 cents. The stand seats 13,000. Fair's parking lot, which accommodates 4,000 cars, has been jammed at two bits a car. Outside parking lots, operated by private individuals, had hiked their charge to 50 cents, but the OPA stepped in and ordered the price back to 25 cents. Some of the outside parking lots folded as a result.

Sunday's huge turnout provoked a big traffic jam. At the peak, it required nearly three hours to drive the last three miles into the city.

Talk Improvements

Event received strong publicity support from the Seattle and Tacoma papers, all breaking with plenty of space and art.

J. H. McMurray, fair manager, said officials were so enthused over the jam-packed plant they are going to spend \$200,000 in remodeling. Plans include the addition of extra ticket windows, expansion of the cattle barns to accommodate expected jumps in 4-H and FFA entries, and construction of permanent housing for the rodeo stock. Rodeo, it is pointed out, is fast becoming the most popular grandstand attraction and may be featured in the future. Execs also indicated they may have lane of concrete installed in the midway area.

Woodville, Tex., Revival Scheduled for Oct. 2-5

WOODVILLE, Tex., Sept. 21.—After 18 years the Tyler County Fair will be revived October 2-5. Civic and service organizations of Woodville and Tyler counties have merged to work for the event. P. C. Collier is president; J. L. Pate, vice-president; R. A. Ogden, secretary, and A. C. Richmond, W. H. Gilchrist, A. E. Pedigo, John Wiggins, Pat Dean and E. M. Pitts, directors. Old grounds will be used with canvas.

Won't Be Long Now

CHICAGO, Sept. 21.—The frost is on the pumpkin and the fair season is on the wane. A harbinger of off-season comes in a post-card announcement, which carries the news that the Kansas State fairs will hold their annual convention at Hotel Jayhawk, Topeka, January 7-8.

Other similar announcement from other State associations are expected to follow. Association secretaries are urged to send their convention dates and places at the earliest convenience to *The Billboard's* Chicago office so that showmen and fairmen may obtain hotel reservations before it is too late.

'Wait and See' Pose At Announcement 'Calif. To Go in '47'

SACRAMENTO, Sept. 21.—Fred H. Bixby, of Long Beach, president of the California State Fair Board, announces there definitely will be a State fair in Sacramento in the fall of 1947.

Announcement came at the annual host breakfast of the Sacramento Valley Council, State Chamber of Commerce, here. Governor Warren, who called off this year's scheduled fair because he said materials were needed for veterans' housing, followed Bixby, saying he was glad the directors had voted to hold a '47 fair.

However, announcing the fair and holding it are two different things, as Sacramento learned this year. The '46 fair was scheduled, publicity was being turned out by Sam Leedom and Ralph Clark, and everything seemed set for the first post-war fair. (None has been held since 1941.) A couple of months before opening, it was called off. So this early announcement of the '47 fair is being greeted with a "we'll wait and see" attitude.

Meanwhile, Governor's Hall at the fairgrounds has been leased to Capitol Enterprises, local band booking agency operated by Steve George and Irv Schwartz, for Saturday night dances starting in October. As the agency has an exclusive MCA contract, top names are expected to be booked.

Arkansas Stock Show To Use Plenty Canvas On New 71-Acre Site

LITTLE ROCK, Ark., Sept. 21.—Approximately 150,000 square feet of canvas will be used to house the Arkansas Livestock Show, to be held October 14-20 in its first post-war exposition on its new 71-acre grounds on West Roosevelt Road, President T. H. Barton has announced.

Grounds were bought recently with funds appropriated by the 1945 Legislature. Land has been graded, roadways laid and parking and protection areas have been set up. The rodeo will be held in a new arena which seats 6,500. Other permanent buildings will be erected when material restrictions are relaxed.

Event will offer \$25,000 in premiums, with \$16,660 to go to open-class awards and \$4,165 to FFA and 4-H members.

Kingman Resigns IAFE Post; Cites Ill Health as Reason

By Herb Dotten

CHICAGO, Sept. 21.—Frank Kingman, secretary-treasurer of the International Association of Fairs and Expositions since 1938, has resigned that position, effective immediately, due to ill health. The announcement was made today in Saginaw, Mich., by Clarence H. Harnden, IAFE president and secretary-manager of the Saginaw Fair upon receipt of word from Kingman. Reached at his home in Brockton, Mass., where he is manager

DuQuoin Grandstand Grosses Record 103G

DU QUOIN, Ill., Sept. 21.—Grandstand receipts at the recent Du Quoin State Fair here aggregated \$103,000, including taxes, a record take, W. R. Hayes, president, announced this week.

Attractions were furnished by L. N. Fleckles, of the Voorhees Agency, Chicago; the Ernie Young Agency, also of Chicago, and George A. Hamid, New York. Grand circuit races were the track feature five afternoons, John Sloan's auto races one afternoon and motorcycle races one afternoon. (See *The Billboard*, September 21.)

New grandstand, which seats 8,000, was used, altho construction was incomplete. Included among the improvement projects planned for the '47 event, if materials are available, is a new 5,000 capacity coliseum which will provide stabling facilities for 225 horses.

Denver Skeds First County Fair in Aud.

DENVER, Sept. 21.—Denver will have its first county fair under sponsorship of the local Exchange Club.

Slated for November 4-16 in the city auditorium annex, club has incorporated the Rocky Mountain Fair Association to promote the fair as a city-wide public project. M. J. Lewis is president of the new organization. E. H. Harvey is general manager.

Fair will be open 11 afternoons and nights. Program will include commercial and industrial exhibits, fashion shows, hobby exhibits, music, dancing and vaudeville. If the fair is successful it will be repeated each spring and fall.

Promotional features will include contests to select the most popular mailman, taxi driver, policeman, schoolteacher, barber, elevator pilot, store clerk, newsboy and engaged couple. Winners will be awarded prizes and citations.

Edgar H. Watson, club president, said the fair was started because the club felt Denver people had been deprived too long of the fun rural folks have at their fairs. Admission will be charged, with profits to go to charity.

Ala. Okays \$500,000 Mobile Coliseum, 6 Others in State

MONTGOMERY, Ala., Sept. 21.—The State Agriculture Center Board has voted to build a new \$500,000 State livestock coliseum here and has also approved appropriations for the construction of six small coliseums in as many regions of the State.

Building at Decatur and Selma will cost \$40,000; at Gadsden and Demopolis, \$35,000, and at Monroeville and Andalusia, \$25,000.

of the Brockton Fair, Kingman pointed out that his health had bothered him during the past year and that this, coupled with the increased press of duties connected with operating his own annual, forced him to make the decision with reluctance.

Ill Health Reason

He told *The Billboard* that he will assist IAFE as much as his health and the press of his own affairs will permit.

Harnden said that he will contact members of the IAFE board of directors to determine whether they wish to elect a permanent replacement or to name a temporary secretary until the convention here in early December. Early decision is expected, as the task of preparing the many details and the program of the convention falls upon the secretary.



FRANK KINGMAN

Members of the board of directors are Ralph Ammon, Wisconsin State Fair, Milwaukee; Bligh Dodds, New York State Fair, Syracuse; Sheldon R. Brewster, Utah State Fair, Salt Lake City; Emery Boucher, Exposition Provinciale, Quebec; Ralph Hemphill, Oklahoma State Fair, Oklahoma City; Roy Rupard, Texas State Fair, Dallas, and M. H. Benton, Southeastern World's Fair, Atlanta.

Followed Hemphill

Kingman was elected secretary-treasurer as a successor to Hemphill, who had held the position for 15 years. During his tenure Kingman was credited, among other things, with developing the advertising clinic as part of the annual convention and with compiling a voluminous record of the nation's fairs.

It has long been his opinion that the post should be a full-time one, with commensurate salary, and adequate office assistance and funds to fulfill the possibilities of the position.

During his service, he has been called upon for information from various sources, including foreign governments, federal agencies, publications and hundreds of annuals.

PA. BIGGIES BIGGEST YET

Allentown Set For New Marks

\$205,000 record '45 gross certain to be eclipsed — ready to retire all debt

By Jim McHugh

ALLENTOWN, Pa., Sept. 21.—With every two paid admissions adding up to a buck, the Great Allentown Fair this week was again demonstrating its enviable natural appeal and surging ahead to new records as perfect weather was predicted for the remaining two days. Fred E. Lewis, treasurer, said after opening day (17) that enough profit was assured to enable the association to pay off all of its debts before today's closing. Two years ago the association was on the nut for approximately \$130,000.

Early Thursday (19), biggest single day, indications were throngs from the city on half-holiday, plus the rural folks, would reach the saturation point on the cramped grounds. Last year's \$205,000 gross from all sources was certain to be eclipsed. Grandstand and midway attractions already had set new all-time records. Concession and exhibit space with any worth-while frontage was unavailable even tho efforts to secure real estate continued after the annual had passed the half-way mark.

Stress Entertainment

Everyone hit pay dirt opening day, which was Kids' Day. Free gate prevailed for the youngsters, but 20,979 adults contributed half dollars to establish a new record paid attendance on that day. An estimated 30,000 kids swelled the total to better than 50,000. More than 45,000 paid their way Wednesday, Farmers' Day. All adjacent counties were well represented, with the agriculturists showing up in large family groups.

Plenty of emphasis was placed on entertainment features, as in the past, with the result the 7,300-seat grandstand, plus other improvised seating arrangements, provided adequate but no surplus accommodations for the attending throngs. George A. Hamid's *Grandstand Follies*, featuring a 20-girl line, was presented nightly. Supplementing acts included A. Robbins, the banana man; Gaudsmith Brothers; Flying Hartsells, aerialists; Seven Brannocks, teeterboard; Lawrence Trio, aerialists; Loyal Repensky riding (*Allentown Annual Zooms page 78*)

Mobile Withholds Plant Lease; Gives Go Sign for Fall

MOBILE, Ala., Sept. 21.—Decision on the long-time use of the Mobile County Fairgrounds here will be withheld by the city commission until the completion of the city master plan, now in preparation. The commission meanwhile has given its verbal go-ahead for the use of the grounds this fall for the Greater Mobile Gulf Coast Fair.

Officials of the fair have asked a long-term lease and are expected to submit a proposal in the near future. The 45-acre plant was used by the army during the war, and a 32-acre section was turned back several months ago. Army continues to use the remaining 13-acre tract.

Louisville Daily Determined Kentucky Shall Have Real Fair

LOUISVILLE, Sept. 21.—The *Louisville Courier-Journal* apparently intent that Kentucky shall have a truly representative State fair, dispatched staffer Marion Porter to Indianapolis to take in the recent Indiana State Fair, and he returned with a detailed account of the Hoosier annual which the gazette topped with a four-column head, "Indiana State Fair Makes Kentucky's Look Rather Like an Afflicted Child."

Porter, in his story, published Sunday (8), teed off with: "A Kentuckian attending the Indiana State Fair has the same feeling of fierce and protective tenderness for the Kentucky State Fair that a mother has for an afflicted child whose closest neighbor is an offensively healthy and robust youngster."

"The prosperity, the cleanliness, the order, the appearance, the competence, the general well-being of the Indiana fair almost seem designed to show Kentucky up . . .," Porter continued.

He pointed out that Indiana has one of the best plants in the country, that the splendor of the buildings dazzle; that politics is curbed; that an entire day could be spent in the Women's Building alone, and that the youth buildings are worth special mention.

He also pointed out that Indiana has a population of 3,427,796, compared with Kentucky's 2,845,627—and that Indiana has a State property tax of three mills for construction and repair at the fair—and said this, partly, accounted for the contrast of the two State fairs.

Quoting Otto L. Reddish, Indiana fair president, who said, "We have kept a minimum of politics in the board." Porter reported that the Hoosier fair is operated by the governor, the lieutenant governor and the Indiana Board of Agriculture, plus the dean of the Purdue University of Agriculture. Of the 16, three are appointed by the governor

Big Run Envisioned For Greensboro; Ag, Stock Shows Plugged

GREENSBORO, N. C., Sept. 21.—Predicting a banner year for the 46th annual Greensboro Fair, officials this week went into the final phases of planning for the event, which gets under way here October 7 and continues thru October 13. Manager Norman Y. Chambliss said that all available exhibit space has been contracted for. Advance sale of tickets is being handled by the American Legion Post and Eastern Star chapters. Management is placing much stress on agricultural exhibits and livestock shows.

Breaking the ice this year will be AAA-sanctioned auto races, presented by Sam Nunis Speedways, which will be held a day prior to the official opening. Joie Chitwood's Thrill Show has been set for Monday night (1) and Thursday afternoon (10) engagements, and Bill France's professional stock car races will be staged Saturday afternoon (12).

George A. Hamid office will furnish the grandstand attractions, featuring *Derby on Ice* nightly. Johnny J. Jones Exposition will provide the midway

and 13 are elected by officers of the legally recognized agricultural organizations—including fair associations—in the State.

Story drew few conclusions, but gave Kentuckians a picture of how their fair stacks up alongside of Indiana.

Carthage Soars To Record Highs

CINCINNATI, Sept. 21.—Record-breaking attendance of 85,000 gave the 91st annual Hamilton County Fair at Carthage here September 11-14 the most successful event in its history, officials of Hamilton County Agricultural Society said this week. Clarence Peters, society secretary and director of entries and privileges, pointed out that the 85,000 figure included press, workers and exhibitors' passes. Peters said that altho final tabulation is not expected to be complete for several weeks, he believed that previous single-day margins, with the exception of Friday (13), will be eclipsed by a wide margin.

Friday, which was Children's Day, started out auspiciously and some 20,000 kids and adults jammed the grounds by 3:30 in the afternoon when a severe rain and hail storm struck the lot and sent the attendance figure to about 1,000 below the best previous Friday mark in the fair's history.

Saturday (14), final day with over 35,000, bested any previous single-day mark in the 91 years of the annual's operation, Peters said. He added that he believed the annual would show a profit well in excess of any previous year, despite the fact that much of the monies accrued from the 1946 operation have and will continue to go into repairs and needed improvements of the fair plant.

Officials said this year's exhibitors numbered 175, representing one of the heaviest demands for booth space in the history of the annual. Grandstand, featuring acts presented by Bob Shaw, of Gus Sun Booking Exchange, Springfield, O., grossed a record \$24,000, and the midway, with John F. Enright in charge of the F. E. Gooding Amusement Company unit of rides and shows, chalked up the best midway business ever registered at the local annual.

N. H. Annuals Share 88G Pari-Mutuel Cut

CONCORD, N. H., Sept. 21.—Nine agricultural fairs in New Hampshire are on the receiving end of \$88,372 as their share of pari-mutuel receipts this summer at Rockingham Park. Sum is the largest since 1941, when the Legislature passed a law giving them the benefit of one-quarter of a 1 per cent on pari-mutuel betting. Shares are based on the amount of premiums or prizes paid by fairs.

Largest sum is \$21,880 to the Union Grange Association, operators of Plymouth Fair. Other annuals and the sums received are Lancaster, \$13,308; Rochester, \$11,908; Cheshire County Fair, \$9,109; Deerfield, \$8,672; Hopkinton, \$6,922; Canaan, \$6,398; Sandwich, \$5,248, and Pittsfield, \$4,823.

York Eclipses All Old Totals

Gate hits 122G, up from 91G—grandstand grosses 76G—midway tops 70G

YORK, Pa., Sept. 21.—The York Inter-State Fair, which closed its five-day run here Saturday (14), registered record grosses in every department as attendance attained a new high, according to final tabulations announced by President-Manager S. S. Lewis.

Outside gate admissions aggregated \$122,056.90, as compared to \$91,753.04 for 1945, previous record year, for an increase of approximately 33 per cent.

81,962 Pay Into Stands

Grandstand receipts totaled \$76,744.20, a jump of approximately 20 per cent over the '45 figure of \$68,755. Final tabulation shows 81,962 paid their way into the stands, as compared to 68,264 for the previous year. Night and day grandstand admissions ran almost neck-and-neck, with the afternoon receipts totaling \$38,030.10 and the night receipts slightly higher, \$38,714.10.

Sale of concessions netted \$63,340.68, as against \$53,883.86 or an increase of 20 per cent over last year.

The James E. Strates Shows amassed a gross of \$70,107.33. While 1945 figures are not available, this year's midway gross constituted a record.

No Liquor Sold

Fair did not permit the sale of intoxicating liquors or sell toilet privileges, a source of considerable revenue for fairs which do, Lewis pointed out.

Grandstand show played to capacity performances, with overflow at night occupying seats placed on the track. Booked thru Frank Wirth, New York, grandstand show offered Wirth's *Sky High Revue* and eight acts. In addition, Bill Robinson appeared as guest star Wednesday (11) and Guy Lombardo and His Royal Canadians were an added feature on Friday (13) night.

Wirth's revue offered five production numbers with the J. Panter Male Chorus and a line of 16 girls. Sylvia Manon, with Denas and Voley, was featured in production numbers. Finale highlighted by setting with a 24-foot-high Stroblited replica of the Statue of Liberty.

Acts appearing with the revue were Willie, West and McGinty, A. Robins, Monroe and Grant, Herman Hyde and Company, J. Panter Singers, Phil's Riding School, Memory Lane Trio, Gautier's Bricklayers, and Sensational Keenans.

CLEVELAND COUNTY NEGRO FAIR

SHELBY, N. C.
October 2d thru 5th

WANT Shows — Minstrel, Circus Side Show, Wild Life, Snake Show or any good clean Attraction. Will place on low percentage basis. CONCESSIONS—Will sell Exclusive on Custard, Bingo, Ice Cream. Also have space for Penny Pitch, Ball Games, Penny Arcade, Fish Pond, Slum Spindle, Pitch Till You Win Joint, Novelties, Peanuts, Snow. Send Deposit. Wire Fair Grounds, Shelby, N. C. Ford, contact me at once.

L. L. LEWIS

HUTCHINSON UPS GATE MARK

Draw Up 25% At Kan. Event

**Midway play hiked 35%—
grandstand has record biz
—auto races pull crowds**

HUTCHINSON, Kan., Sept. 21.—All existing records were being eclipsed at the Kansas State Fair this week. Thru Thursday (19) afternoon, front gate attendance was running more than 25 per cent over 1945. Although exact figures were unavailable, Sam Mitchell, secretary, placed attendance for the first five days at 270,000.

Not only was the gate up, but spending showed an increase which was disproportionately higher than the attendance. Declining to release figures, Mitchell said that Al Wagner's Cavalcade of Amusements gross over the midway for the first five of the six days represented a 35 per cent jump over the corresponding period of the previous peak year.

"Starved for Amusement"

"The people in this country," Mitchell said by way of explanation, "are starved for entertainment and amusement."

Grandstand business reached record highs, both afternoon and night. Night feature was Barnes-Carruthers' revue and acts booked by the B-C office. Show played to capacity and overflow biz.

Auto races (Gaylord White and Al Sweeney) proved the big afternoon lure. Staged three afternoons, one of which followed intermittent drizzles and early rain, the races drew a total of 46,000, Mitchell estimated. Sunday (15) they brought out 16,000, Tuesday a crowd of similar size, and Thursday, following drizzles and early morning rain, 14,000 attended.

Cycle Race Draw 12,000

Motorcycle races, staged by Frank Winkley, accounted for a grandstand crowd of approximately 12,000 Monday, and Winkley's All-American Thrill Show drew a 9,000 grandstand turnout Wednesday.

Annual offers one of the largest farm machinery exhibits of any Midwest fair this year. Commercial exhibits also run high. The drought, which had hit this area, reduced the quality and quantity of the agricultural exhibits, but exhibits are regarded as creditable. Livestock exhibits were excellent, with fair showing more than 600 head of cattle.

Stock, Poultry, Singing, Marion Colored Features

MARION, Ark., Sept. 21.—Crittendon County Fair, with a \$400 premium list, will be held at the Negro gym here October 3-5.

Prizes will be awarded for livestock and poultry. Another feature will be a singing contest for quartets of West Tennessee and East Arkansas.

AT LIBERTY

After Oct. 5th for Southern Fairs and Rodeos

TINY SMITH

AND HIS BUCKING FORD ACT

With plenty of Comedy and Fireworks. Booked through Boyle Woolfolk Agency, Chicago, Ill., or care Laurel, Miss., week Sept. 23; Meridian, Miss., week Sept. 30.

Crowds Strip Grape Exhibit; Brings Out Riot Squad in Calif.

LODI, Calif., Sept. 21.—The annual Grape and Wine Festival, which opened here Friday (13), made the front pages of most of California's dailies when riot squads were rushed to the fairgrounds Monday (16) to restrain a hilarious crowd of 60,000 celebrants who swarmed thru an exhibition pavilion and denuded an ornate grape display down to the last bunch. The festive-minded crowd clambered over display guardrails and helped themselves to thousands of bunches of Lodi's choicest products.

The local grape exposition attracted nearly 100,000 visitors during its three-day run.

Reading Draws 344,282 for Record

READING, Pa., Sept. 21.—Reading Fair drew a record 344,282 during its eight-day showing, ending Sunday (15). Ideal weather prevailed and new attendance records were set every day except Thursday (12). Single-day mark was set Saturday (14) when 63,502 attended. Of these, 12,000 jammed the grandstand, bleachers and paddock at night to see the crowning of Miss Reading Fair of 1946, Joie Chitwood and His Hell Drivers and George A. Hamid's *Grandstand Follies*.

Auto races, promoted by Sam Nunis, drew an announced 33,104 Sunday. Jack Wilson, co-owner of Cetlin & Wilson Shows, said the midway gross topped all previous show records.

Charles W. Swoyer, secretary, said a large percentage of independent concessionaires contracted and paid for space in 1947 before leaving the grounds. President John S. Giles attributed success of the annual to the large number of patrons who attended three and four times. Horse racing purses and premiums totaled \$70,000.

Greenfield, Mass., Advance Sales Grosses Record \$6,100

GREENFIELD, Mass., Sept. 21.—Tabulation of the advance ticket sale for the 98th Franklin County Fair, held here September 9-11, totaled approximately \$6,100, an increase of about \$1,200 over last year's previous peak total, Edward E. Rankin, chairman of the sale, announced.

A total of \$6,052.25 already has been turned in to Treasurer William C. Connant, with about \$50 still to be collected from the workers. This represents 4,742 tickets sold prior to the fair's opening.

Memphis Colored Event Skedded for Sept. 26-29

MEMPHIS, Sept. 21.—Colored Tri-State Fair will be held September 26-29 at the Mid-South Fairgrounds, the executive committee, headed by Rev. J. L. Campbell, president, announced.

A resolution lamenting the recent death of Dr. L. G. Patterson, secretary-manager, was adopted at a recent committee meeting. Prof. E. C. Jones, former assistant treasurer, was named secretary, and Prof. B. T. Hunt committee chairman.

Minn. Hippodrome Razed; New 750G Building To Go Up

ST. PAUL, Sept. 21.—A new hippodrome will be built on the Minnesota fairgrounds as soon as material is available, Raymond E. Lee, fair board secretary, said this week.

Present structure now is being razed and a new building will be erected on the same site. Approval is required of the Civilian Production Administration and the State purchasing office of the Department of Administration. It is hoped bids can be received some time next spring.

While Lee declined to say what the new structure will cost, it was figured \$750,000 would be the approximate cost. The new structure will be approximately the same size as the old one which seated 6,600.

There has been some talk that the new building, when erected, will be leased out in the winter to the Minneapolis Hockey Club which now plays in the Minneapolis Arena but needs a new home. Lyle Wright, owner of the arena and manager of the club, is in Winnipeg with his athletes and could not be reached for comment.

S. M. S. Ranch Rodeo Helps Keene, N. H., Double Gate

KEENE, N. H., Sept. 21.—S. M. S. Ranch Rodeo is credited with playing a big part in enabling the three-day Cheshire Fair, here September 5-7, to more than double its attendance over any previous year. Rodeo was presented afternoon and night in front of the grandstand as total attendance hit 22,658, more than twice any previous total.

Grandstand, which seats 800, was filled to overflowing at every performance, and Saturday (7) extra bleachers, seating 300, were erected, and these, too, were filled, and there was a large overflow. On opening day, Thursday (5), there were more paid admissions on the grounds by 2 p.m., than was recorded for both day and night in any previous year.

Rodeo was booked thru B. Ward Beam, New York, with Joe Daly, general agent, signing the contract.

Circuit Organized By 7 Texas Annuals

TOMBALL, Tex., Sept. 21.—In an effort to avoid conflicting dates and also to enable group booking, seven Texas annuals have formed a circuit known as the Gulf Coast Fair and Rodeo Circuit with headquarters here.

Charter members are the Wharton County Fair, Wharton; Brazoria County Fat Stock and Fair Exposition, Brazoria; Fort Bend County Fair, Richmond; Harris County Fair and Rodeo, Tomball; Waller County Fair, Waller; Trinity Valley Exposition, Liberty, and the Harris Youths' Fair, Houston.

Officers are B. E. Stallones, Houston, president; Thad Smith, Houston, vice-president of rodeo section; Gene Williams, Angleton, vice-president of fair section, and J. B. Lee, Tomball, secretary.

Dates of the annuals this year, together with the managing officers, are: Wharton, September 24-28, John W. Kirkpatrick, manager; Brazoria, September 20-October 5, Gene Williams, manager; Richmond, October 10-13; Tomball, October 27-30, Quin-

Television Exhibit Clicks at Ia. State

DES MOINES, Sept. 21.—Video demonstrations, staged thru the joint co-operation of radio Station KRNT, Cowles Bros.' station here, and RCA, with International Harvester Company credited with an assist by making its huge, attractive tent available, proved a potent lure at the recent Iowa State Fair.

Station officials estimated the tent attracted 250,000 fair-goers, and that the bulk got a look at the demonstrations. KRNT also staged many of its regular broadcasts from the television stage and also aired the video demonstrations. Observers pointed out that televised shows should be a popular feature at the nation's State and county exhibitions as television is developed.

KRNT and WHO, also of Des Moines, were forced to put their shows on from tents this year, but since the fair's closing there has been talk of finding more suitable broadcasting quarters in the future.

Saginaw, Mich., Ends With Record Gate

SAGINAW, Mich., Sept. 21.—Hard-hit thru the first five days of its run by a combination of cool or rainy weather, the threat of polio and weak local newspaper publicity, the Saginaw Fair closed strong in good weather and excellent attendance, enabling it to finish with a record-breaking 156,000 paid admissions, up more than 3,020 over last year, according to Clarence Harnden, secretary.

Parents, who refrained from bringing children out on Kids' ay, Tuesday (10), when admission for kids was free, eased up closing days of the fair. The number of cases dropped to a low figure before the event opened, but local newspaper publicity chilled parents on permitting their children to go on Kids' Day.

By latter part of the week, polio publicity had eased off and skies cleared, and closing two days, Friday and Saturday (13-14) drew big turnout. Paid gate was boosted by 9-cent admissions for youngsters.

Pointing out it was too early to know the exact profit, Harnden, said it would be in the neighborhood of \$25,000.

Greenfield, Mass., Sets New Mark; 40,000 Attend

GREENFIELD, Mass., Sept. 21.—Final attendance tabulation for the 98th Franklin County Fair Tuesday and Wednesday (10-11) revealed all previous records were broken, altho paid admissions at the gate final day were about 100 less than last year, according to Treasurer William C. Conant.

Between 5,000 and 6,000 school children swelled closing day attendance to an estimated 20,000, making a total for the two-day event nearly 40,000.

President Fred B. Dole said good weather prevailed.

cy Edwards, secretary-manager; Waller, October 23-26, Henry Holtz, president; Liberty, October 23-26, Vernon Poole, secretary-manager, and Houston, November 7-10, Thad Smith, secretary.

Price Rise Ups Tulsa Grosses; Gate Pars 1941

TULSA, Okla., Sept. 21.—With front gate and grandstand price up from 25 cents in 1941, when the event was last held, to 50 cents, the Tulsa State Fair, which opened here Saturday (14), was running far ahead of that year in money gross, altho attendance was almost neck-and-neck with the corresponding period in 1941.

Paid gate thru Friday (20) afternoon was estimated at 80,000 by W. K. Gray, fair secretary, who placed total attendance to that point at 100,000.

Late Start Hurts

On the midway, where John R. Ward's World's Fair Shows held forth, grosses were also far ahead of '41 take, due to the increase of prices over five years ago, when the fair went into its wartime blackout.

A late start in launching plans to revive the event this year had its effect, Gray pointed out. Shortness of time made it impossible for the fair to corral sufficient diverse entertainment features. Midget auto races (Cox) and thrill shows (Abrams) were alternate features every afternoon, with one exception, and also were offered both afternoon and night opening day.

Kids' Day Hit

Night grandstand attraction Sunday (15) thru Friday was Sunny Bernet's White Horse Troupe, which played to good crowds. Bernet aggregation also played matinee Monday, Children's Day. Attendance that day was off from expectations, as only the rural schools released the children. City schools, because of the threat of polio, didn't release children unless they brought a written request from parents. Approximately 8,000 youngsters attended.

Big turnout of children, however, is expected today, as local youngsters will be out of school and free to attend. Big feature today will be crowning of Sooner Princess, culmination of contest with 40 entries from Northeastern Oklahoma. Crowning is set for tonight in the arena, to be followed by a dance, with Johnny Lee Will's ork providing the music.

Weather has been good, excepting Thursday night, when rain washed out night grandstand show and killed midnight business.

Fla. Sportsmen's Expo Set For Eustis March 17-22

EUSTIS, Fla., Sept. 21.—Dates for the 1947 Florida Sportsmen's Exposition at the fairgrounds here will be March 17-22, President L. L. Polk announces.

Designed to stimulate interest in conservation and sportsmanship, expo will include exhibits by Florida Park Service, Florida Fish and Game Commission and the Federal Fish Pond Fertilization Commission. It also will offer displays of citrus fruit, 4-H poultry and livestock from the county.

A carnival will be on the midway and circus acts will be offered. Fireworks, motorboat racing, horseshoe pitching and an exhibition of horses and hunting dogs are scheduled.

Event will be staged by the Lake County Fair Association, the Board of County Commissioners and the Lake County Chamber of Commerce as a non-profit group and will be directed by Karl Lehmann, Tavares, Fla., secretary-manager.

Chattanooga Sets New Day's Mark

CHATTANOOGA, Sept. 21.—Chattanooga-Hamilton County Interstate Fair, which opened Monday (16) in rain to an attendance of only 1,200, registered the biggest day in its 11-year history Tuesday (17), when 18,000 went thru the turnstiles. Big day was swelled by turnout of kids, free at noon from school and lured by a five-cent gate and 14-cent ride fee which prevailed on Endy Bros.' Shows midway until 6 p.m.

Wednesday's (18) attendance was slightly under the record gross of Tuesday, and Mrs. Maude H. Atwood, secretary, maintained then that the event, which closes today, seemed headed for an attendance record.

Grandstand acts, booked thru George A. Hamid, New York, are Leda Blake, contortionist; Captain Spiller's Seals and the Flying Siegrists, with Georgiana Deiter vocalizing and acting as emcee. Three-day card of harness races closes today.

Allegan, Mich., Sets New Crowd Record

ALLEGAN, Mich., Sept. 21.—A strong finish enabled the Allegan County Fair to close here Sunday (15) with a record-breaking attendance of 77,000. Old mark, established in 1945, was 7,000 less.

Saturday (14) provided a turnout of 20,000, biggest single day attendance in history. Closing day lured an excellent crowd and provided near-capacity grandstand for the horse show, which lasted from 11 a.m. until 5 p.m. Friday (13) provided attendance slightly under the corresponding days in 1945.

Gate for the first few days of the fair, which opened Monday (9), was slightly under the corresponding days last year, due to a combination of reasons, principally cool and rainy weather. (See *The Billboard*, September 21.)

Blackmon's Diamond Ranch Mineola Grandstand Feature

MINEOLA, L. I., N. Y., Sept. 21.—Lewis Blackmon's Diamond's B Ranch Rodeo was the grandstand attraction at the Mineola Fair, September 10-14. This was Blackmon's second stand at Mineola and show ran along the same lines as last year's. Stock was excellent and the contestants put on a good show.

Lewis Blackmon handled the rodeo and Mrs. Helen Blackmon acted as timer of the contests and doubled as a rider. Clyde Rogers did the announcing and Fred Clancy, son of Fog Horn Clancy, appeared as clown and trick roper. Feature attraction was the Mansfields in trick rifle shooting. Roy Hinkle offered top-notch rope spinning and lasso tricks, and a big hand went to Patsy Blackmon, three-year-old daughter of the Blackmons, who rode her pony.

Watertown, N. Y., Annual Proposes Racing Circuit

WATERTOWN, N. Y., Sept. 21.—A six-week harness racing circuit among fairs in Northern New York is proposed by Jefferson County Fair, revived here this year after a four-year wartime lapse. Ideal set-up would necessitate the changing of dates by several annuals. Area considered includes annuals at Gouverneur, Lowville, Sandy Creek, Watertown and Boonville.

Multnomah, Ore., Hits New High in Every Department

GRESHAM, Ore., Sept. 21.—Seven-day Multnomah County Fair here, August 19-25, was the most successful in the history of the event, final tabulation of receipts show. Paid admissions at the outside gate totalled 125,000; grandstand lured 96,000 paid customers and receipts from pari-mutuel betting hit a new high. Midway, where West Coast Victory Shows supplied rides and shows, also established a new record, according to A. H. Lea, fair secretary. Grandstand attractions were furnished by Eddy Burk Attractions, Hollywood. Heavy entries, which filled barns and stables to capacity, forced turn-away of many entries. More than 400 head were exhibited in the dairy cattle class.

Promotion, handled by Short & Baum of Portland, consisted of intense schedule of newspaper releases and radio announcements.

Rag Slug Fails To Hurt Oregon

SALEM, Ore., Sept. 21.—Oregon State Fair—despite a blast in the local newspaper alleging operation of a lottery—closed here Sunday (8) after establishing an all-time high in attendance. The 199,020 paid admissions was far above previous record of 118,000 in 1940.

Attendance apparently was little affected by the front-page signed story in *The Capitol Journal* headlined, "Lottery Run at State Fair, Autos as Prizes." Article said complaints had come to the sheriff's and police chief's offices over "a very obvious lottery, which has been conducted at the State fair this week in the name of the Military Order of the Purple Heart."

Local officers, the newspaper said, declined to act, on the contention it was a matter for the State to handle.

Ak-Sar-Ben Uses DDT

OMAHA, Sept. 21.—Ak-Sar-Ben field will be sprayed with DDT for greater safety and comfort of participants and patrons at the annual Ak-Sar-Ben Horse and Livestock Show September 30 to October 6. Interiors of the coliseum and horse and cattle barns will be sprayed. More than \$25,000 in prizes will be offered at the show.

Barre, Vt., Records Fall

BARRE, Vt., Sept. 21.—Attendance at the Townsend Fair, August 27-28, broke all records, with the gate estimated at over 30,000. Grimes Amusement Company was on the midway. Annual's feature attraction was Captain Anderson's Animal Circus.

Halifax Gets Plant Back From Military

HALIFAX, N. S., Sept. 21.—Used six years by the Canadian armed forces, the Halifax fair plant has been turned over to the city by the Dominion government. Plans for the resumption of the event in '47 are expected to be started soon, it is indicated.

As yet, no settlement has been reached. Government paid \$225,000 for the fair plant, which includes the Forum, built at a cost of \$285,000, and no decision on the re-sale price has been made.

Operation of the fair has twice been interrupted, once in 1917, when the Halifax explosion destroyed the original plant, and again in 1939, when the armed forces requisitioned the plant.

PREFABRICATED BUILDINGS

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MARTIN COUNTY FAIR

WILLIAMSTON, N. C. — OCTOBER 20 TO 26 INCLUSIVE
WANT THRILL SHOW FOR SUNDAY, OCT. 20TH

(Grandstand Capacity 3,500)

WANT PARTY WITH UNIT SHOW OR HILLBILLY REVUE TO TAKE OVER GRANDSTAND ON PERCENTAGE BASIS. WONDERFUL OPPORTUNITY. WILL BOOK CONCESSIONS OF ALL KINDS FOR INDEPENDENT MIDWAY. Several good locations still open for demonstrators.

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WM. SCHNEIDER, Sec., Box 631, Williamston, N. C.

Quebec Draws Record Crowd Despite Polio

Kids Under 14 Barred

QUEBEC, Sept. 21.—Despite polio, which barred attendance of children under 14 years of age, the Exposition Provinciale, which closed its nine-day run here Sunday (8), drew a record-breaking attendance of 265,000, a gain of 31,000 over 1945, previous record year.

Event would have topped 300,000 mark in the opinion of Emery Boucher, manager, who said that polio kept away an estimated 25,000 children and as many adults. Conklin Shows were on the midway and did a big business, but play on some rides and for other features was off due to absence of the under 14-year-old children.

Exhibits Score

Industrial exhibits, which occupied all available space, with more than 50 exhibitors turned away, proved a source of much interest. Handicraft and home industries again proved a popular feature. Livestock and agricultural classifications were high in number and quantity. Among other popular features were art galleries and the salon of photography.

Harness races were presented seven days, on the last of which the five-mile race was held before 15,000. Lucky Lott's Hell Drivers were presented for four shows.

Coliseum Pulls Big

Coliseum show, furnished by George A. Hamid, New York, with Joe Hughes on hand, gave nine shows to capacity crowds. Annual's closing night was highlighted by a championship box la crosse game, a \$15,000 give-away prize distribution and fireworks.

Improvements, costing \$30,000, included added street paving, a paved walk in front of the grandstand, and a new parking lot which accommodates 700 cars. A vast improvement plan is contemplated in time for the '47 event.

Jennings, La., Cancels

JENNINGS, La., Sept. 21.—Jefferson Davis Parish Fair this year has been canceled due to the condition of the plant. Scarcity of labor and materials prevented rehabilitation in time, and the board is now preparing plans for renovation and expansion of the buildings and grounds for 1947.

AROUND THE GROUNDS

Pari-mutuel betting at the Pittsfield (N. H.) Fair this year (August 27-31) totaled \$47,375, almost double that for 1945, when pari-mutuel betting was inaugurated.

Russ Moyer, publicity director, Reading (Pa.) Fair, will take a week off to handle auto race publicity for Sam Nunis at the Southeastern World's Fair, Atlanta.

Jimmie Lynch's Death Dodgers played to a capacity crowd at the Odon, Ind., fifth-of-a-mile midget racing bowl Sunday (15). Track is operated by Harold Overstreet, formerly active in Chicago midget auto racing circles, and Walter Vance.

Cheyenne County (Neb.) Agricultural Society has elected a 15-man board of governors and is circulating petitions for a vote November 5 on dissolving the county fair board and replacing it with the method of operation now in use in 90 per cent of Nebraska counties holding annuals.

Frank T. Fee, publicity chief of Kansas State Fair, Hutchinson, turned out a selling four-page tabloid, crammed with pictures, which the annual mailed out to potential fairgoers. Tab gave complete picture of what fair offered, stressing entertainment features.

Earle Reynolds, who has been absent from his girls' roller skating act, which plays fairs, dined at the Atwell Luncheon Club, Hotel Sherman, Chicago, Friday (20). He is in Chicago visiting his brother, J. C. Reynolds, Chicago manager of the West

Allentown Annual Zooms to New High

(Continued from page 75)

ing act; Pallenberg's bears; Four Pin-Up Girls, roller skaters; Pat and Willa Lavolla, slack wire; Peggy Taylor Trio, adagio; Barbara Belmore, specialty dancer; Rudy Caffey, emcee, and Joe Basile's band. Hamid supervised the date and handled some of the emcee chores in the afternoon.

Space Limits Midway

Top purses, ranging up to \$1,200, attracted a large field of trotters for daily races. Jack Kochman and His Hell Drivers were scheduled for Friday (20), with Sam Nunis-promoted auto races set for closing day.

World of Mirth Shows on the midway were well on their way to establishing new gross records. Show fronts were trimmed to squeeze in as many attractions as possible, but even so space was inadequate and some units remained on the train.

Concessions Galore

It would take an adding machine to total the number of independent concessionaires who bought space. Cookhouses and grab joints were three to eight deep, and the operators on hand gave this date a convention status.

Poultry exhibit was discontinued this year because of a State ban invoked in an effort to halt the spread of Newcastle disease. Entries in other departments were numerous. Commercial and industrial exhibit space was at a premium. Exhibitors showed every conceivable product in the scarce category, but for demonstration purposes only.

Albert P. Marchetto, conductor of the Allentown Marine Band, featured in daily concerts, composed and presented to Ed Scholl, fair president, the Allentown Fair March. Major M. H. Beary, secretary, held court as usual and greeted visiting fair officials, who included Charles W. Swoyer, secretary, Reading (Pa.) Fair, and Arthur Porter, secretary-manager Rutland (Vt.) Fair.

Virginia Paper Company, who is a patient in Presbyterian Hospital. Reynolds hopes to rejoin his act at the Birmingham Fair.

St. Johns (N. B.) Exhibition Association and the Dominion government after 16 months of discussion are still far apart on the sum to be paid the former for loss of the fair plant. Taken over in 1939 by the Canadian army, fires destroyed most of its buildings, and the army has decided to retain occupancy. As a result the fair is forced to build a plant elsewhere. Construction of a new plant, which will probably be built outside the city, awaits the settlement with the Dominion government and also with the insurance company on the fire loss.

Plymouth Chalks Up Gate Record; All-Out Newspaper Aid Helps

PLYMOUTH, N. H., Sept. 21.—Attendance, estimated at 70,000 for the four-day run ending Friday (13), gave the Plymouth Fair an all-time record, paid admissions at both gate and grandstand running about 40 per cent ahead of any previous year.

A special newspaper tie-up with *The Laconia Evening Citizen*, nearest daily paper, together with ample space in *The Manchester Union Leader*, the State's leading newspaper, proved big factor. *The Evening Citizen* carried from five to seven columns on Page 1 thruout the four days, giving out with strong emphasis on human interest stories about carnival people, showfolk and exhibitors.

Grandstand show, supplied by Al Martin, Boston, presented the following acts: Roberta's Comedy Circus; Walter Herod, tight wire; the Heerdinks, bar act; the Kayos, Chinese acrobatic; Myrtle Dunedin, unicycle; the Great Eugene, bike-riding high wire; the Aerial Ortons; Potas and Folsom, comedy, and Bill Ellicot, singing cop. The Hampton Beach Concert Band furnished the music. Two additional bands joined for the long Governor's Day parade.

Jimmie Lynch's Death Dodgers were the closing day attraction, with two shows, and the grandstand was a sell-out at both performances, with hundreds buying standing room at the night show. Harness racing was scheduled for the first two days, but the opening afternoon was washed out, and the three-day card was put on into two. A twilight society horse show, a new feature, was staged daily at 5 p.m. following the close of the racing program. The show, considering it was the first year, proved popular.

Entries in the livestock classifications were heavy, a record number of horses and cattle being shown. Total entries in those divisions aggregated 1,200 head.

Milwaukee "Pokes" Draw 4,600 at Own Contests

MILWAUKEE, Sept. 21.—Paid admissions of 4,600, with children out-drawing adults, was recorded for the second annual Wisconsin Stock Horse Association Show held at the State Fair Coliseum here Saturday and Sunday (14-15). Box seats went at \$2, general admission at \$1 and children at 50 cents.

All 140 riders, who wore Western clothes, are amateurs and own their own horses. Sam Snead, general chairman, said success of the event assured its continuance as a means of encouraging the horsemanship spirit which typified the Old West.

District Expo At Leamington Gets Big Gate

LEAMINGTON, Ont., Sept. 21.—Plant of the Leamington District Exhibition, which embraces 23 acres, was jammed this week for the annual. Space limitations forced commercial exhibits and some amusement rides into the infield of the half-mile track, and every building was jammed.

Event is strong in its agricultural phases, offering, among other things, the Ontario Berkshire Special, one of only two Berkshire shows skedded for the province this year; the Zone 1 Sheep Show, which includes the Southwest zone of Ontario; special Guernsey and Jersey shows, and a well-filled breeders' horse show.

Fair teed off Monday (16) and closes today. Grandstand acts, booked by the George A. Hamid office, met with appreciation from patrons thruout. Only regret of Cecil Stobbs, secretary, and his co-operative board members was that Hughes, of the Hamid office, who booked the show, wasn't on hand to see the audiences' reaction. Acts were Al Castle, bike; Balzars, tumblers; Sel-dons, jugglers; the Great Francisco, swaying pole; Marceline and Volta, magic; Clem Bellings, comedy impersonations; Mirths, comedy acrobatic; Don Tranger and Alpha, musical; Francisco and Dolores, perch, and Violet Murray, singer. Tranger handled the emcee chores, with band, led by Jack Longheed here, furnishing music.

Conklin Shows provided the midway attractions.

Rocky Mount Lines Up Talent Array; Hamid, Jones Inked

ROCKY MOUNT, N. C., Sept. 21.—With plans completed for the presentation of one of the greatest talent arrays ever to be staged in Eastern North Carolina, Norman Y. Chambliss, manager of the Rocky Mount Fair, said this week that he expects this year's edition, to be held September 29-October 6, to attract one of the largest crowds in its history.

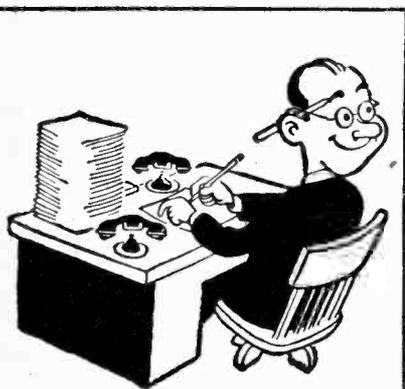
Chambliss said all grandstand attractions, including 10 circus acts and featuring *Catherine Behney's Revue* at night, will be provided by the George A. Hamid office. Nightly fireworks displays, under direction of United Fireworks Manufacturing Company, have been penciled in. Johnny J. Jones Exposition has been contracted for the midway.

Chambliss said he is basing his optimism on the intense interest being displayed by everyone concerned over this year's annual. Event gets under way Sunday (29) with Kochman's Thrill Show the afternoon grandstand attraction. A return engagement is slated for October 3. A feature of the Saturday (5) menu will be a professional stock car race, under the promotion of Bill France. Sam Nunis Speedways will present AAA-sanctioned races the final day.

Another Site Shift Looms For Westchester (N.Y.) Co.

PEEKSKILL, N. Y., Sept. 21.—Attendance at Westchester County Fair in the Armory here Wednesday thru Friday (11-13), was not up to expectations, with the result a location change is forecast next year. Fair was moved here this year from White Plains, N. Y., when former quarters were unavailable.

Acts included Joe Basile's band, the Dancing Grays, Volta and Marceline, illusionists, and the Victoria Troupe, cyclists.



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What's Important
To YOU . . .

SEE INSERT AT
PAGE 67



1946 FAIR DATES

Arranged According to Dates, States and Cities

SEPTEMBER 29-OCTOBER 5

ALABAMA

Athens—Limestone Co. Colored Fair Assn. Sept. 30-Oct. 5. Maxie Allen.
 Birmingham—Alabama State Fair. Sept. 30-Oct. 5. R. H. McIntosh.
 Lexington—Lexington Fair Assn. Oct. 3-5. C. P. McMeans.

ARKANSAS

Batesville—Independence Co. Fair. Oct. 2-5. Mrs. Thurl G. Noe.
 Bentonville—Benton Co. Fair Assn. Oct. 2-4. Ross Martin.
 Berryville—Carroll Co. Fair. Oct. 3-5. Mrs. J. C. Richardson.
 Clinton—Van Buren Co. Fair. Oct. 2-4. Mildred Thompson.
 El Dorado—Union Co. Livestock Assn. Sept. 30-Oct. 5. Julius Miller.
 Hamburg—Ashley Co. Fair Assn. Oct. 3-5. Mrs. Fred Greenon.
 Hampton—Calhoun Co. Fair Assn. Oct. 3-5. J. A. Rayborn.
 Hope—Third Agrl. Dist. Livestock Assn. Sept. 30-Oct. 5. W. A. Mudgett.
 Hot Springs—Garland Co. Livestock Show & Fair. Oct. 2-5. David K. Landess.
 Jasper—Newton Co. Fair. Oct. 3-5. Iris F. Spencer.
 Mena—Polk Co. Fair Assn. Oct. 3-5. Mrs. Norma Cranford.
 Mount Ida—Montgomery Co. Fair Assn. Oct. 1-3. Roy Wright.
 Paragould—Greene Co. Fair. Oct. 2-4. E. W. Little.
 Paris—Logan Co. Free Fair Assn. Oct. 2-5. Earl Fish.
 Perryville—Perry Co. Fair Assn. Oct. 3-5. Elam Turner.
 Piggott—Clay Co. Fair Assn. Oct. 3-5. James B. Swift.
 Pocahontas—Randolph Co. Fair Assn. Oct. 3-5. Ben A. Brown.
 Russellville—Pope Co. Fair Assn. Oct. 1-4. C. R. Turner.
 West Helena—Phillips Co. Fair Assn. Oct. 3-5. David S. Barlow, Helena.

CALIFORNIA

Fresno—Fresno District Fair. Oct. 1-6. T. A. Dodge.
 Lancaster—50th Dist. Agrl. Assn. Oct. 3-6. D. R. Jaqua.
 Madera—Madera District Fair. Oct. 3-6. H. J. Bunce.

CONNECTICUT

Danbury—Danbury Fair. Sept. 29-Oct. 6. George W. Nevius.
 Harwinton—Harwinton Agrl. Soc. Oct. 5-6. Paul Klambt, RFD 2, Torrington, Conn.

GEORGIA

Atlanta—Southeastern Fair Assn. Sept. 17-Oct. 6. Mike Benton.
 Canton—Cherokee Co. American Legion Fair. Sept. 30-Oct. 5. W. T. Barnes.
 Carrollton—Carroll Co. Fair. Sept. 30-Oct. 5. Frank J. Searcy.
 Conyers—Rockdale Co. Legion Fair. Sept. 30-Oct. 5. Louis C. Summers.
 Elberton—Elberton Fair. Week of Sept. 30. I. V. Hulme.
 Greensboro—Greene Co. Fair. Sept. 30-Oct. 5. J. P. Dyar.
 Manchester—Tri-County Fair Assn. Sept. 30-Oct. 5. Welby Griffith.
 Sparta—Hancock Co. Fair. Week of Sept. 30. J. David Dyer.

INDIANA

Aurora—Aurora Farmers' Fair Assn. Oct. 4-5. Patricia Hill.

IOWA

Waterloo—Dairy Cattle Congress. Sept. 30-Oct. 6. E. S. Estel.

KANSAS

Auburn—Auburn Grange Fair. Oct. 4-5. Mrs. Ina Cellers.
 Belle Plaine—Belle Plaine Community Fair. Oct. 3-4. Dallas W. Davis.
 Cheney—Sedgwick Co. Fair Assn. Oct. 3-5. Frank Rynker.
 Hillsboro—Marion Co. Fair Assn. Oct. 1-4. J. W. Herdt.
 Sedan—Chautauqua Co. Free Fair. Oct. 3-5. Carl Ackerman.
 Stafford—Stafford Co. Fair. Oct. 1-4. Everett E. Erhart.
 Wichita—Kansas Nat'l Livestock Show. Oct. 1-5. Conlee Smith, Livestock Exch. Bldg.

KENTUCKY

Smithland—Livingston Co. Agrl. Fair. Oct. 4-5. Marjorie W. Rhea.

LOUISIANA

Amite—Tangipahoa Parish Fair. Oct. 2-4. Elmer Puls, Hammond, La.
 Haynesville—Claiborne Parish Fair Assn. Oct. 3-5. Charles L. Cook.
 Leesville—Vernon Parish Fair. Oct. 1-5. G. W. Bass.
 Marksville—Avoyelles Parish Fair. Oct. 4-6. Earl Edwards.
 Oak Grove—West Carroll Parish Fair. Oct. 4-6. J. Wayland Smith.

MAINE

Fryeburg—Fryeburg Fair. Sept. 30-Oct. 5. G. Myron Kimball.
 Leeds—Leeds Agrl. Assn. Oct. 3 (tentative). J. J. Murphy, North Leeds, Me.

MARYLAND

Frederick—Great Frederick Fair. Sept. 30-Oct. 5. Guy K. Motter.

MICHIGAN

Coopersville—Coopersville Agrl. Assn. Oct. 4-5. Duane W. Dalgleish.
 Hartford—Van Buren Co. Fair. Oct. 1-5. Paul F. Richter Jr.
 Saline—Saline Community Fair. Oct. 3-4. C. H. Osgood.

MISSISSIPPI

Meridian—Mississippi Fair & Dairy Show. Sept. 30-Oct. 5. W. R. Cannady.
 Senatobia—Panola-Tate Co. Livestock Assn. Early in Oct. S. R. Morrison.
 Tupelo—Mississippi-Alabama Fair & Dairy Show. Oct. 1-5. James M. Savery.
 Yazoo City—Yazoo Co. Fair Assn. Sept. 30-Oct. 5. J. N. Ballard.

MISSOURI

Caruthersville—American Legion Fair. Oct. 2-4. H. E. Malloire.
 Carthage—Jasper Co. Agrl. Expo. Oct. 4-5. R. C. Grissom.

NEBRASKA

Omaha—Ak-Sar-BEN Livestock & Horse Show. Oct. 1-6. J. J. Isaacson.
 Pawnee City—Pawnee Co. Fair Assn. Oct. 1-4. Kenneth Butterfield.

NEW MEXICO

Albuquerque—New Mexico State Fair. Sept. 29-Oct. 6. Leon H. Harms.

NEW YORK

Trumansburg—Union Agrl. Soc. Oct. 2-5. Lorenzo Clinton.

NORTH CAROLINA

Cherokee—Cherokee Indian Fair Assn. Oct. 1-5. William E. Ensor Jr.
 Enfield—Firemen's Agrl. Fair. Sept. 30-Oct. 5. George R. Ivey.
 Fayetteville—Cumberland Co. Fair. Sept. 30-Oct. 5. Connor Holland Jr.
 Goldsboro—Wayne Co. Fair. Week of Sept. 30. W. C. Denmark.
 Louisburg—Franklin Co. Fair Assn. Sept. 30-Oct. 5. D. A. Fleming.
 Reidsville—Reidsville Fair Assn. Sept. 30-Oct. 5. William M. Oliver.
 Rocky Mount—Rocky Mount Fair. Sept. 30-Oct. 5. Mrs. Norman Y. Chambliss.
 Shelby—Cleveland Co. Negro Fair. Oct. 2-5. Rev. A. W. Foster.
 Woodland—Roanoke-Chowan Fair. Sept. 30-Oct. 5. T. R. Walker, Littleton, N. C.

OHIO

Attica—Attica Fair. Oct. 1-4. Carl B. Carpenter.
 Coshocton—Coshocton Co. Agrl. Soc. Oct. 1-5. C. V. Croy, RFD 1, Dresden, O.
 Georgetown—Brown Co. Agrl. Soc. Oct. 2-4. Luther Kestel.
 Loudonville—Loudonville Agrl. Soc. Oct. 1-3. Charles Bernard Jr.
 Ottawa—Putnam Co. Agrl. Soc. Oct. 1-5. Joseph Brickner.

OKLAHOMA

Boise City—Cimarron Co. Free Fair Assn. Oct. 3-5. William E. Baker.
 Muskogee—Oklahoma Free State Fair. Sept. 29-Oct. 6. Ethel Murray Simonds.

PENNSYLVANIA

Hughesville—Lycoming Co. Fair Assn. Oct. 1-5. Elton B. Edkin.
 New Holland—New Holland Farmers' Day. Oct. 3-5. I. W. Caulter.

TENNESSEE

Ashland City—Cheatham Co. Fair. Oct. 3-5. Brantley Smith.
 Bolivar—Hardeman Co. Colored Fair Assn. Oct. 3-5. W. B. Hunt.
 Clarksville—Montgomery Co. Fair. Oct. 3-5. Louise Booth.
 Huntingdon—Carroll Co. Colored Fair. Oct. 2-5. W. A. Cox.
 Trenton—Gibson Co. Colored Fair. Sept. 30-Oct. 5. R. L. Radford.

TEXAS

Abilene—West Texas Fair Assn. Sept. 30-Oct. 5. Grover Nelson.
 Angleton—Brazoria Co. Fair Assn. Sept. 30-Oct. 5. Gene Williams.
 Bowie—Bowie Fair Assn. Oct. 2-5. Mrs. Earl Sansom.
 Brazoria—Brazoria Co. Fat Stock & Fair Expo. Sept. 30-Oct. 5. Gene Williams.
 Conroe—Montgomery Co. Fair. Oct. 3-6 (tentative). Fred L. Yates.
 Dallas—State Fair of Texas. Oct. 5-20. Roy Rupard.
 La Grange—Fayette Co. Fair Assn. Oct. 4-6. Marshall H. Holloway.
 Lamesa—Dawson Co. Fair Assn. Oct. 3-5. Mrs. Matt McCall.
 McKinney—Collin Co. Fair. Oct. 1-3. W. Hammond Moore.
 Pecos—Pecos Fair. Oct. 3-5. Alton Hughes, Chamber of Commerce.
 Danville—Danville Fair Assn. Oct. 1-4. B. F. Barr.

CANADA

Aylmer, Ont.—Aylmer Fair. Sept. 30-Oct. 3. H. R. Lashbrook.
 Burford, Ont.—Burford Fair. Oct. 1-2.
 Caledonia, Ont.—Caledonia Agrl. Soc. Oct. 3-5. W. S. Hudspeth.
 Chatsworth, Ont.—Chatsworth Fair. Oct. 3-4.
 Elmvalle, Ont.—Flos Agrl. Soc. Sept. 30-Oct. 2. Thomas E. Smith.
 Fordwich, Ont.—Fordwich Fair. Oct. 4-5.
 Markham, Ont.—Markham Fair. Oct. 3-5. R. H. Crosby.
 (See FAIR LIST on page 98)

Denham Springs, La., Off; Plant Condition Is Cause

DENHAM SPRINGS, La., Sept. 21.—Inability to put the 30-acre plant of the Livingston Parish Fair into condition, as a result of persistent summer rains, has caused the fair's executive committee to cancel the 1946 event.
 Fair has cash balance of \$4,332.88 and owns 65,000 feet of lumber, other building materials and 35 acres of land, with a total value of \$11,497.88.

Al Putnam, Vet Race Pilot, Dies in Indianapolis Crash

INDIANAPOLIS, Sept. 21.—Al Putnam, 37, vet auto racer, who had appeared at many of the nation's fairs, was killed Sunday (14) afternoon when his car skidded and crashed into a concrete abutment at the Indiana State fairgrounds while warming up for his qualifying trial in the AAA 100-mile race. The event, a still date, was won by Rex Mays, Los Angeles, with Mauri Rose, South Bend, Ind., second; Emil Andres, Chicago, third; Ted Horn, Paterson, N. J., fourth, and Tony Bettenhausen, Chicago, fifth.

Injuries Fatal to Jackson

PATERSON, N. J., Sept. 21.—Ray Jackson, 32, Paterson, died Saturday (14) of injuries sustained Friday (13) in the 13th lap of a midget race at Hinchliffe Stadium here. An estimated 10,500 saw Jackson crash into the guard rail.

PORTLAND, Ore.—In the wildest night of midget racing this season, four cars crashed thru the guard rail at Portland Speedway Tuesday (10). Class A main event of 30 laps was won by Bob Gregg, of Camas, Wash., in 8:32.21.
 It was Chick Barbo night at Jantzen Beach Thursday (12), he winning the helmet dash, a trial heat and the Class A final event in 8:33.81.

HARTFORD, Conn.—Midget auto racing will not be held in the Municipal Stadium at Colt Park, Hartford, the Board of Park Commissioners having voted to reject the application of Alexander Warner for permission to install an asphalt track in the stadium for races.

WEST HAVEN, Conn.—Ted Tappett, three-time winner at Savin Rock's midget bowl, lost two teeth and the big purse when he was struck by a flying spark plug. Tappett was making his bid for the wire when the spark plug from another car worked loose and struck him in the face, forcing him to slow down, and he finished second to the night's winner, George Rice.

MINEOLA, L. I., N. Y.—Al Duffy, Roslyn, L. I., won the feature midget auto race here Saturday (14). Races drew 4,000 at \$1.50 per.

READING, Pa.—Bill Holland, Bridgeport, Conn., won the 25-lap big car feature here Sunday (15). Time was 11:22.22. Paid attendance was 33,104. Tommy Hinnershitz, Reading, was second; Walt Ader, Bernardsville, N. J., third; Tommy Matson, Wilmington, Del., fourth; Buddy Rusch, Tampa, fifth; Fred Carpenter, New York, sixth, and Red Byron, Atlanta, seventh. Meet was promoted by Sam Nunis.

PENSACOLA, Fla.—Pensacola Motor Speedway, which has a quarter-mile clay track and a steel grandstand seating about 5,000, has been presenting midget auto races every Tuesday night. Attendance has been good. Ten-acre plant will be used for carnivals, circuses, rodeos, etc., as well as for midget racing this winter.

NEW HAVEN, Conn.—Copping the 50-lap feature at Donovan Field oval here, George Rice Thursday (19) won the Eastern States Midget Auto Racing championship. Ray Nestor was injured in a triple collision during the feature race and is hospitalized.

AKRON—Elmer Wilson, Toledo, won the 25-lap main event before 4,652 midget auto race fans at Sportsman's Park Sunday night (15). Al Bonnell, Erie, Pa., was crowned most popular midget race car driver and gifted with many awards. He was forced to sit out the competitive events, as his car fouled up in the first elimination race.

PASADENA, Calif.—Henry Banks

fought off an early lead by Danny Oakes to win the 50-lap midget auto feature at the Rose Bowl Tuesday (17) before a crowd of 18,000. Joe Garson was second and Sam Hanks third. John Mantz, Louie Foy and Cal Niday staged a close battle in the 15-lap semi-final, finishing in that order. Duncan took the trophy dash from Garson.

LOS ANGELES—Starting in sixth place and taking the lead on the fourth lap, Danny Oakes won the 30-lap feature midget race at the Coliseum, Saturday (14), before 12,000 spectators. Mack Hellings placed second; Duane Carter, third. Other winners included Lyle Dickey, semi-main event; Johnny McDowell, trophy dash; McDowell, special event race; Oakes, Carter, Duke Nalon, Bob Pankratz and Ed Haddad, heat race winners.

Coliseum midget racing closed Saturday (21) and winds up the first season in the big bowl with a 250-lap national championship race Sunday, October 13.

SANTA MONICA, Calif.—Lammy Lamoreaux continued his motorbike monopoly Tuesday (17) at the Santa Monica Stadium when he won the four-lap scratch final by defeating Jimmy Gibb and Jack Milne. Dick Milligan took the handicap feature, with Ed Hinkle and Jack Milne trailing. The Cordy-Milne team defeated the Lamoreaux sprint combo, with Burton Albrecht scoring three points.

LOS ANGELES—Three crack-ups, one in which Cal Niday's midget car was bowled over in a qualifying heat, furnished thrills at Gilmore Stadium here Thursday (12), when Duke Nalon roared to victory in the main event before a crowd of 17,000. Henry Banks finished second and Perry Grimm third in the 30-lap feature.

Niday's car was turned over from the impact of Lyle Dickey's racer on the first lap. The race was restarted, and Niday finished second to Nalon in the fast trail. Neither driver was hurt.

Others who escaped injury were Bob Lane, who crashed into the wall in the Australian pursuit race, which was subsequently called off; and Johnny Parsons and Paul Pold, both (See *Speedway Round-Up*, page 83)

Record at Brockton; Gate Hits 202,657

BROCKTON, Mass., Sept. 21.—A record 202,657 attended the Brockton Fair, which closed a seven-day run here Saturday (14). This was an increase of 30,655 over 1945. A new Saturday mark was set when 47,032 attended. On several occasions the parking lots inside the grounds were jammed by mid-afternoon and many cars were turned away.

Pari-mutuel six-day handle fell short of the \$500,000 mark, altho final tabulation shows last year's total was exceeded by \$75,000. Single-day record was set Saturday when fans wagered \$103,456. Altho 22 betting windows were provided, many fans were still waiting in line to bet as each race got underway on the big days.

World of Mirth Shows garnered its biggest gross of the season here.

Jantzen Beach, Oaks Report Biz Under Last Year

PORTLAND, Ore., Sept. 21.—Portland's two parks, Jantzen Beach and Oaks, closed the season on the right side of the ledger, but both reported biz down from 1945.

At Jantzen, General Manager Bob Rennie said August biz was off 30 per cent.

He attributed it to out-of-town vacationing, which hit the ballroom especially hard. June, he said, was off a little, owing to a rainy spell, while July was comparable to July, 1945.

At the Oaks, General Manager Robert Bollinger estimated the summer off 10 per cent, chiefly to the weather.

Dancing at Jantzen continues nightly thru September, after which it will be held only Friday, Saturday and Sunday nights. Rides and concessions are running on season-end schedule, beginning at 7 p.m. They will close September 29 for the winter.

Rennie hoped to start on long-range program of remodeling, but building material shortage spiked these plans.

Oaks virtually closed Sunday (15), keeping only the Scooter and the Merry-Go-Round open evenings for another month or two. Rink, however, is going full blast with fall classes under way, headed by pro Dean Songer, assisted by Irene Arnoldy.

Memphis Fairgrounds Spot Runs Behind '45

MEMPHIS, Sept. 21.—Revenue at Fairgrounds Amusement Park here is running 33 1/3 per cent behind last year, according to John B. Vesey, chairman of the park commission.

Departure of thousands of sailors from the naval installation at Millington and soldiers from Second Army Headquarters are the big reasons, Vesey believes, altho rain early in the season and unseasonably cool nights in August hurt.

General Zoological Curator Approved for Detroit Zoo

DETROIT, Sept. 21.—A general zoological curator for the Detroit Zoo, a new post, was approved Tuesday (17) by the Detroit Common Council.

New post, which carries a salary of \$6,200, replaces the former post of a curator at \$5,722.

Appetizing Story

AGAWAM, Mass., Sept. 21.—With the clambake season now officially over, Harry Storin, publicity manager of Riverside Park, this week reported the park, during a highly successful summer, passed out a total of 25,000 lobsters to outdoor diners. Along with them went 15,000 pounds of chicken, 1,050 bushels of clams, 30,000 potatoes, 1,000 watermelons, tons of green vegetables, and 4,000 dozen rolls, as well as gallons of beverages.

"Clams," said Storin, "were very high. They used to sell at \$9 a barrel, and this year were \$21."

The less organized, but equally popular, consumption of hot dogs and hamburgers on the midway also was a big feature of the park's sales, Storin said.

Even Animal Biz Hit by Inflation, Warren Buck Says

CINCINNATI, Sept. 21.—Warren Buck, in the business of hunting rare species of animals for zoos, says inflation has hit the animal business along with everything else.

Stopping here while on an airplane tour of 15 Midwest zoos, Buck, who plans a trip to Africa next spring, says before World War II, native African game hunters received 12 cents per day. Now they are demanding \$2 and \$3. Prices of many specimens also have skyrocketed, he said.

Buck—no relation to Frank (Bring 'em Back Alive) Buck—is visiting the zoos to give owners a list of available animals, talk over their needs and make preparatory plans for his trip to Africa.

Motor City Set for Longest Detroit Run

DETROIT, Sept. 21.—Motor City Park is set for the longest run of any local spot this year, according to Manager Vic Horwitz, with closing not scheduled until the end of October, after an early April opening. Park is of the miniature type and will continue to draw fair business as long as crowds go to the city's largest public park, Rouge Park, located just across the road.

Business this year has been about equal to last, Horwitz said, comparing date for date, but the season total is considerably higher because of having opened some eight weeks earlier. Net profit for the park has also been better because of reduction of operating costs thru a number of policies and longer establishment in one location.

Additions this year were two shooting galleries operated by Henry Marks Jr., son of a veteran concessioner in the shooting gallery field.

Horwitz is planning to open a new miniature park next season, in an undisclosed location, and is buying rides and negotiating for concessions for the project.

Net Profit at Playland For Year Reaches 406G

RYE, N. Y., Sept. 21.—Playland earned a net profit of \$406,140 this year exclusive of interest and bond amortization. Park, owned by Westchester County, is operated by an appointed board. Evans Ward, head of the operating group, said revenue increased from a budgeted estimate of \$737,800 to \$1,033,107. There are commitments of \$31,786 outstanding, and operating expense for the rest of the year will be \$170,704. Total operating cost was \$626,967.

Contemplated repairs will cost an estimated \$150,000. Renovations will be made under the direction of George Currier, manager, and include structural repairs to 14 stucco towers and adjacent buildings, steamboat dock and boardwalk replacements.

Redondo Gayway, New Calif. Spot, Opens to Good Biz

REDONDO BEACH, Calif., Sept. 21.—The Redondo Gayway, new amusement park here operated by Al (Moxie) Miller, opened this week to excellent biz. Set-up includes a new Merry-Go-Round, Rocket, Roll-o-Plane, Octopus and Motordrome, six kiddie rides and a large Water Scooter. About 20 concessions complete the lay-out. Park will operate the year around.

Prospects Dim For Opening of Spot Before '48

DETROIT, Sept. 21.—Park Island Amusement Park at Lake Orion, Southeastern Michigan's oldest amusement spot, has been given a new lease on life, but prospects for reopening before 1948 are dim.

The site, closed the last few seasons, has been taken over by the newly formed Park Island Corporation, headed by Francis K. Young, with R. H. Fales, Bert B. Beveridge and Edward R. Galli as associates, to operate as an amusement park. Before being taken over by the corporation, park was to be carved into building site lots.

Reopening is stymied by scarcity of building materials, and access to the island is impossible for patrons at present because of the condition of the only bridge from the mainland.

Plans call for addition of a number of features when conditions permit, Young said, but the property is not expected to be in condition for reopening in time for next season.

While Strolling Thru the Park

Jack Greenspoon, of Virginia Beach and Norfolk, Va., a New York visitor the past week.

Joe McKee, Palisades Amusement Park superintendent, vacationing in Maine.

Art Lewis, president of Seaside Park, Virginia Beach, Va., was in New York last week before heading for his winter home in Miami.

Violet McDonald, jewelry concessioner, has joined the All-United Amusement Company, operating the Funhouse at Jefferson Beach Park, Detroit, as a partner and active manager, with Chris Koutoulakis, senior partner. Elmer Nagy and Edward Hagen have withdrawn.

Roller Coaster at Whalom Park, Fitchburg, Mass., was recently the subject of a Page 1 feature in *The Fitchburg Sentinel*. Included was an unusual three-column action shot of a group of cars descending the steepest incline. Picture was taken by a staff photographer who had only a few seconds to shoot the picture and duck beneath the ties at the base of the drop before the cars passed over him. Ride was credited with 150,000 riders each season.

Long Island Notes

FAR ROCKAWAY, L. I., Sept. 21.—Most of the beach ops aren't going to take any chances waiting to fix things up, so repair work, etc., already is under way here.

Jones Beach reports a successful season, altho it didn't measure up to pre-war days. Members of the amusement gang from the various beaches were much in evidence at Mineola Fair.

Irv Faber, Island juke box biggie, had a great season with his concessions at Seaside. . . . Sam Porcelino's ices stand at Edgemere hummed all season.

A nine-year-old boy, Jack Harrah, of Chicago, won first prize in the zoo photo contest sponsored by *The Chicago Daily News*. Harrah's picture showed a baby alligator riding piggy back on a turtle.

10,000 at Opening Of New Riverview At San Antonio

SAN ANTONIO, Sept. 21.—More than 10,000 went thru the turnstiles at the opening of new Riverside Park here, owned by A. (Booby) Obadal.

Spot, comprising 40 acres and built at a cost of \$200,000, boasts a dance hall, swimming pool, three large beer gardens, 15 rides, 5 shows and 50 concessions, including two bingo stands.

Entrance arch cost \$20,000, Obadal, said.

Westinghouse Picnic Ends Bay Shore Year

BALTIMORE, Sept. 21.—The Bay Shore Park season was climaxed here Sunday (8) with the Westinghouse Electric Corporation's annual picnic, one of the largest gatherings in the park this year. Because weather was cool, the beach was not overcrowded, but rides and concessions reported an excellent play. Likewise, the dance and indoor entertainment in the Florentine Pavilion did big business.

The season as a whole was highly successful, both from attendance and per capita spending. Many of the large industrial plants, which had foregone picnics during the war, returned to this activity, thereby increasing the spot's business.

Management already is making improvement plans for next season, including new rides and further transportation by the war-built and now reconditioned PT boats from the heart of downtown Baltimore up Chesapeake Bay.

Ocean Park Notes

OCEAN PARK, Calif., Sept. 21.—Barney Fishman is remodeling and enlarging his Penny Arcade on the Ocean Park Pier, adding 12,000 feet for a total of 32,000 feet. Fishman is spending a reported \$40,000 on the project, including batteries of new voice recorders, new photomatics, athletic equipment and nearly 100 new coin-operated vending machines and games. Joe Rose has been promoted to general manager and Sherwood Gerber, son of the late Paul J. Gerber, to assistant manager. The arcade employs 43 persons.

Pleasure Island, new amusement zone opposite Lick Pier on the Strand, which recently opened, is getting only fair biz. Most of the rides have left and only about a third of the concession stands are occupied. Polio and unsatisfactory location are blamed. . . . Martine's big Airplane ride, under construction for the past six months, is stymied by lack of materials and labor.

Fenton and Gardiner's excursion boat ride is still packing 'em in. Route includes tour of the Santa Monica Bay area and closeups of movie stars' yachts. . . . Many Ocean Park concessionaires made a half-mile pilgrimage down the Strand recently to watch the razing of the old Venice Pier's huge Flying Circus, which has stood as a landmark on the now condemned amusement zone for nearly a quarter of a century.

Olympic's Basile Milestone

IRVINGTON, N. J., Sept. 21.—Olympic Park wound up its season (15) with a special celebration in honor of Band Leader Joe Basile's 40 years of baton waving. Basile's group of 50 played afternoon and nights in the circus arena.

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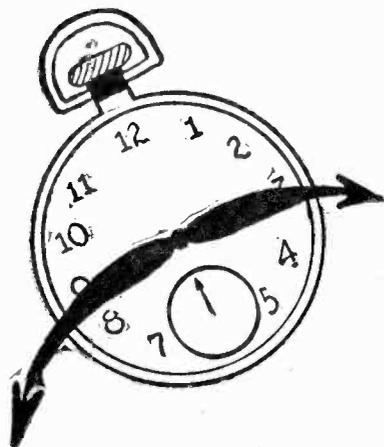
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SEE INSERT AT
PAGE 67

West View 32% Over Last Year

PITTSBURGH, Sept. 21.—With attendance reaching over 2,000,000 and a gross income overshadowing 1945 by about 32 per cent, West View Park registered one of its most successful seasons in 41 years of operation, according to President George H. Harton.

Spot spent \$125,000 in improvements. New this year was the Fledgling Flyer, miniature railway. Ride was named in a contest staged by the park flack, Harry Kodinsky, who did a great job getting space in the dailies.

Park used a 15-minute radio program every day. Program was man on the street format and was handled by Larry Rothman, Kodinsky's assistant, and Johnny Davis, of Station WWSW. Program was wire recorded each afternoon and played back the same evening so people on the program could hear themselves on the air.

West View had over 185 organized picnics this season.

Kodinsky plans a promotional campaign next year to include street-car and bus card advertising, in addition to radio and newspapers.

Barn Dance To Feature Suburban Park Closing

MANLIUS, N. Y., Sept. 21.—Suburban Park season's closing Monday (30) will be featured by a barn dance. Music will be furnished by the Woodhull Boys.

Manager Fred W. Searle reports business at the park this year 20 per cent ahead of 1945, despite cold weather during August.

Sues Riverside, Agawam

SPRINGFIELD, Mass., Sept. 21.—Jacob Norkin has filed suit for \$10,000 in Superior Court against the Riverside Park Enterprises, Inc., Agawam, for injuries sustained March 31. Plaintiff claims one of his feet became wedged between a fence and the car of a miniature railroad he was riding.

Long Beach Notes

LONG BEACH, Calif., Sept. 21.—Jack Oster and Joe Crist opened their new Glass House on Long Beach Pike and report business good.

H. A. (Pop) Ludwig, manager of Virginia Park, is taking his first vacation in three years. He and Mrs. Ludwig left for Lake Tahoe in their new Cadillac. . . . The Great Gravitoy, magician-juggler, formerly at Eastwood Park, Detroit, is now with Joe Glacy's Freak Show. . . . Elmer Velare has bought a Snake Show and bottle joint from the Sonney interests.

The punching bag concession in Virginia Park is now being operated by Tex Bridger, just back from overseas. . . . Hoyt's excursion boat ride is still doing top biz, hauling visitors around the harbor on a trip that features (See Long Beach Notes on page 83)

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With the Zoos

"Just too darn efficient," is the way I. E. Bennett, manager of the Jackson, Miss., Livingston Park Zoo explains the recent rat eradication campaign in Jackson. Bennett can't find any rats now to feed his snakes.

John C. Lucadema Sr., former keeper at the U. S. National Zoo, Washington, and former owner of Lucadema's Pet Shop, Newark, N. J., (See WITH THE ZOOS on page 83)

L. A. Moves To Make County Beaches Safe for Day Mobs

LOS ANGELES, Sept. 21.—County director of parks and beaches, J. R. Wimmer announces a clean-up campaign to tidy up the 11 county-operated beaches in Southern California. Drive is underway to halt night merrymaking, which results in rubbish-strewn beaches and daytime casualties among swimmers and amusement-seekers. Highlight of the drive will be strict enforcement of the law against beach fires, broken glass and other dangerous articles left in the sand and on piers and boardwalks.

Night parties, Wimmer said, account for but 2 per cent of all beach users, and the refuse they leave make the beaches untenable for the other 98 per cent.

To illustrate the crowded conditions now existing at the beaches, Wimmer pointed out there were 40,993,300 visitors during the fiscal year ending last June 30 as compared with 12,649,372 in 1944-'45.

New Parking Area, Ride Slated for Ideal Beach

MONTICELLO, Ind., Sept. 21.—Work of improving Ideal Beach here for next season is under way. Project includes a new parking area, new ride, reconditioning of the roller rink and a new free picnic area. Previously undeveloped upper parking lot will be connected to the ballroom with 1,500 feet of lighting.

Dances are held in the ballroom each Sunday night, and the roller rink is open Friday nights and Sunday afternoons.

Sues Savin on Ride Hurt

NEW HAVEN, Conn., Sept. 21.—A \$15,000 damage suit for injuries allegedly suffered when he was thrown from the Virginia Reel ride at Savin Rock here May 19 has been filed by Joseph Boran, Shelton, Conn.

Corpus Christi Seeks Pools

CORPUS CHRISTI, Tex., Sept. 21.—Local park board has petitioned city council to build three \$70,000 swimming pools here. Size of the proposed pools would be 40x100 feet.

The Billboard 1946-'47 ENCYCLOPEDIA OF MUSIC

. . . now in preparation

The Billboard
25 Opera Place
Cincinnati 1, Ohio

Please send ENCYCLOPEDIA OF MUSIC
for which I inclose \$5.00.

Name

Address

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#5 ELI WHEEL
Must Be in Good Shape.

10 SKOOTER
OR DODGEM CARS

Must Be in Good Condition.

FLYING SCOOTER
In Operating Condition.

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LAKE ARIEL PARK AND BEACH
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Timber structure, metal covered buildings, 100' clear span, 17'6" high by any length in multiples of 10'. As low as \$1.15 per square foot, without ends or windows.

Refer to "TIMBER STRUCTURE"
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AERO DUSTERS, INC.

332 S. Michigan Ave. CHICAGO, ILL.
Telephone: WABash 2708

SKOOTER BUMPERS

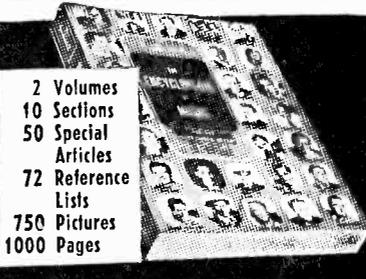
Vulcanized and Repaired so they are like new. Steel bands will not slip off. Not an experiment. Hundreds done in past two years. Avoid delay in opening by having this work done during closed period.

RALPH J. WELTER
685 Chapel St., New Haven, Conn.

FOR SALE ROLL-O-PLANE CATERPILLAR

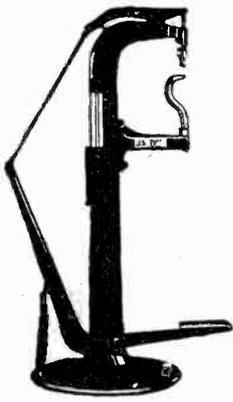
Making room for other Rides. Both Rides in good operating condition.

CHARLES S. ROSE
State Fair Park Milwaukee 14, Wis.



2 Volumes
10 Sections
50 Special
Articles
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750 Pictures
1000 Pages

ATTACHING MACHINE



Now you can do the job quickly and easily and we have the rivets 10/16" for forepart 26/16" for Men's heels and 28/16" for Women's heels.

HYDE ATHLETIC SHOE COMPANY
Manufacturers of those famous BETTY LITTLE Roller Shoes
CAMBRIDGE, MASS.

Jury Gives Nod To Sefferino in Cincy Race Case

CINCINNATI, Sept. 21.—A jury in Municipal Judge Daniel C. Handley's court Thursday (19) acquitted William F. Sefferino, operator of Sefferino's Rollerdrome here, of a charge of violating the Equal Rights Law. The charge was filed by Andrew Merriweather, Negro, who alleged that he was refused admittance to the rink April 24.

Sefferino, thru his attorneys, Arthur C. Fricke and Loyal S. Martin, showed that Merriweather, chairman of the Advance Youth Council of the National Association for the Advancement of Colored People, took a group of 15 Negroes to the rink and sought entrance on tickets given to them by white persons. Sefferino showed that on the night in question the rink had been engaged for a private party by a parent-teacher association.

Fricke drew an admission from one of Merriweather's witnesses that she had no intention of going skating until she was called to the Youth Council headquarters, where she was told the party was going to the rink. A Negro policeman testified that he saw a white couple turned away from the rink because of the private party.

The State's case was presented by Don Burkholder, assistant city solicitor.

Owners Take Over Active Operation Of Rouge 'Drome

DETROIT, Sept. 21.—Rouge Park Rollerdrome, which adjoins Motor City Amusement Park and the large city-operated Rouge Park, has reopened after being closed for the summer. The three partners who built the rink, Alpha J. Arney, Elbert E. Roberts and Joseph Fair Jr., are managing the spot this season since the departure of William Holleman, former manager and organist.

Staff has had several changes, with Ray Des Autels as floor manager. Velma Duval, who was with the rink for some years under the former management of George Brett, is back again as cashier, and Leonard La Jounesse, formerly organist at Flint (Mich.) Rink has come in as organist.

Wedding at Sand Lake Spot

ADRIAN, Mich., Sept. 21.—First recorded wedding on skates in this area was held Saturday (14) at Sand Lake Rink near here. Principles were Mayola Taylor and Dacel Richardson, skaters from the rink, who met there before the war. Rink Manager William F. Davis engineered the event.

In line with plans for improvements at the park, Ideal Beach Rink, Monticello, Ind., is being reconditioned for the winter. Rink operates Friday nights and Sunday afternoons.

The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

Superb

NEW! **Gloria Nord**
RINK ROLLER SKATES

Write for Folder

The finest performing skates offered anywhere... used exclusively by famous ROLLER VANITIES star, Miss Gloria Nord!

CLEVELAND SKATE CO.
6800 Denison Avenue Cleveland 2, Ohio

WANTED

CHICAGO SKATES

NEED IMMEDIATELY 1,000 PAIR

New Chicago Clamp or Stripped Skates. Can also use 1,000 pair new Shoe Outfits. Highest cash prices paid.

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MAGES
4019 W. North Avenue
Chicago 39, Ill.

Continued Health in Biz Calls For Role of Coach by Vet Ops

By Willard A. Holland

Operator of Holland's Skateland, Bridgeport, Conn.

THE PAST 10 years have been most gratifying to the few rink operators who had the foresight to see that roller skating should be conducted on a much higher plane—operators such as Earl Van Horn, who was the first operator in the New York area to have the courage to throw all the roughnecks out of his rink and to introduce and teach dancing on skates to the public. Other operators soon saw the wisdom and also the box office result of this new system of operation and started to clean house, too. It has been a long and hard struggle to get all or at least the majority of operators to think along the same lines, but in the

Eastern part of the country I think we have succeeded, and now we have rinks that schools and churches are glad to co-operate with and to know that their children are safely participating in good, clean, healthful exercise.

Keeping pace with the advancement of rinks has been the development of amateur skating competition. Roller skating has progressed greatly in the last 10 years and is still going ahead in the right direction, but with people who have had no experience in the rink business planning to build new rinks when material is again available, I see a new danger arising to confront the rink business in general. These new operators are very likely to step in and make the same mistakes that were made years ago when the last depression in the rink business started. When business is slow, it is too much of a temptation for some operators to resist lowering the admission price and allowing almost any behavior and dress in their rinks just to get a few more admissions. This will not only hurt their own business, but will be reflected in most of the rinks in that particular territory. This sort of operation will surely harm the rink business, wherever practiced. I feel that guarding against this condition is one of the most important responsibilities of organized rinkmen and one of the most important reasons for the existence of rink operator associations. So, after making such wonderful progress during the past 10 years, let's not sit back and let our business slip away from us again. Whenever possible, give the new operator a helping hand and do everything possible to keep roller skating the clean, healthful and entertaining sport that it is today.

WE BUY AND SELL

New and Used Rink Roller Skates

Advise Make, Sizes, Condition and Quantity. Also Best Price.

JOHNNY JONES, JR.
51 Chatham St. PITTSBURGH, PA.

WANTED

Building for Skating and Dancing, or will rent Skates and Hammond Electric Organ and Recording Outfit. Can give good references, etc. Write at once to

W. E. G.
P. O. Box 1271 Syracuse, N. Y.

SPECIAL OFFER!

Brand New in original export crates—96 Ft. x 130 Ft.

AIRPLANE HANGARS

Luria-Catenary Type

Canvas covered, treated for weather and fireproofing. Complete with erection equipment. Shipping Weight—45,000 lbs. Ideal for Skating Rinks, Dance Hall, Riding Ring, Meeting Hall, Warehousing, etc.

Refer to "LURIA" when inquiring.
\$2,150.00. F. O. B. Chicago.

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WILL BUY OR SELL

NEW OR USED RINK ROLLER SKATES. We specialize in RINK SKATE AND SHOE OUTFITS.

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414 SO. WELLS CHICAGO 7, ILL.

POLISHED ALUMINUM

Post War **SKATE CASES**

"THE FEATHERWEIGHT CHAMPION"

- ★ 1/3 the Weight
- ★ Airplane Construction
- ★ A Super Seller
- ★ No Excise Tax
- ★ Twice as Strong
- ★ Regulation Size
- ★ \$6.50 OPA Ceiling
- ★ Immediate Delivery

\$45.48 Doz. Sample \$3.79. F.O.B. Chicago, 1/2 Dep. With Order. Satisfaction Guaranteed.

L & L PRODUCTS
7019 N. Glenwood (B) Chicago 26, Ill.

No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal., in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAAN BROTHERS
444 Second St. Everett, Mass.

It's a PLEASURE to ROLLER SKATE on

"CHICAGO"
RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

MIDWEST RECORDED SPECIALTIES OFFERS

NEW AND BETTER SKATING RECORDS

FEATURING "LIVE ORGAN" Quality From Discs

Perfect Tempos Late Music Modern Interpretation
Makes for

"BETTER LISTENING AND SKATING PLEASURE"

Order Our Initial Offering of 6 Records Today:

4 All-Skate & Fox-trots	2 Waltzes
2 100 met.	1 92 met.
2 92 met.	1 108 met.

6 Records, \$6.00 plus 60c tax. Total, \$6.60. Postage or express charges additional. Send check with order and save C.O.D. charges. Our Records are GUARANTEED TO PLEASE. IMMEDIATE DELIVERY.

MIDWEST RECORDED SPECIALTIES, Elmhurst, Ill.

For Sale—Roller Rink

140 Pr. Chi. Clamp Skates, 18 Pr. Shoe Skates, Neon Sign, Amplifier, Speaker, Mike, Turntable, 8 Fluorescent Lights, 2 36" Exhaust Fans, Repairs, etc. Skates in very good condition; all other equipment nearly new. In operation in brick bldg., 50'x90', which can be leased or rented reasonably.

CLARK'S ROLLER SKATING RINK
236 Cedar Ave. South Pittsburg, Tenn.

Portable Skating Rinks

Built with equipment, \$10,000; with building, \$25,000 up.

R. R. JONES
526 1/2 Orange St. REDLANDS, CALIF.

Roller Skating Reported Nixed By '48 Olympics

CINCINNATI, Sept. 21.—A report received by *The Billboard* this week to the effect that the Olympics Committee has rejected an application for a championship in roller skating during the 1948 games in London could not be definitely confirmed as the Rinks Department went to press today, but from information available, it would seem that there is something more than a thread of truth to the rumor.

Upon receipt of the report, *The Billboard* contacted Edward J. Von Hagen and William Schmitz, president and secretary, respectively, of the United Rink Operators.

Von Hagen, operator of Norwood (O.) Roller Rink, near Cincinnati, said he had heard no news concerning the rejection.

The Billboard's wire to Schmitz at Twin City Arena, Elizabeth, N. J., arrived while Schmitz was out of town. In reply to the wire by letter dated September 18, Ed W. Davis, comptroller of the America On Wheels chain of rinks, said:

"In answer to your telegram of even date, please be advised that Mr. Schmitz will be out of town for about a week.

"Regarding the report that Olympics Committee has turned down roller skating participation in 1948 Olympics, I am reliably informed that this is not conclusive and that negotiations are still going on.

"Mr. Schmitz will write you, furnishing further details, upon his return."

FOR SALE

53 pairs Men's and Ladies' new and used Shoe Skates, 130 pairs Chicago Rink Skates, Public Address System, two Speakers with Admiral Record Changer, 200 Skating Records; also, all kinds of Parts, such as Wheels, Ball Bearings, Shoe String and others.

N. H. CAMP

222 N. East St. Greensburg, Ind.

200 PAIRS

OF CHICAGO ROLLER SKATES

Good condition, all sizes, \$5.00 per pair.

No C. O. D.'s.

C. A. COREY ENTERPRISES

Box 1762 Fall River, Mass.

FOR SALE

New Portable Maple Floors, any size, sections 2' by 16', 80 cents per sq. ft. Immediate delivery.

DON McELHINNEY

Box 207, Marlon, Iowa.
Phone 6410, Cedar Rapids, Iowa.

UNDER THE MARQUEE

(Continued from page 73)

perle, both CFA, of Hagerstown; Ralph Speidel, of Chambersburg, Pa., and Keller Isminger, of Funktown, Md.

As a change, it might be a good idea for a First-of-May to take the stump back by the stake-and-chain wagon and tell the old-timers how the show should be run by the office.

Visitors at the Atwell Club in Chicago last week were Eddie Johnson, in from Madison, Wis., and Jack (Abie) Tavlin, en route from New York to the Coast. Tavlin has an interest in the program concession for Mike Todd's *Up in Central Park* in Hollywood Bowl and is associated with his brother in the United Outdoor Advertising Company, of Long Beach, Calif. He reported that John Ringling North returned to the Big One at Kansas City, Mo., after a trip east.

Charles A. (Chuck) O'Connor writes that when Cole Bros. played Portland, Ore., he saw Cap Curtis, assisted by Charles Luckey and Bill Bush, take the irons off four old center poles and fit them on four new 48-foot Oregon fir poles, which they had up by 8 a.m. O'Connor adds that Dutch Wise, Eddie Grady and other ticket sellers then did a quick job on canvas and seats, and that the show was ready to go at 11 a.m., for which he says much credit is due Noyelles Burkhart. O'Connor says the four-day stand at Portland added up to nice business.

Swinging ladder gal said she wouldn't pick her present career if she had it to do over again, feeling that she would like to go into some business such as fighting an untameable lion in a Side Show, in which she could win a little appreciation from audiences.

Chick Yale, having finished his fair dates in Michigan, Pennsylvania and Ohio for Klein's Attractions, announces he has signed for E. N. Williams' indoor dates, starting September 23 at Greenville, S. C. Stands at Asheville, N. C., and Augusta, Ga., are to follow. . . . Jimmy O'Dell writes from Mystic, Ia., that he is breaking a Liberty horse act of three whites and three blacks and training Red Fox, a registered American saddle stallion, for menage and specialties. After December 15, he plans to have a unit with these horses and Nine O'Dell, doing web and single traps.

Harry Nelson, of *The Washington (D. C.) Times-Herald*, con-

firms the recent statement of Col. C. G. Sturtevant that it was the old Forepaugh band wagon for 40 horses and not the Two Hemisphere wagon that was used on the Barnum show in 1897. "That was my last season with the show, and we had three band wagons in the parade," he writes. "We split the big show band between the 40-horse wagon and the red band wagon, and Tony had his Side Show band on the blue wagon."

William M. (Bill) Breese recently took over the advance of the Buck Owens show as general agent and added W. H. (Duke) Brownell as press agent nine days ahead. Breese abandoned plans for indoor dates at Newport News, Norfolk, Richmond and Roanoke, Va., after learning that Ringling-Barnum would play that territory this fall. . . . George W. Pughe is again promotional director of the Ararat Shrine Circus at Kansas City, Mo., to be produced by Ernie Young October 28-November 3. Working phones under Pughe are C.

SPEEDWAY ROUND-UP

(Continued from page 79)

of whom were involved in a crack-up in the semi-feature.

SAUGUS, Calif.—Don Farmer, Los Angeles, celebrated the return of Sunday midget auto racing at Bonelli Stadium here (15) by winning the 50-lap main event before 6,000 fans. Bill Brereton, San Diego, was second, and Mel Hansen, third.

LOS ANGELES—Jack Milne and Lammy Lamoreaux shared the main event motorcycle wins at Lincoln Park Friday (13) before a crowd of 6,500, with Milne snaring the four-lap final and Lamboreaux taking the four-lap handicap final.

WITH THE ZOOS

(Continued from page 81)

announces the purchase of Bascom's Pet Shop, Miami.

A pair of Bennett's wallabies and two European hedgehogs arrived at Portland (Ore.) Zoo from London Zoo in Regent's Park. Gifts were exchanges for a box of Oregon reptiles sent to the London Zoo earlier this year.

Philadelphia Zoo has two new additions, fresh from the veldt. They are springboks, South African gazelles, which get their names from the Afrikaan spring, to leap, and bok, a goat. Average springbok stands two feet tall at the shoulder.

Walter Stoffel, manager of Lincoln Highway Zoo, Greensburg, Pa., writes he has had many visitors lately. They included P. E. Gentry, Ed Salem and Curley Bartok, of med show note; Jake Shapiro and family, of Triangle Shows; John Coughlen, and John Gecoma and John Rea, Bright Lights Exposition Shows. Stoffel says the zoo will continue to operate until October 15.

LONG BEACH NOTES

(Continued from page 81)

tures a close-up of Howard Hughes' gigantic Hercules seaplane. . . . C. F. Norris is back managing his concessions after a tonsilectomy. . . . The Long Beach Amusement Zone Association, composed of park operators and concessionaires, plans an extensive program to ballyhoo the Pike. . . . Virginia Park's spectacular Gyro-globe ride, recently encrusted with colored lights, continues to do turn-away business.

V. Badger, Nick and Phil Streit, George Vanderheid, Cal Hicks, Bill Morgan, John W. Beveridge, Harry Gillespie and Mae Badger. . . . Sylvester Moore, 24-hour man for the 101 Ranch show, plans to winter in Hollywood.

LIBERTY HAS THE SPOTLIGHT
...commanding the attention of discriminating skaters. The strangest and most dependable skate ever built, Liberty features an exclusive smooth and steady action.

Liberty
TRADE MARK

ROLLER SKATE CO., INC.
FARMINGDALE, L. I., NEW YORK

Attention RINK OPERATORS

Government surplus 3/16 inch CHROME Steel Ball Bearings in original cartons. \$2.50 per thousand, F. O. B. Chicago. Minimum order, 10,000—all orders C. O. D.

GEORGE SLONIGER
7356 Yale Ave. Chicago 21, Ill.

SKATING RECORDS
With STANDARD DANCE TEMPOS
Write for Complete List.

SKATING RHYTHMS RECORDING CO.
P. O. Box 1838, Santa Ana, Calif.

FOR SALE
42x153 Portable Roller Skating Rink
Complete, in good condition. Now operating best growing town in Texas. 300 pairs Chicago Skates, 100 pairs Shoe Skates, Music System, Tools, etc.

C. L. BRIMER
Box 962 Pasadena, Texas
Tel. Pasadena 6633

300 PAIRS Good Used Chicago Skates
Assorted Sizes and Fibre Wheels, \$4.25 Per Pair.
G. W. SCOTT, 725 National, Lexington Ky.

FOR SALE
1 Model B Hammond Electric Organ, 6 Jensen Speakers, A-12 Microphone, Turntable, 325 pairs Chicago Rink Skates, 18 Lights for Moonlight Waltz, 1 Skate Sign, 2 Spotlights.
Bargain for quick sale.

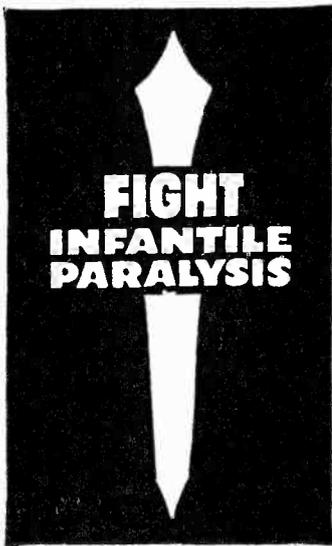
M. DESANTO
268 Bay Ave. Patchogue, L. I., N. Y.

FOR SALE
Portable Roller Rink, 40'x100' self-supporting new Floor, sanded one time, 150 pairs Rink Skates, 20 pairs new Shoe Skates, brand new RCA Amplifier, Microphone and Turntable, Records, 20 case Drink Box, Speakers, Railings, new Wiring, 45'x100' Tent. Ground lease expires soon, must sell. \$4,600.00 Cash. Wire or Phone 319-J.

A. G. CLARK
514 Tugalo Ave. Toccoa, Ga.

FOR SALE
Portable steel Roller Skating Rink, 60x150 ft., complete. Approximately 300 pairs Chicago Rink Skates in very good condition, Hammond Electric Organ, Maple Floor. Now in operation.

HOWARD F. PETERSEN
Box 31, Comanche, Iowa



FIGHT INFANTILE PARALYSIS

**MARCH OF DIMES
JANUARY 15-30**

COLE BROS.

(Continued from page 72)

of the grand things he did was invite a bunch of our folks to his estate for a nice swim in his heated indoor pool.

Visitors: Daniel Kerr, who piloted the Bryants to S. F. in his jeep; Cliff Daniels, Isaac and Donald Marcks, Jerry Booker, Charles Curtis, Jim Van, Mr. and Mrs. Jimmy Eyster (she is the former Alethea Clarke), Dave and John Cavagnaro, Clyde E. Brown, Roy Beiler, Wil Sprague and, last but not least, Mr. and Mrs. Eddie Silbon. Mr. Silbon is Uncle Eadie to us. With the Ringling show for 32 years, he looks young and hearty at 79. Mrs. Silbon's age is a military secret. They had a time, putting it up and taking it down. Uncle Eddie and Freeman went all over the world—from our wagon show to the Ringling show—in an hour. What the circus owners would give for a dressing room full of Uncle Eadies and Mrs. Silbons!—**FRED-DIE FREEMAN.**

Slout Winds Up A Lusty Season

BATTLE CREEK, Mich., Sept. 21.—Slout Players Tent Show closed its season here tonight at the end of a two-week engagement, and returned to winter quarters at Vermontville, Mich. Org opened May 15 and played Michigan exclusively. Business was the best ever experienced, according to L. Verne Slout.

A concert was presented nightly to gether with a 15-cent candy sale. Sundays were missed when necessary to make longer jumps. Ora Slout piloted the show and looked after the billing. Klink Lemmon was musical director, and Frances Lemmon handled the concessions. Bill Slout and Bobby Brown divided the male leads, and Claire Burns and Anne Spalding had ingenue leads. Verne and Ora Slout (Toby and Ora) did comedy. Remainder of cast included Ralph and Lanya Young, William G. Bale, Howard Rooney, Dr. Harry De Cleo and Marvin Howard.

Bill Slout will re-enter Michigan State College; William G. Bale, recently in the service, will present a one-man show in schools; Howard Rooney returns to Chicago to resume his duties as head of a studio and teaching; Ralph and Lanya Young will join another show; Bobby Brown and Marvin Howard, dancers, plan to return to night clubs; Elvin Fisher returns to his farm at Edmore, Mich., and Dick Courtright, singer, will await opening of the 1947 season at Marshall, Mich.

WANTED

Roadshowmen to sell Victor 16mm. Motion Picture Sound Projectors. Commission, \$100 per sale.

Write today.

MAGNESS VISUAL EDUCATION SERVICE
Conway, Arkansas

PICTURE SHOW TENT

30x50 with 8 ft. wall, well waterproofed, good heavy canvas, a big bargain at \$275. Used 12 weeks. Can be seen in air at Dooling, Ga., this week only. Have another small Picture Show Tent, one lacing with wall, fair shape, \$95. Also one late Victor 40B 16mm. Projector, \$375. Films for sale and rent.

GLENN NEWTON

Floral City, Fla.

ATTENTION

ROADSHOWMEN!

Biggest—Latest—Finest Selection of Westerns—Action—All-Colored Cast and Special Roadshow films ever offered. Write for list and prices.

SOUTHERN VISUAL FILMS
66 Monroe Memphis, Tenn.

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

LARGE THEATRE 16MM. SET UP

IMMEDIATE DELIVERY — LATEST 16MM. AMPROARC PROJECTORS—include strong high intensity Arclamp, Rectifier, 40-Watt Amplifier, 2 heavy duty Loudspeakers, Spares and Accessories. Practically new. Single outfit, \$1350; dual, \$2395. Write for the New Bargain Catalog just off the press. S. O. S. CINEMA SUPPLY CORP.
449 W. 42nd St. New York 18

WANT—WANT

For the finest equipped Tent Show in South, new, modern, fireproof outfit, 3-nite stands, deep South 8 to 15 weeks, maybe all winter. Rep People all lines, consider small Organized Show. Ray Zarlinton, Mack Johnston, wire. Hillbilly Musicians, concert feature, useful people all lines.

J. A. OGLE
OXFORD, ALA.

Auspice Tricks

By E. F. Hannan

THINGS are taking on hustle in and around cities where auspice tricks are readying to bring flesh drama to past and new patrons. There are over 50 colored groups alone in this work and the number of white orgs would run into the hundreds. They give good value for money spent by patrons and the groups playing them. The average number of thespians in these tricks is four people.

Many of the performers are busy at other duties by day, taking on the footlights at night, and I can say without contradiction that many of them are good enough to jolt some of the Big Stem cast builders.

They like it, and that's why they do a good job in putting over the bills they play.

Plunkett Receipts Ahead of Last Year

LUBBOCK, Tex., Sept. 21.—Plunkett's Stageshow, in its 21st week, hung up a big week here recently. Receipts have doubled on many stands this season, management reports. A new marquee was received here, which goes well with the new flameproof top, both made by O. Henry. Top is 145 by 60 feet. One thousand chairs and six lengths of blues are carried. Other than Lubbock, which is a week stand, org makes three-nighters. A three-act play and 10 acts of vaude are presented nightly. Show travels on four all-steel enclosed trucks. Another truck and a semi make a stage with a 26-foot opening and 20-foot depth. A stake driver was recently obtained from Ben Davenport, of Dailey Bros.' Circus. The players dine in a 28-foot all-steel trailer. Seven house trailers are with the org.

The staff: Rusty Plunkett, on the advance, with a line of special paper; Mr. and Mrs. Ed Plunkett and Mrs. Arthur Strickland, tickets; Cleo Plunkett, business manager; Snooks Plunkett, treasurer; Jim Plunkett, boss canvasman; Kennedy Swain, director and producer. A seven-piece org features the tenor sax of Jim Plunkett and trumpet of Corky Plunkett.

Vaude features are Charlie, Priscilla and Zenda Plunkett, dancers; Jerrie and Gloria Plunkett, singers and dancers; Cleo Plunkett, magician; Carmen Miller, guitar; Jim Plunkett, singer and dancer; Kennedy Swain, comedian; Jimmie Van; Fuzz Plunkett, trained dogs, monkeys and three seals; Corky Plunkett and Tommie Junates, trampoline. Arthur Strickland is mechanic and electrician; Red Schrader, pianist; John Dickson, in charge of animals; Jack Lomak, stage manager, and canvas crew of six. A baby chimp has been received from Meens Bros. & Ward.

DAILEY BROS.

(Continued from page 72)

Boy and man, he has seen the Big One every year since 1882.

Illinois has given us many visitors. From Chicago came Dr. and Mrs. Otto Schlack, Henry Schmitz, Mary McEwen, Duke Keller's mother and sister, Harry Atwell, Bill Green, Burt Wilson, John Havirland, Bill Carsky, T. Dwight Pepple, Orrin Davenport, Mr. and Mrs. Orrin Davenport Jr., Ed Borgwardt, Warren Warren, and Pat Purcell and Justus Edwards of *The Billboard*. On the lot at Freeport were Bill and Pete Lindemann and party, and George Hubler. At Bloomington: Bert and Agnes Doss, Mr. and Mrs. Gene

Bisbee Biz Big Despite Opposish

UNION CITY, Tenn., Sept. 21.—Bisbee's Comedians have been bucking considerable opposition recently, but biz has been big in the face of it, Manager J. C. Bisbee, reports. In Hopkinsville, Ky., org had opposish from the Regent and Sparks carnivals and the Silas Green Show. Rogers Bros.' Carnival was the show here.

Show moves on five trucks and four semis. Top is 50 by 120, built this spring by O. Henry Tent & Awning Company. Org carries 25 people and plays three-day and week stands, mostly the latter. It is in its 20th season in Kentucky and Tennessee. Show closes about December 1. Admission prices, 25 cents and 50 cents; reserved seats, 20 cents; concert, 10 and 20.

Personnel: J. C. Bisbee, owner-manager; Mary Bisbee, secretary-treasurer; Boob Brasfield, featured comedian; Audra Hardesty, general business, trombone and violin; Virginia Oliver, ingenues and piano; Leo Lacey, general business and trumpet; Maxine Lee, leads; Mac Johnston, leads and featured dancer; Ralph Blackwell, heavies, drums and vent; Howard Johnson, characters and trumpet; Billy Choate, juveniles, bass fiddle and voice; Vera Wanda, ingenues, June De Vere, accordion; Lucille Lewis, characters; Bob Fisher, ork leader and magic; Mundee and June, jugglers. Audra Hardesty has the hillbilly band.

Enos, Harold Ramage, Cal Townsend, Terrell Jacobs, the Sensational Kays, Art Concello's father, Benny Gibson's brother and wife, Paul Zallee and Mr. Behee.

Mrs. A. C. Radcliffe, 85, retired performer, of Sterling, Ill., visited her one-time son-in-law, Dave Curtis, and was accompanied by Lois Balston. Visitors at Hoopston, Ill.: Hazel LeBoeuf's parents, the Aerial Kesters, retired; Mr. and Mrs. Vernon Reaver, King Baille and Mr. Smiley. Myrna Karsey, one of the old school (she worked five pumas on the Yankee Robinson Circus), surprised her daughters, Jeanette Wallace and Martha Ali, with a visit at Watseka, Ill.

Familiar faces missing: The Acevedo Troupe and Pinto, the dog; Dutch Warner, and Mopsy, the terrier, with its owner, Donna Pyle. Reappeared: Joe Wallace, baggage stock; Peggy Jean Harrison, her mother, and, for a few days, her sister, Dora Lee, registered nurse.

Clown Walter Schuyler nearly knocked down an elephant in his mad rush to make a number. The bull was uninjured. Ben (Ali) Moore's crystal is missing—and he can't look into it to locate the thief! Francis Brad and Olga Farley are getting a workout seating people.—HAZEL KING.

Rep Ripples

PETE S. BAXTER is vacationing with O. L. Sikes's Tent Theater in Virginia, doing comedy. . . . Al Gates, chief deputy U. S. marshal at Miami and president of the magicians club there, spent a two-week vacation recently with the Whitestone Talking Picture Tent Show in the hills of North Georgia. Gates was a hooper on a rep show 12 years ago. While on vacation, he and Harry Whitestone presented several magic programs in high school auditoriums. Harry has had his org out for eight years and has only closed three weeks in that time. . . . Charles Cullley has a religious pic show around Athens, Ga. . . . Lanier Players will operate around Savannah, Ga., after October 1. . . . Garrity Players, four people, will be around Fort Wayne, Ind., after middle of October. . . . Henry Cowley has a vaude-pic org around Olean, N. Y. He has finished New York resort towns and will play auspice dates during the winter. . . . Turgeon's Show is in the Boulder, Colo., region. . . . Andover Players, four people, will operate in Eastern Massachusetts this winter. . . . Frank E. Hall writes: "I am having fair biz with my film show. Have been around Lewiston, Idaho, the past month but am moving into Oregon. I have stored my tent at Cottonwood, Idaho, and will play halls."

101 RANCH

(Continued from page 72)

to them next day and rejoin the show later.

The weather has been cooler and heavenly at night for sleeping. We gave night shows only at several places leaving Oklahoma and coming into New Mexico. On the jump to Tucumcari, N. M., 75 of the 113 miles were dirt road, and you should have seen the dust fly from the trailers when they hit the lot. Since coming into New Mexico, the folks have been getting tickled with Three Feathers or smelling Four Roses. Ivan Henry, Ginger Wood and Berry Sugar Brown have quite a collection of turtles and horned toads. If they keep gathering these friendly little creatures of the Land of Enchantment, the cook will be serving a new dish. Lew Kish can make a tasty dish out of almost anything.

Yours truly has added three greyhounds to her menagerie. Jack Fairburn is back from the Oklahoma City hospital and clowning again. Virginia May Hurst, of Oklahoma City, visited her cousin, Frances Anderson. Frances looked forward to seeing her mother at Artesia. Nell Rose Smith is an addition to the Sugar Brown troupe.—TONI MADISON.

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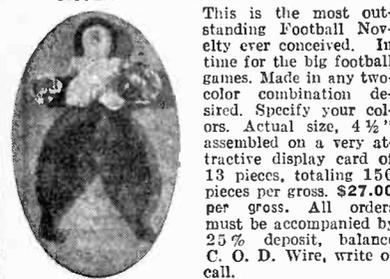
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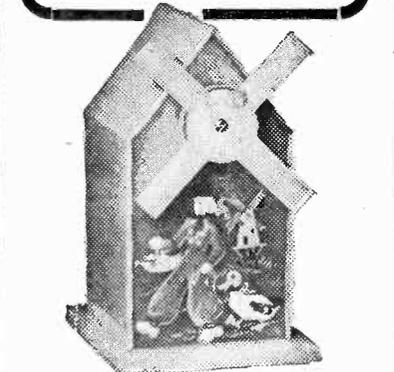
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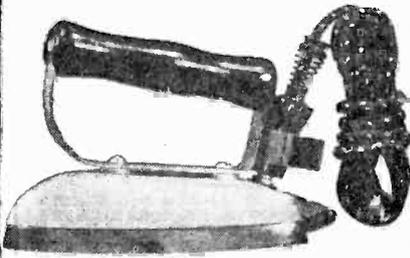
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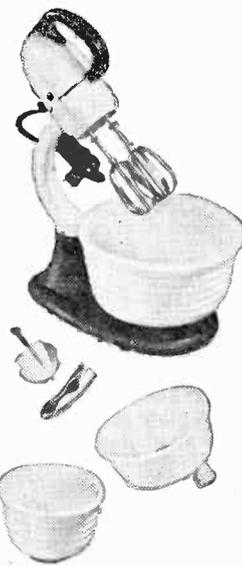
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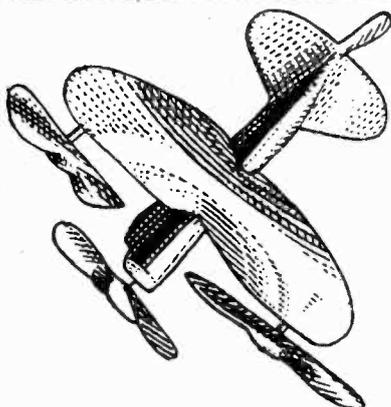
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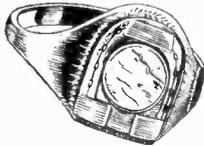


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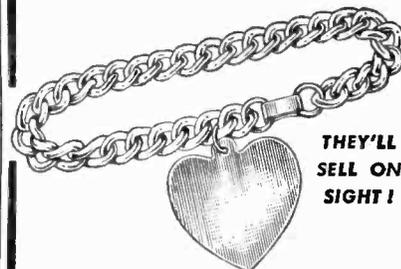
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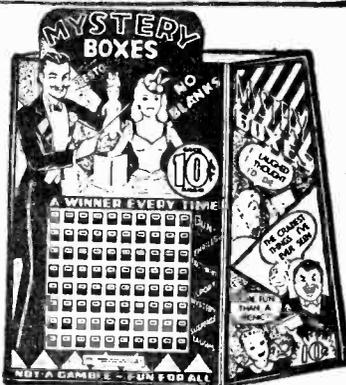
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SUPERIOR JEWELRY CO. 740 SANSON ST., PHILA. 6, PA.



MYSTERY BOXES—80 10c Sales. Sample of 2, \$4.10 Each. 10 or More, \$4.00.

SMOKER'S FUN SHOP Contains 53 Popular Fun Makers. Each shop will average \$4.75 to \$5.00 sales. Sample, \$1.65. 20 or More, \$1.50.

BARREL OF FUN—25c Retailer. 15 Pkgs. on Card, \$3.75 Sales. Sample, \$1.60. 18 or More, \$1.50.

JOLLY JOKERS—10c Seller. 40 Pkgs. to Card, \$4.00 Sales. Sample, \$1.50. 40 or More, \$1.35.

2% Discount Cash With Order or 1/3 Deposit, Balance C. O. D.

E. C. M. DISTRIBUTING CO. P. O. BOX 175 JOHNSON CITY, TENN.

BALLOONS

- #14 Cat Heads. Per Gr. \$15.00 Cat Face. Per Gr. 11.00 #11 Two Sided print. Per Gr. 9.50 #11 Plain. Per Gr. 9.00 # 9 Plain. Per Gr. 7.50 Balloon Squawker. Per Gr. 7.20

1/3 Deposit required on all orders, Balance C. O. D. BEST FOR LESS

M. L. FISHER

2718 W. Huntingdon St., Philadelphia 32, Pa.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.

1033-1035 Mission St., San Francisco 3, Calif.

A HOT NUMBER

Plaster Hula Girl Pin-Ups. Painted skirts and brassiere—\$3.00 dozen. Cotton fringe skirts and brassiere—\$4.00 dozen. Small plaster—5 cents. Medium plaster—10 cents. Need a good salesman to call on store trade when the fairs end.

ART NOVELTY CO. RED GRANITE, WIS.

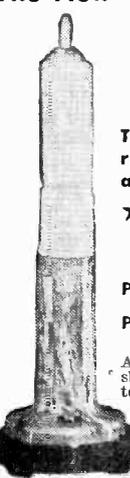
START COSTUME, JEWELRY, NOVELTY, PEARL BUSINESS

Investment moderate, fast sellers to jewelry, gift, specialty, department and other stores; \$25-\$50-\$100 to \$500 sample lines available. 25% deposit, balance C. O. D. One hundred per cent co-operation.

COSTUME JEWELRY SUPPLY HOUSE

264 Fifth Avenue New York 1, N. Y.

INTRODUCING
The New Upright
FLUORESCENT
Table Lamp



The FIRST UPRIGHT fluo-
rescent illumination
an EXCLUSIVE first.

★ **Attractive**
 ★ **Decorative**
 ★ **Economical**

Price With Shade . . . \$14.95
 Your Cost 7.47
 Price Without Shade . . 12.95
 Your Cost 6.98

A slim, graceful streamlined shaft of radiance flowing from top to bottom. . . . An outstanding achievement in the art & science of modern home lighting.

FOR RESALE ONLY
 25% Dep., Bal. C. O. D.
AMERICAN SALES CO.
 1526 W. 79th St. Chicago, Ill.

Special Bargain Offer



We have a special deal for quantity users. We are not interested in sample purchasers. We have two identical deals with different titles. **FAIR PLAY** and **SKY-HY**—both have attractive counter displays in multi-colors. Each has 90 tabs or pulls, numbered, calling for package of same number. Takes in \$9.00 for retailer. Strong profit for jobber. **NO BLANKS—REAL VALUE.** Widely diversified **AMERICAN MADE** merchandise. In lots of 12 deals or more

\$4.25 EACH
 F. O. B. Kansas City, Mo.

In lots of 12 deals or more, \$4.25 each. State if you wish **FAIR PLAY** or **SKY-HY**. Tell us whether to ship by freight or express. 25% deposit with order—balance C. O. D. Prompt shipment. **ORDER TODAY.**

HOWARD COMPANY
 134 West 8th St. KANSAS CITY 6, MO.

GENUINE FUR COATS and JACKETS



\$22.00 and up

Buy direct from well known New York National Leading WHOLESALE firm in popular priced Fur Coats. Offers latest 1947 advance fashions. Large variety of Cooney, Raccoon, Skunk, Muskrat, Caracul, Mouton Beaver, Silver Fox, Red Fox, Persian Lamb Coats AND MANY OTHER UNUSUAL FUR VALUES. 36 beautiful styles. Finest quality, fancy lined, all sizes. ALL BRAND NEW FURS AT AMAZINGLY LOW PRICES. We will gladly ship Furs on 7 day approval. **SATISFACTION GUARANTEED OR MONEY REFUNDED WITHIN 3 DAYS IF NOT SATISFIED.** Write for free 1947 illustrated catalogue and price list on FUR Coats and Jackets. **AGENTS WANTED.**

GENERAL FUR COMPANY
 48 West 27th Street New York 1, N. Y.

BULK CHAIN

Sterling Silver Cable 12c Ft.
 Gold Filled Cable 18c Ft.
 Sterling Silver Curb 18c Ft.
 Gold Filled Curb 20c Ft.

EXTRA HEAVY NECK CHAIN

Sterling Silver Curb 30c Ft.
 Gold Filled Curb 45c Ft.

1/60 12K ROLLED GOLD PLATE
 HEART CHARMS \$13.50 Gr.

SPRING RINGS

7mm. Size in 5 Gross Lots \$ 6.00 Gr.
 10mm. Size (Any Quantity) 10.00 Gr.
 1/2 Dep., Bal. C.O.D., F.O.B. New York.

WIRE TRADER
 114 East 32nd St. New York 16, N. Y.

LUMINOUS

FLOWERS, RELIGIOUS and NOVELTY SUBJECTS. Statues Artistically Hand Decorated and Finished in High Gloss. Write Dept. BM for Photographic Booklet and New Price List.

NITE GLOW PRODUCTS CO.
 106 W. 46th St. New York 19, N. Y.

SELL ULTRA-BLUE STOCK SIGNS

To General Stores over 700 Different Slogans and Sayings. Fine Line of Religious Ultra-Blue Signs for Homes and General Display. Make Money on these Past Selling Signs. 35¢ Sellers. 15—Sample Ultra-Blue Store Stock Signs, 7x11. \$1.00 postpaid. 15—Sample Ultra-Blue Religious Signs, 7x11. \$1.00 postpaid. 100—Ultra-Blue Stock Signs, 7x11. \$6.00. No. C. O. D.'S. **LOWEY**
 8 West Broadway, New York 7, N. Y., Dept. 293

PIANIST—AVAILABLE FOR NAME BAND OR good location hotel band. Salary, \$100.00. Box C-338, Billboard, Cincinnati 1, O.

PIANIST—PLAY ALONE ONLY. READ, EX- perience, appearance, prefer location, clubs, taverns, shows. Can play Solovox. Write Maurice Luckett, Eddyville, Ky.

★ **PIANIST—UNION, HONORABLY DIS-** charged veteran. Single. Trained musician. Years of professional experience all fields of the business. Desires reliable, first-rate opening. State particulars, highest salary. Box C-341, Billboard, Cincinnati 1, O. 62/9/28

STRING BASS—BARITONE VOCALS. PRE- fer tenor band or hotel combo. Satisfy. Appearance. Photos. Have car. Available soon. Box C-325, Billboard, Cincinnati 1, O. se28

STRING BASS DOUBLING TROMBONE— Plenty of experience on both. Prefer commercial band. Age 25. Sober, reliable. Musician, 3807 E. Michigan Ave., Jackson, Mich.

TENOR, BARITONE, CLARINET—15 MONTHS with name band. Fine tone, transpose, also play lead tenor. Neat, dependable, sober. Don Vaughn, 330 E. 23rd St., Erie, Pa.

TROMBONE—EXPERIENCED, SMALL AND large outfits. Nice tone, good takeoff. Neat appearance. Cut or else. J. F. "Duke" Dunaway, Eufaula, Ala.

TRUMPET—EXPERIENCED, RELIABLE. Good reader, good ride. Can meet all requirements. Lawrence Moore, 533 Fairbanks Ave., Jeffersonville, Ind.

TRUMPET—UNION, ALL AROUND MAN. Commercial, jazz, rumbas; locations only, preferably with combo. Sylvan Sayers, Y.M.C.A., 826 S. Wabash Ave., Chicago, Ill.

★ **TRUMPET-ARRANGER—EXPERIENCED** swing and commercial bands, solid section man. Four years' army band experience, plus several years' pre-war road work. Sober, reliable, union. State all first letter. Will travel. Bryant Farnsworth, 228 Highland Ave., Wadsworth, O. 40/9/28

TRUMPET PLAYER, VOCALIST—LEAD JAZZ, micky, small combo, large band. Box C-337, Billboard, Cincinnati 1, O.

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 8, Ind. oc26

BINK'S CIRCUS ATTRACTIONS—WORLD'S best Wire Act, Comedy Clowns, Juggling, Novelty Trapeze, Hand Balancing and Acrobatic. Four acts. Address: R. I. Cudahy, Wis. se28

HARVEY THOMAS VAUDEVILLE REVUE— Includes Singers, Chorus Girls, Musicians, Exotic Dancers, Jugglers, Clowns, Acrobats, Ventriloquist. 162 N. State, Chicago, Ill. Telephone: Dearborn 6263. oc28

E. R. GRAY ATTRACTIONS—AERIAL ACTS, Single Trapeze, Swinging Ladder Platform, Sensational Rolling Globe. Address: 2000 Harding Ave., Evansville, Ind. oc12

OUTSTANDING PLATFORM TRAPEZE ACT— Available Celebrations, Fairs, etc. Attractive equipment. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

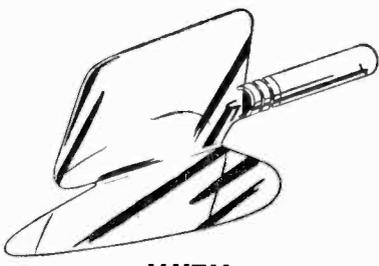
VAUDEVILLE ARTISTS

AT LIBERTY—MAN AND WOMAN. MAN, blackface; know acts and bits. Or novelty acts. Change week or longer. State your price. Single or double. The Ackers, Gen. Del., Indianapolis, Ind.

ENGLISH STAGE STAR—FEMALE IMPER- sonation act. Talking, singing, 12-minute act. Will connect with vaudeville unit, revue, clubs, join partner, etc. Act full laugh gags from start. Just the act required for unit show. Address per route all General Delivery. Week Sept. 23, Troy, N. C.; Sept. 30, Oxford, N. C.; Oct. 7, Durham, N. C. Jackie Sellers.

ILLUSIONIST—WANTS TO JOIN UNIT PLAY- ing theaters. Two to five people. Car, trailer. Free to travel. Write Bert Dean, 1325 W. Pierson Rd., Flint, Mich. se28

NEW PATENT
CAKE SERVER



WITH
PROTECTIVE SIDE GUARD

Highly Polished Stainless Steel with Plexi Glass Handle. Ready for Shipment Oct. 15. Orders handled on open account for firms with established credit. Individually packaged. Shipped 24 to the carton. Retailers for \$2.00. Dealers' discount 40%. Less than 1/3 gross, C. O. D.

HAWK SALES CO.
 P. O. BOX 72 CINCINNATI 20, OHIO

BEAUTIFUL
ELGIN and WALTHAM WATCHES

WHOLESALE
 RECONDITIONED AND GUARANTEED



Attractively engraved 10k r.g.p., stainless steel back.

7 JEWEL ELGIN
\$13.95

15 JEWEL—\$17.95

Sample Orders, \$2.00 Extra.
 25% with Order, Balance C. O. D.

Write for New 1946 Catalog

LOUIS PERLOFF
 737 Walnut St., Dept. C
 PHILADELPHIA 6, PA.

The Billboard's
VETERANS' RE-EMPLOYMENT
FREE ADVERTISING SERVICE

IF YOU ARE AN HONORABLY DISCHARGED VETERAN SEEKING A POSITION AND HAVE SHOW BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY SECURE A FREE "AT LIBERTY" ADVERTISEMENT.

work and your qualifications for a position of that kind. Mention salary expected or required if you wish.

There will be no charge made for writing or publishing your ad and you will be obligating yourself in no way.

Address your letter (and be sure to enclose the photostatic copy of your discharge papers) to The Billboard's Veterans' Re-Employment Service, 25 Opera Place, Cincinnati 1, Ohio.

EMPLOYERS: For Your Convenience In Selecting These Ads They Are Preceded by a Star (★).

SPENCER ELECTRIC DRY SHAVER

- New 1946 DeLuxe Shaving Head
- Self Starting—Self Sharpening
- 110-120 V. 60 Cycle A.C. Operation
- Precision Built Vibrator Type Motor
- Available in Ivory Plastic
- Distinctive Streamlined Design
- Ground and Lapped Steel Cutting Blades
- No Radio Interference
- Fully Guaranteed

Beautifully Packaged in Self-Selling Counter Box
IMMEDIATE DELIVERY

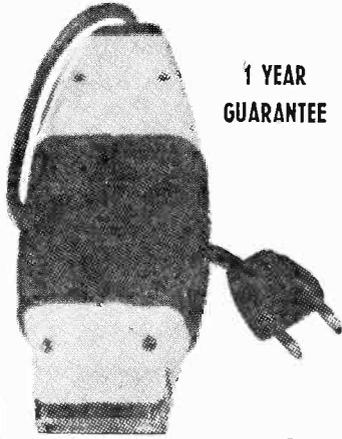
\$2.17 Ea. less than Dozen
\$2.08 Ea. Dozen or more

GIANT TABLE LIGHTER
 Featuring the Famous Precision Milled Ignition Wheel.

FALCON CAMERA & CASE
 Naturals for Salesboard Items or Gifts.
 Write For Prices

MUTUAL DISTRIBUTING COMPANY
 801-803 Milwaukee Ave. (Monroe 7490-7491) Chicago 22, Ill.
 We expect to deliver Radios soon. Write for prices.

25% with order, Balance C. O. D.



CLOSEOUT on IDENTIFICATION BRACELETS, STERLING SILVER TAG, nickel silver chain—\$8.50 Doz., Boxed. SILVER PLATED. \$3.00 Doz., \$30 Gross.

RECO MFG. CO.
 19 E. Pearson St., CHICAGO

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- BINGO BLOWERS

WIRE OR WRITE FOR CATALOG

John A. Roberts
 235 HALSEY ST • NEWARK 2 • N • J

WANTED!
NOVELTY ITEMS FOR MANUFACTURE OR DISTRIBUTION

Large Midwest Manufacturing Firm seeks new items to add to its line of Novelty Merchandise. We are equipped to take over entire production and distribute on a nationwide scale. We have jobbing outlets all over the United States and in several parts of the world. Please reply with pictures, catalogues or other descriptive material.

BOX 761, c/o The Billboard, 155 N. Clark, Chicago 1, Ill.

MARTIN FLYER



Sidewalk Bicycle

Fireman's Red & Ivory Trim
 Sample \$17.50
 Lots of 3 17.00
 1/2 Dozen 15.00
 Dozen 14.75

1/3 Certified Deposit
 Cash in Full, 2% Discount
 Jobbers Quantity Prices.
 Exclusive Territory.

MARION CO.
 WICHITA, KAN.

FOOTBALL CATALOGUE NOW READY

!! NEW FAST SELLING NUMBERS NEW !!

Table listing various merchandise items and their prices, including Cat Balloons, Fur Monkeys, Plastic Cans, etc.

KIM & CIOFFI

916 Arch St. Philadelphia 7, Pa.



LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place, Cincinnati 1, O.

Parcel Post

Chester, Harry 8c Hagerty, John 18c Jones, Otis 12c

Large alphabetical list of names and addresses for the Letter List, including names like Abbott, Russell; Adams, Bill; Alexander, Ross; etc.



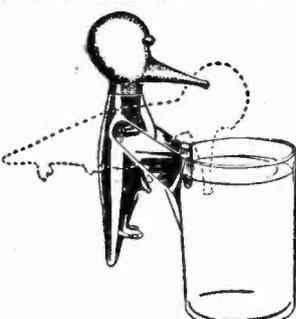
LATEST PRACTICAL SOUVENIER

Sold nationally thru more than 3,000 Tobacco, Candy and Specialty Jobbers, from Coast to Coast and Canada.

BUY FROM YOUR LOCAL JOBBER (Actual Pipe Size—11" Long)

SAMPLE DISPLAY CARD (WITH 6 PIPES) \$3.00 POSTPAID

MISSOURI SALES & MFG. CO. WASHINGTON, MO.



LOOK WHO'S HERE! PENQUIN PETE

The Mystery Drinking Bird!

AMAZING! Pete drinks, yet there are NO springs, wires or gadgets! Biggest novelty item in years!

\$30.00 DOZEN

Retail Price, \$3.95 (Sample, \$3 Postpaid)

Deposit With Order, Balance C. O. D.

LARAE INDUSTRIES, Box 12, Pittsburgh 30, Pa.

SELLING LIKE HOT CAKES COSTUME JEWELRY

\$18.00 a dozen sets, all boxed. Try our assorted samples—\$2.00 a set with earrings to match.

DEPENDABLE DISTRIBUTORS 567 Seventh Avenue New York 18, N. Y.

FELT CARNIVAL HATS

Ride 'Em Cowboy, \$1.50 Dz.; \$16.50 Dz. Spanish Hats, \$2.75 Dz.; \$28.00 Gr. Fireman Hats (full size), \$2.50 Dz.; \$25.00 Gr. Small Leis, 35c Dz.; \$3.50 Gr. Large Leis, 75c Dz.; \$6.75 Gr. Slum—Glassware—Bingo. Send for lists.

K. S. CAUFIELD, 306-08-10 S. Third, Louisville 2, Ky.

**AGENTS: BIG MONEY
in WATCHES**

**Beautiful
SWISS
WATCHES
and
MATCHED
STAINLESS
EXPANSION
BAND**



**Band Expands
to Fit Any
Wrist**

\$7.70

**INCLUDES
WATCH AND BAND**

You can save people money by selling this smart-looking combination watch with easy-to-see white face, black numerals and black hands and matching expansion band. A real value. A good dependable time piece. Highly durable for long wear service. Send for sample and start taking orders. 25% deposit on all orders, balance C. O. D., or enclose \$7.70 plus postage. **RUSH ORDER TODAY.**

KENT JEWELERS

105 N. Clark St. Dept. 3-D Chicago 2, Ill.

**Headquarters For
COUNTER CARD
MERCHANDISE
NOTIONS—SUNDRIES
LEE RAZOR BLADES**

Write for Price List
LEE PRODUCTS CO.
437 Whitehall St., Atlanta 2, Ga.

**ATTENTION, SALESBOARD OPERATORS
IMMEDIATE DELIVERY**

Beautiful Plastic 5-tube Table Radio—Choice of Brown or White. Hottest Item on market today.
OPA Brown . . . \$23.15
Your Cost . . . 18.50
OPA White . . . 24.45
Your Cost . . . 19.50
Advertisement of Sept. 14, 1946, stated "For Resale Only." This was an error.
25% Deposit must accompany Order, Balance C. O. D.

AMERICAN APPLIANCE
1526 W. 79th St. Chicago, Ill.

DEALERS—AGENTS—JOBBER

LADIES' CORD WATCH BANDS, Yellow Gold Filled Attachments. Retail \$2.50. Carded. Sample 75¢. Dz. \$7.20. Gr. Lots \$6.00 Dz.
CAMEO EARRINGS, Sterling Silver Screw Backs. Pair in Box. Sample 75¢. Dozen \$9.00. Gross Lots \$6.75 Doz.
PERSONALIZED TIE SLIDES with hanging chain and signet with initial. Sample 75¢. Dozen \$6.75. Gross Lots \$4.85.
EXCEPTIONALLY Fine Leather Watch Straps for Solid Bar or other cases. Stainless Steel or Yellow Gold Plate Buckles with Patent Spring Bar. Sample 50¢. \$6 Value. Dozen \$4.50. Gross Lots \$3.50 Doz.
IMMEDIATE DELIVERY. C. O. D. 1/3 Deposit. Cash With Order. Shipped Prepaid.
DANBROS JEWELERS
3530 S. Hanover St. Baltimore 25, Md.

BINGO

**SPECIALS ★ CARDS
TRANSPARENT MARKERS**
Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

**"GOOD'N FRESH" FAMOUS
PENNY CANDIES**

AGAIN AVAILABLE
14—120 Count Boxes, and 4 for 14—480 Count Boxes. Good Ass't. 65¢ per box net, F.O.B. Chicago. No limit on quantities at present. 48 Boxes for \$31.20. Terms: Full net cash with order. No C.O.D.'s.
Also Available—5¢ and 10¢ Candies and Specials.
Write for Full Details.
CASTERLINE BROS.
2030 Sunnyside Ave., Dept. Z, Chicago 25

Warren, Mrs. Bill
Washburn, M. B.
Wasserman, Sol
Watson, Johnnie
Webb, Joe B.
Webster, Geo. H.
Weddington, M. L.
Weese, Rosalie
Weiner, Mrs. June
Weiner, Sam
Weiner, Ester M.
West, Paul
West, Robert Gene
Western, Geo. J.
Western, S. J.
Westman, Ray
Westover, Wm.
Whever, Robt. E.
White, Essie E.
White, Mrs. Worth
Wilkinson, Margaret
Willard, Frank
Willert, Wayne
Williams, Chas.
Williams, Harry T.
Williams, Roy M.

Williams, R. M.
Willis, Mrs. Mack
Wilson, Boyd
Wilson, Mrs. Emily
Wilson, John
Winslow, De Witt
Winslow, Edward
Winslow, Mrs.
Wolfe, Helen
Wolf, Fred M.
Wolf, Mrs. Verne
Woodward, J.
Woodward, Mrs.
Woods, Tiger
Woronuk, Doc
Wray, A. V.
Wright, Robert E.
Yazoar, John
Young, Terry
Young, Mrs.
Zacchini, Mrs. Teo
Zimmerman, Corkie
Zinn, Zeke

**MAIL ON HAND AT
CHICAGO OFFICE**
155 No. Clark St.,
Chicago 1, Ill.

Allen, Tex
Bancroft, Diana
Beard, A. J.
Bohanon, S. W.
Borella, Arthur
Bougeos, Harry
Carson, M.
Colyer, Robert
Crenshaw, Chas. B.
Daley, Smiley
Pink, Jim
Frazor, Al
Glickman, Sam
Goody Goody, Yum
Gordon, H. M.
Gresley, Albert J.
Hall, Peggy
Halston, Madison
Hawn, D. C.
Horner, William
Jaxon, The Great
Kirk, Wayne
Lea, Sharon
Mangus, C. F.
McGinity, Willie & West
McGovern, Roy D.
Neditch, Stanley D.
Omerato, Frank C.
Nelson, Harry
Pepple, T. Wight
Sabau, Eli and Irene
Sawles, Verne B.
Speaks, Cary L.
Saunders, Pauline
Shubert, John
Sorensen, Ted E.

Spallo, Ruth
Lebanon
Stanley, Chester
Velare, Elmer C.
Weiss, A. J.
Whitseite, A. R.
Williams, Col.
Winston, Jack
Worman, Jack W.
Clawson, Ralph J.
Clayton, Frank N.
Clayton & Phillips
Cook, J. Dea
Coppock, Albert J.
Crandall, John
De Golda, Val
Rezell, Robert W.
Gilmore, David E.
Gordon, H. M.
Goody, Goody, Yum
Gresley, Albert J.
Hamilton, Frances L.
Hanson, Evelyn E.
Hinkle, Milt
Lime, L. O.
Logan, Diana
Rhanah, Ernest
Kessen, Reilla
Reynolds, S.
Sanfratello, Joseph
Schmidt, Emil
Sherman, Chester
Signor, Sig
Tovey, Wm. J.
Van Hoven, B. F.

**MAIL ON HAND AT
NEW YORK OFFICE**
1564 Broadway,
New York 19, N. Y.

Parcel Post
Allen, W. R. (Bob) 150
Kortes, Mrs. M. 15c
Alexander, A.
Raid, Florence
Ray, Joseph M.
Burton's Birds
Cook, Phil
Conger, Charles
Corrigan, Charles
Custin, John
Decker, Ralee
DeLouson, Jacquiline
Durell, Duke
Edwards, Jean
Galey, Y. C.
Hall, Peggy
Harper, Larry
Hayward, Aurora
Hornor, S. C.
Hutchens, William M.
Irsay, Margaret
Jahn, Francis C.
Jordan, Harold
Kaplan, Morris
Kennard, A. W.

King, Miss Jackie
Koff, Irma B.
Kroll, H.
Le Duce, Vincent
Marvin, Wanda
Meyers, George J.
Nevel, Jim P.
Nickey, Mrs. M.
Odell, Jack
Petty, Kathryn
Radka, Valerie
Renton, Fay
Risho, Johnny
Samatooka, Carlotta
Shaftman, Jules
Shafer, Paul
Steiner Jr., C. F.
Travers, Ronnie
Treceker, Douglas
Trupiano, Rocco
Walker, Sammy
Ware, Frank
Ward, Ezra Austin
Walton, Gypsy
Wendel, Paul
Wright, S.

**MAIL ON HAND AT
ST. LOUIS OFFICE**
390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post
Pritchard, Leslie (License Plate) 6c
Albert, Mr. & Mrs. Costello, Mrs. Terry
Amy, Red & Ada
Crawley, J. R.
Ancil, Mr. & Mrs. Danner, Alfred D.
Davis, Wm.
DeWitt, Mrs. T. R.
Dixon, Mrs.
Andrews, Miss Janet "Dolly"
Andrews, Ray
Atkinson, Lucky
Baldwin, W. J.
Bentley, Mr. & Mrs. Bill
Bisheres, Robert H.
Bradley, Miss
Brown, Miss Janie
Burke, George
Burto, L. H.
Bynum, Frank L.
Cass, Roy K.
Chastain, William
Clark, William J.
Clarkson, Al
Cofield, E. N.
Cook, J. Dea

Obluck, John A.
Oiler, Charlie
Osbourne, J. W.
Parks, Grace
Parker, J. G.
Parker, Robert K.
Peterson, Guy E.
Poperino, Tony
Powell, Miss
Rich, Arthur A.
Richard, Bud
Richardson, Frank
Riley Jr., Eddie D.
Roberts, Miss Roots
Servis Jr., Edward F.
Schroeder, Henry
Shoemaker, M. E.
Shufelt, Fred
Simsa, Joe
Sheene, L. G.
Smith, Bernice
Smith, Henry N.
Smith, Otto W.
Sylvester, Ernest
Thompson, Tommy
Tolley, Virgil
Tritt, Richard
Turk, Wayne
Vincent, Jack
Vreeland, Jack
Walker, George W.
West, Ralph
Weston, Alvin J.
Wildner, Dan
Williams, Orville
Younger, C. L.

AT WHOLESALE

**JOKES—TRICKS—DISGUISES
AND NOVELTIES**

Auto Bombs (Screams and Shots)	Doz.	Gross
Betty Bubbles Dancer	1.20	\$16.40
Bloody Soap Powder (Pkged.)	.50	4.80
Bitter Tooth Picks (Pkged.)	.50	4.80
Ciggy Bitters (Pkged.)	.40	3.75
Chinese Illusion (50¢ size) Comic Soap, De Jour Pot (Boxed)	1.00	10.80
Goofy Golf Balls (Bombs)	2.00	23.00
Hot Seats (Pkged.)	.60	21.00
Hot Chicie Gum (3 In Pkge.)	.50	5.40
Hot Gum Sticks (5 In Pkge.)	.60	4.80
Hot Tooth Picks (Pkged.)	.50	6.75
Hotsy Totsy Dancer (Book)	.75	4.80
Hot Ciggy (Pkged.)	.40	8.75
Hot Powder (Pkged.)	.50	3.80
Invisible Ink (Pkged.)	.60	4.75
Jumbo Dollar Bills (12")	.30	5.80
Junior Police Badge	.50	3.00
Jumbo Rainbow Bubbles (50¢ Seller)	1.80	5.50
Luminous Paint (Pkged.)	.75	19.40
O'Johnny Pipe	3.75	7.75
Sneeze Powder (Pkged.)	.50	42.00
Stink Plugs (for ciggy, Pkged.)	.50	3.75
Shooting Book Matches (Book)	4.40	4.25
Shooting Cigarette Loads	.50	4.40
Shooting Stick Matches (Pkge.)	.50	4.40
Scotch Two Stem Pipes	2.25	28.00
Sparkling Red Flare Matches	.50	5.40
Snake Matches	.50	4.40
Sooner Dogs (Plaster)	.35	3.60
Sooner Dogs (Metal)	1.80	19.50
Sooner Dog Pills (six in box)	.50	6.40
Trick Magnet Scotty Dogs	1.50	16.80

SPECIALS

Comic Picture Buttons (2 1/2") Best	100	\$1.00
Cigarette Rollers (Metal)	5.00	\$45.00
Comic Ciggy Labels	1.25	75.00
Maglo Race Games	1.50	9.00

25¢ CARDED NOVELTIES

Bullet Key Chain, 24's	1.80	Card
Baseball Key Chain, 24's	1.80	
Pistol Key Chain, 24's	1.80	
Rabbit's Foot Key Chain, 24's	2.40	
Pipe Cigarette Holder, 12's	.85	

DISGUISES

Comic Farmer Beards	.75	\$ 8.25
Comic False Nose	.50	5.40
Foo Manchu (Incognito)	.90	9.75
Gay Ninety Mustache	.60	6.40
Monocles	.75	8.50
Mustache and Goatee	.60	6.40
Negro Make Up	.75	8.75

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Large 8" Glass Bowl (2 Doz. Carton). Dozen \$1.08

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DONKEY BALL GAME UNITS**
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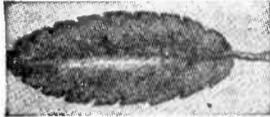
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Lives on Air Alone

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Lives on Air—No Earth or Water Needed
(BRYOPHYLLUM-B. Calycinum)
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AS IT GROWS FOR YOU

When they reach a height of from two to three inches, detach from leaf, and plant in pot or garden; being potted plants, now use some water. They grow a foot or more high.

Now you have several decorative plants which will in time produce beautiful long pendulous cylindrical variegated colored flowers lasting for weeks. These flowers when dried are very attractive and may be kept. The large leaves from new plants may be detached, and they in turn will sprout plants, and so on, indefinitely. Called Leaf of Life.

Teachers and school children find this leaf interesting in botanical studies. Will grow anywhere!

Per thousand, \$13.50. With each thousand you receive 2 full-grown mother plants. Extra mother plants 25¢ each. 50% cash with order, balance C. O. D. Orders shipped same day received.

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20,000 Tropical Shell Necklaces, assorted colors and designs. Regular \$4.50 value. To close, \$1.80 Per Doz. in 5 Doz. Lots.
5000 pair Beveled Lucite Modernistic Earrings, hand made, shell rosette, trimmed metal, ear screws. Gift boxed. Regular value, \$12.00 per doz. To close, Lots—Per Doz. \$5.40.

ALL GOODS SOLD WITH MONEY-BACK GUARANTEE
WHYTESSON
MERCHANDISE MART
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Pipes For Pitchmen

By Bill Baker

AMONG PITCHFOLK . . . visitors at the Mineola, N. Y., Fair were Al Siegel and Sol Addis, veteran New York members of the tripes and keister contingent.

DOC O'NEILL . . . and Jack Kahn, with health books, garnered a substantial share of the loose hermans floating around the Mineola, N. Y., Fair.

ALWAYS AN . . . attraction at the Brockton, Mass., Fair, the Graysons, horscope workers, made their usual clean-up at the event this year.

"WE'RE BACK . . . in the Shenandoah Valley of Virginia, after getting a few good days at the fair in Petersburg, W. Va.," inks Jack (Bottles) Stover from Staunton. "The fair," says Bottles, "brought back the old days to Pat Malone and me. I wish there were more like it. Pat and I are getting a few shekels adding to our Christmas bank roll. We've been cutting up a few jackies with our old friend, C. V. (Senator) Ralston, of *The Pathfinder*, who says he can get plenty of orders for the mag in the hills of Maryland and West Virginia."

A. J. (SMOKY) STOVER . . . with dart game and penny pitch, gathered a large share of the lucre at the recent Tri-County Fair in Petersburg, W. Va.

EMIL . . . The Mouse Man, worked white mice to good tips and passouts at the Brockton, Mass., Fair.

ANNUAL FAIR . . . at Brockton, Mass., had a record attendance and everyone making the event corralled plenty of long green, Eva Krauss letters from the Massachusetts city.

HARRY GREENBERG . . . cards from Mineola, N. Y., that ideal weather, large crowds and plenty of cabbage combined to give members of the tripes and keister fraternity plenty of successful turns at the fair there.

CLICKING OFF . . . neat takes with their handwriting analysis at the fair in Mineola, N. Y., were Mr. and Mrs. Clarence Geroud.

JACK HOLIDAY . . . was the subject of a neat bit of publicity, garnered in an Atlanta paper, as evidenced by the following clipping sent to the pipes desk by Yvette Schropshier from Jacksonville, Fla.: "Jack Holiday wandered all over the

nation and into many foreign lands. He traveled with circuses and carnivals and tried his hand at owning a theater. And then he came to Atlanta and found big business right on the vacant lot at 32 Forsyth Street. Jack Holiday is in the balloon business, and he says his business is expanding in more ways than one. He even says you get more out of balloons than you put into them. This despite the fact, he says, that a recent employee just 'blew' with \$1,500 worth of stock."

MURRAY HAVELIN . . . ambidextrous seed purveyor, scored solidly with that item at the fair in Brockton, Mass.

MARIE ALLEN . . . and Bert Fox, working soap and herbs, made the Brockton, Mass., Fair, their usual sauce spot, exhibiting their wares to reported phenomenal passouts.

JOE CARROLL . . . with herbs, chalked up a winning engagement at the annual fair in Mineola, N. Y.

"I'M DOWN HERE . . . in the cotton country and the cotton is ready and the gins are ginning," pens Bob Posey from Clarksdale, Miss. "I haven't seen three pitchmen all year. What has become of James L. Osborne, Harry Corry, Chief Little Fox, Goldie E. Fitz, Frankie Leger and Pat England?"

JOE KRAUSS . . . widely known in pitch circles as The Chief and who has been off the road for over a year, making his home in Brockton, Mass., would like to read pipes here from Harold Woods and Tom Barrows.

JIMMY KANE . . . and wife, and Looney, with novelties, were among the old-timers making the annual trek to the Brockton, Mass., Fair. They reported business on their items was good. Ralph Rajah Kaire worked graphology charts at the annual for 50 cents per copy and garnered plenty of long green.

DURING . . . the annual running of the fair in Brockton, Mass., Doc Wilton Peck and Hazel were hosts to the pitch lads and lassies making the event at the West Elm Hotel.

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Your complete needs all at one source—Candy, Gum, Batteries, Gloves, Dry Goods, Pins, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Specialty Merchandise and many other scarce items. Send 3¢ stamp for complete new list. We have the merchandise.
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Regular size, per Doz. \$3, sell for \$6. Deluxe size, per Doz. \$4.50, sell for \$9. Gross, payment with order, sent postpaid; less than gross, postage added. 5% additional discount on 5 gross. C. O. D.'s 25% deposit with order.

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Dog Shows

These dates are for a five-week period.

- Alabama**
Mobile—Oct. 27. Mrs. Emile Scheuerman, 70 Dauphin St.
- California**
Hollywood—Oct. 20. Mrs. Ethel B. Wade, 9407 S. Vermont Ave., Los Angeles.
Los Angeles—Oct. 20. Mrs. R. G. Shute, North Hollywood.
Sacramento—Oct. 13. Mary E. Asury, 3500 13th St.
Ventura—Oct. 6. Mrs. Grayce Greenburg, Camarillo, Calif.
- Connecticut**
West Hartford—Oct. 20. Foley, 2009 Ranstead St., Philadelphia.
- District of Columbia**
Washington—Oct. 20. Foley, 2009 Ranstead St., Philadelphia.
- Florida**
Pensacola—Oct. 19-20. Mrs. E. G. Gentry.
- Illinois**
Chicago—Oct. 19-20. Foley, 2009 Ranstead St., Philadelphia.
East St. Louis—Oct. 13. Mrs. Dan Blackburn.
- Indiana**
Hammond—Sept. 29. R. W. Tierney.
Portland—Sept. 28. Paul A. Ferguson.
Indianapolis—Oct. 12. J. E. Matthews, 963 N. Chester St.
Indianapolis—Oct. 13. Albert G. Meyer, 2645 Madison Ave.
- Kentucky**
Louisville—Oct. 27. Foley, 2009 Ranstead St., Philadelphia.
- Massachusetts**
Boston—Oct. 6. Mrs. Florence F. White, South Weymouth, Mass.
Boston—Oct. 18-19. Foley, 2009 Ranstead St., Philadelphia.
- Mississippi**
Biloxi—Oct. 30. Robert W. Rupp, Ocean Springs, Miss.
Meridian—Oct. 23. Mrs. Donovan Ready, 1301 38th Ave.
- New York**
Rochester—Oct. 27. Foley, 2009 Ranstead St., Philadelphia.
Ridgewood, L. I.—Oct. 13. Foley, 2009 Ranstead St., Philadelphia.
- Ohio**
Canton—Oct. 27. Betty Nixon, 3056 Windsor Ave., S. W.
Cleveland—Oct. 6. Mrs. Fred C. Ray, 3303 E. 93d St.
Columbus—Sept. 29. Mrs. J. R. Lockett, 378 Sherburne Drive.
Dayton—Oct. 6. John T. Marvin, R. R. 1, Box 116.
- Oregon**
Portland—Oct. 11-12. H. M. Powell, Garden Home, Ore.
- Rhode Island**
Pawtucket—Oct. 6. Mrs. Howard G. Sweet, Lakewood, R. I.

COMING EVENTS
(Continued from page 69)
Knox—Fall Festival. Sept. 23-28. Fire Dept.
La Grange—La Grange Co. Corn Show. Sept. 30-Oct. 5. Merle V. Rawson.
Roann—Booster Days. Sept. 26-28. H. E. Stone.
Versailles—Pumpkin Show. Oct. 11-12. Mrs. H. W. Cole, Lions Club.

Kansas
Augusta—Diamond Jubilee Celebration. Oct. 24-26. W. W. Cron.

- Belle Plaine—Fall Festival. Oct. 3-4. Dallas W. Davis.
Newton—Poultry Show. Oct. 15-18. O. Sahrits.
- Kentucky**
Paris—Fall Festival. Oct. 9-11. B. J. Santen, American Legion.
- Louisiana**
Crowley—Internat. Rice Festival. Oct. 17-18. Jerry Ashley.
Opelousas—Louisiana Yomblee. Oct. 9-10. A. M. Landry.
Shreveport—Livestock Show. Oct. 17-18. L. A. Shirley.
- Maryland**
Baltimore—Livestock Show. Oct. 16-18. Dr. Fred H. Leinbach, Univ. of Md., College Park, Md.
Harwood—Horse Show. Oct. 5-6. Mrs. Benj. Watkins, Davidsonville, Md.
- Massachusetts**
Boston—Victory Harvest Show. Oct. 15-17. A. Nehrling, 300 Massachusetts Ave.
- Mississippi**
Newton—Newton State Dairy Show. Sept. 23-28. W. A. Bell.
- Missouri**
Altenburg—E. Perry Community Fair. Sept. 27-28. E. D. Kreyling.
Alton—School & Community Fair. Oct. 3-4. Mrs. Vaughn.
Cassville—Harvest Show. Sept. 26-28. Burl Cox.
Concordia—Fall Festival. Oct. 3-5. Hugo Alewel.
Holden—Fall Fiesta. Oct. 2-4. B. A. Bonewitz.
Huntsville—Fall Festival. Oct. 11-12. Orel E. John.
Lincoln—Harvest Festival. Oct. 3-5. J. R. Poague.
Memphis—Fall Festival. Oct. 3-4. Vernon Winkler.
Norborne—Farm & Farmacy Fair. Oct. 2-3. Mrs. Peachie Nash, Commercial Club.
Perry—Fall Festival. Oct. 3-5. Dr. E. T. Swan.
Pleasant Hill—Street Fair. First week in Oct. A. J. Jones Sr., Box 31.
St. Louis—Firemen's Rodeo at Arena. Sept. 27-Oct. 6. Tom Packs.
- Nebraska**
Gothenburg—Harvest Festival. Oct. 1-3. R. H. Kroll.
- Nevada**
Carson City—Nevada's Admission Day. Oct. 31. E. H. (Bud) Miller.
- New Jersey**
Atlantic City—Dairy Industries Expo. Oct. 21-26.
- New York**
New York—World's Champ. Rodeo at Madison Sq. Garden. Sept. 25-Oct. 27. Frank Moore.
- North Carolina**
Thomasville—Everybody's Day Celebration. Oct. 18.
- Ohio**
Bradford—Pumpkin Show. Oct. 8-12. W. O. Sargent.
Bucyrus—Corn Show. Sept. 26-28. T. H. Baker.
Circleville—Pumpkin Show. Oct. 16-19. Ned Dresbach.
Hebron—Fall Festival. Oct. 3-5. L. R. Holsberry.
Hillsboro—Fall Festival. Sept. 24-28. C. H. Stevenson.
Laurelville—Pumpkin Show. Oct. 1-5. Louis McClellan.
Ripley—Fall Festival. Oct. 24-26. W. C. Richey.
Seville—Street Fair. Oct. 2-4.
Shelby—Community Street Fair. Sept. 25-28. Carl L. Wentz.
Utica—Home-Coming. Oct. 3-5. W. S. Bain.
- Oklahoma**
Talihina—Lions Club Halloween Carnival. Oct. 31. Ed Foster.
- Pennsylvania**
Bryn Mawr—Horse & Hound Show. Sept. 25-28. St. George Bond, 723 Yale Ave., Swarthmore.
- South Dakota**
Huron—Powwow Day. Oct. 12. Student Assn., Huron College.
Lemmon—Junior Livestock Show. Oct. 7. A. T. Holmes.
Mitchell—Blue and White Day. Oct. 4. R. W. Green.
Sioux Falls—Tepee Day Home-Coming. Oct. 11-12. Dallas E. French, 925 N. Sherman.
- Tennessee**
Paris—Livestock & Products Show. Oct. 2-3. Paul P. Greer.
- Texas**
Gilmer—Yamboree. Week of Oct. 21.
Henrietta—Pioneer's Reunion. Oct. 4-5. Mrs. Steve Varnell.
Houston—Shrine Circus. Oct. 27-Nov. 12.
Lufkin—Texas Forest Festival. Oct. 17-12.
McKinney—Livestock Show. Oct. 1-3. W. Hammond Moore.
Taylor—Am. Legion Cotton Carnival Celebration. Sept. 28-Oct. 5. Clyde Matthews.
- Washington**
Kennewick—Grape Festival. Oct. 3-5. Olav I. Otheim.
- West Virginia**
Elkins—Forest Festival. Oct. 3-5. E. W. Channell.
Kingwood—Buckwheat Festival. Oct. 9-12. Vol. Fire Dept., Phil S. Spahr.
- Wisconsin**
Milwaukee—Food Show. Oct. 30-Nov. 3. M. C. Perschbacher, 611 N. Broadway.
- Canada**
Goderich, Ont.—Internat. Plowing Match, Port Albert Airfield, north of Goderich. Oct. 15-18. J. A. Carroll.
Toronto, Ont.—Shrine Circus at Maple Leaf Gardens. Oct. 9-16. Murdoch L. Martyn.

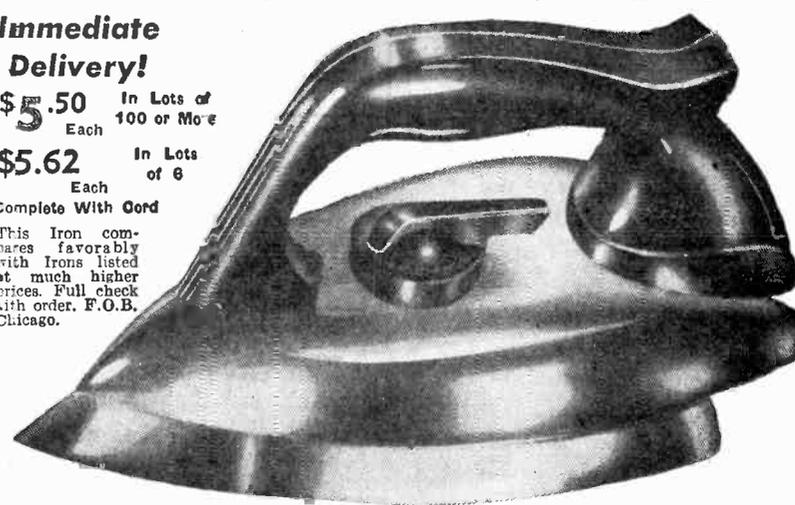
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#412 — Beautiful 24K GOLD PLATED, non-tarnishing Chain, is made up of Links and Letters forming name or initials as ordered.

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Your cost, \$2.75 per Chain.
OR you can buy a kit which includes 120 asst. Initials and enough tops and bottoms to make up 1 Doz. chains.
Cost: \$30 Per Kit.

Meaford, Ont.—Meaford Fair. Oct. 2-3.
Owen Sound, Ont.—Owen Sound Fair. Sept. 28-Oct. 2.
St. Marys, Ont.—St. Marys Fair. Oct. 2-3.
Teeswater, Ont.—Teeswater Fair. Oct. 1-2.
Tiverton, Ont.—Tiverton Fair. Oct. 3-4.

OCTOBER 6-12

ARKANSAS

Arkadelphia—Clark Co. Fair. Oct. 10-12. George S. Dews.
Conway—Faulkner Co. Fair Assn. Oct. 9-12. Guy H. Jones.
Fayetteville—Washington Co. Fair Assn. Oct. 8-11. James W. Holder.
Harrison—Boone Co. Fair. Oct. 9-12. L. J. Cooper.
Magnolia—Columbia Co. Fair Assn. Oct. 7-12. W. L. Jameson Jr.
Morriston—Conway Co. Fair. Oct. 10-12. Custer Poteet.
Pine Bluff—Southeast Ark. Livestock Show & Fair. Oct. 7-11. T. R. Green.
Prescott—Nevada Co. Free Fair Assn. Oct. 9-11. G. C. Murray.
Searcy—White Co. Fair. Oct. 9-12. C. D. Christian.
Waldron—Scott Co. Fair Assn. Oct. 10-12. Norman Goodner.

CALIFORNIA

Ventura—Ventura Co. Fair. Oct. 9-13. Helen E. Borchard, Camarillo, Calif.
Watsonville—14th Dist. Agrl. Assn. Oct. 10-13. E. P. Johnson.

CONNECTICUT

Riverton—Riverton Fair Soc. Oct. 12. H. P. Deming, R. R. 2, Winsted, Conn.

FLORIDA

Milton—American Legion Milton Fair. Oct. 7-12. Thomas S. Maddox.
Pensacola—Pensacola Interstate Fair. Oct. 7-13. J. E. Frenkel.

GEORGIA

Athens—American Legion Fair. Oct. 7-12. F. H. Williams.
Butler—Taylor Co. American Legion Fair. Oct. 12-19. J. S. Green.
Columbus—Chattahoochee Valley Expo. Oct. 7-12. Felix L. Jenkins.
Covington—Am. Legion Newton Co. Fair. Oct. 7-12. Guy Rogers.
La Fayette—Walker Co. Fair Assn. Oct. 7-12. W. E. McKeown.
Madison—American Legion Morgan Co. Fair. Oct. 7-12. H. E. Haley.
Milledgeville—Middle Georgia Fair. Week of October 7. Paisley Davis.
Summersville—Chattanooga Co. Fair Assn. Oct. 7-12. S. H. Gilkeson.

KANSAS

Kingman—Kingman Co. Fair Assn. Oct. 9-12. Arthur Goenner, Zenda, Kan.
Wakefield—Wakefield Free Fair. Oct. 10-11. Mrs. Mildred Eye.

KENTUCKY

Mount Olivet—Robertson Co. School & Agrl. Fair. Oct. 11-12. J. W. Colvin.

LOUISIANA

Alexandria—Rapides Parish Fair. Oct. 8-10. B. W. Baker.
Clinton—East Feliciana Parish Fair. Oct. 7-11. A. R. Cain.
De Ridder—Beauregard Parish Fair Assn. Oct. 8-12. O. J. Hood.
Franklinton—Washington Parish Fair Assn. Oct. 9-12. L. R. Mills, Bogalusa, La.
Gibson—Bienville Parish Fair. Oct. 10-12. Roy Brice, Arcadia, La.
Monterey—Concordia Parish Fair Assn. Oct. 10. R. W. Kemp.
Oberlin—Allen Parish Fair Assn. Oct. 9-12. G. C. Meaux.
Olla—North Central La. Fair. Oct. 8-12. H. Vinyard.
Ruston—Lincoln Parish Fair. Oct. 8-12. L. K. Brooks.
Tallulah—Louisiana Delta Fair Assn. Oct. 8-11. James M. Gilfoil, Omega, La.
Thibodaux—Terrebonne Agrl. Fair. Oct. 12-13. Peter Bourgeois, Houma, La.
West Monroe—Ouachita Valley Fair Assn. Oct. 8-12. John H. Birdsong.

MAINE

Litchfield—Litchfield Farmers' Club. Oct. 8-9. Rhona Maloon.
Topsham—Sagadahoc Agrl. Soc. Oct. 8-10. Samuel Woodward, RFD 2, Brunswick, Me.

MARYLAND

Prince Frederick—Calvert Co. Fair. Oct. 9-11. J. B. Morsell.

MICHIGAN

Brown City—Brown City Agrl. Assn. Oct. 11-12. Louis F. Reuter.

MISSISSIPPI

Jackson—Mississippi State Fair. Oct. 7-12. J. M. Dean.
West Point—Clay Co. Fair. Oct. 7-12. T. F. Akers.

MISSOURI

Charleston—Charleston Voc. Agrl. Fair. Oct. 7-13. Edgar Thomas, East Prairie, Mo.

NEW HAMPSHIRE

Sandwich—Sandwich Grange Fair Assn. Oct. 12. Mrs. Mabel E. Ambrose, North Sandwich.

NEW MEXICO

Roswell—Eastern New Mexico State Fair. Oct. 9-12. E. E. Patterson.

NORTH CAROLINA

Charlotte—Southern States Fair. Oct. 7-12. Mrs. Helen S. Spencer.
Greensboro—Greensboro Fair. 7-12. Norman Y. Chambliss.
Henderson—Golden Belt Fair. Oct. 7-12. C. M. Hight.
Hendersonville—Western N. C. Fair. Week of Oct. 7. John L. Bowers.
Hickory—Catawba Fair Assn. Oct. 7-11. John W. Robinson.
Lexington—Davidson Co. Fair Assn. Oct. 7-12. Paul H. Shoaf.
Littleton—Littleton Fair. Oct. 7-13. T. R. Walker.
Roxboro—Person Co. Agrl. Fair. Oct. 7-12. R. L. Perkins.
Spring Hope—Nash Co. Fair. Week of Oct. 7. Hobart Brantley.
Winston-Salem—Western Carolina Fair. Oct. 8-12. W. A. Jones.



1946 FAIR DATES

Arranged According to Dates, States and Cities

(Continued from page 79)

OHIO

Lancaster—Fairfield Co. Agrl. Soc. Oct. 8-12. Russell W. Alt, R. R. 1, Baltimore, O.

PENNSYLVANIA

Hollidaysburg—Community Farm Show. Oct. 9-11. Norman K. Hoover.
Mount Joy—Mount Joy Community Exhibit. Oct. 10-12. Mrs. Dorothy Hendrix.
Myerstown—Myerstown Community Fair Assn. Oct. 9-11. James B. Woodford.

SOUTH CAROLINA

Marion—Marion Co. Fair Assn. Oct. 7-11. D. M. Harper.
Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 7-12. W. C. Lewis.
Spartanburg—Piedmont Interstate Fair Assn. Oct. 7-12. D. C. Todd.
York—York Co. Colored Fair. Oct. 7-12. L. A. Wright, R. 3, Clover, S. C.

TENNESSEE

Brownsville—Haywood Co. Colored Fair. Oct. 9-12. F. E. Jeffries.
Springfield—Robertson Co. Fair Assn. Oct. 10-12. E. E. Childers.

TEXAS

Anderson—Grimes Co. Fair Assn. Oct. 10-12. J. W. Jennings.
Beaumont—South Texas State Fair of YMBL. Oct. 10-19. K. D. Schwartz.
Bellville—Austin Co. Fair Assn. Oct. 9-12. H. M. Brouillette.
Dallas—State Fair of Texas. Oct. 5-20. Roy Rupard.
Fort Worth—Texas Pan-American Expo. Oct. 6-12. Homer Covey.
Haskell—Central West Texas Fair. Oct. 7-12. Mrs. Floyd King.
Jourdanton—Atascosa Co. Fair Assn. Oct. 10-12. Leon F. Stehle.
Leonard—Leonard Fair Assn. Oct. 8-12. H. H. Blackburn.
Livingston—Trinity-Neches Regional Fair. Oct. 9-12. H. N. Martin.
Lubbock—Panhandle South Plains Fair. Oct. 7-12. A. B. Davis.
Lufkin—Texas Forest Festival. Oct. 7-12. Glenn Burges.
Palestine—Anderson Co. Fair. Oct. 11-19. C. O. Miller Jr.
Richmond—Fort Bend Co. Fair Assn. Oct. 10-13. C. I. Snedecor, Box 575, Richmond.
Tomball—Harris Co. Fair Assn. Oct. 10-13. Quincy Edwards.

VIRGINIA

Chesterfield—Chesterfield Co. Fair Assn. Oct. 10-12. J. C. McKesson, RFD 11, Richmond.
Richmond—Atlantic Rural Expo. Week of Oct. 7. Paul Swaffar.
South Boston—Hallfax Co. Fair. Oct. 8-12. W. W. Wilkins.

CANADA

Alvinston, Ont.—Alvinston Fair. Oct. 8-9.
Bayfield, Ont.—Bayfield Fair. Oct. 8-9.
Feversham, Ont.—Feversham Fair. Oct. 8-9.
Highgate, Ont.—Highgate Fair. Oct. 11-12.
Ingersoll, Ont.—Ingersoll Agrl. Soc. Oct. 10-12. Don Mackenzie.
Markdale, Ont.—Markdale Fair. Oct. 10-11.
Rocklyn, Ont.—Rocklyn Fair. Oct. 8-9.
Moraviantown, Ont.—Moraviantown Indian Agrl. Soc. Oct. 8-10. John Huff, Bothwell.
Simcoe, Ont.—Norfolk Co. Agrl. Soc. Oct. 7-10. Harold I. Pond.
Woodbridge, Ont.—Woodbridge Agrl. Soc. Oct. 12-14. N. George Wallace.

OCTOBER 13-19

ARKANSAS

Little Rock—Arkansas Livestock Show Assn. Oct. 14-20. Clyde E. Byrd.

GEORGIA

Americus—Sumter Co. Fair Assn. Week Oct. 14. O. C. Johnson.
Bainbridge—Decatur Co. Fair. Oct. 14-19. T. E. Rich.
Butler—Taylor Co. American Legion Fair. Oct. 12-19. J. S. Green.
Cordele—Central Georgia Fair. Oct. 14-19. J. D. Rainey.
Macon—Georgia State Fair. Oct. 14-19. E. Ross Jordan.
Monroe—Walton Co. American Legion Fair. Oct. 14-19. H. H. Shores.
Sandersville—Washington Co. Fair. Oct. 14-19. Gordon S. Chapman.
Swainsboro—Emanuel Co. Fair Assn. Oct. 14-19. Earl M. Varner.

KANSAS

Harper—Harper Co. Agrl. Fair Assn. Oct. 15-18. R. E. Dresser.
Inman—Inman Community Fair. Oct. 17-19. William J. Braun.
Newton—Harvey Co. Fair Assn. Oct. 15-18. Guy W. Webster.

LOUISIANA

Doyle—Livingston Parish Fair Assn. Oct. 17-19. L. B. Rogers.
Jonesboro—Jackson-Winn Parish Fair Assn. Oct. 14-19. R. G. Pipes.
Morehouse—Morehouse Fair & Livestock Show. Oct. 16-17. T. H. Milliken, Bastrop.
New Roads—Pointe Coupee Parish Fair Assn. Oct. 18-20. J. Wade LeBeau.
New Verda—Grant Parish Fair Assn. Oct. 17-19. Odella Purvis.
Shreveport—Caddo Parish Junior Fair. Oct. 17-18. C. S. Shirley, Courthouse.
Shreveport—State Fair of Louisiana. Oct. 19-28. W. R. Hirsch.

MARYLAND

Upper Marlboro—Southern Md. Agrl. Fair Assn. Oct. 14-16. Wm. T. Davis.

MISSISSIPPI

Kosciusko—Central Miss. Fair. Oct. 14-19. S. A. Spivey.
Poplarville—Pearl River Co. Fair. Oct. 17-19. J. M. Sinclair.
Waynesboro—Wayne Co. Fair. Oct. 14-18. H. S. Cassell.

MISSOURI

Kansas City—American Royal Livestock & Horse Show. Oct. 19-27. A. M. Patterson.

NORTH CAROLINA

Ahoskie—Atlantic District Fair Assn. Oct. 15-18. E. M. Weaver.
Beaufort—Cartarat Fair. Oct. 14-19. T. E. Kelly.
Boonville—Boonville Agrl. Fair. Oct. 17-19. J. R. Walker.
Henderson—Vance Co. Colored Fair. Oct. 14-19. Alfred Bullock Jr.
Monroe—Union Co. Fair Assn. Oct. 14-19. M. W. Williams.
Raleigh—North Carolina State Fair. Oct. 14-19. J. S. Dorton.

OKLAHOMA

Cherokee—Alfalfa Co. Free Fair. Oct. 15-18. J. A. Schmock, Helena, Okla.
Pond Creek—Grant Co. Free Fair. Oct. 15-18. Mr. Dedrich, Medford, Okla.

PENNSYLVANIA

Hopewell—Northern Bedford Co. Fair Assn. Oct. 17-19. W. T. McAllister, R. D. 1, Roaring Springs.
Schaefferstown—Heddelberg Comm. Fair Assn. Oct. 16-18. R. W. Smith.
Washingtonville—Montour-DeLong Fair. Oct. 15-18.

Yellow Creek—Northern Bedford Co. Fair. Oct. 17-19. W. T. McAllister, R. D. 1, R. S.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 14-20. J. A. Mitchell.
Camden—Kershaw Co. Fair. Oct. 14-19. John C. Stover.
Manning—Clarendon Co. Fair. Oct. 14-19. Harry P. Thames.
Rock Hill—York Co. Fair Assn. Oct. 14-19. Paul M. Sealy.
Union—Union Co. Fair. Week of Oct. 14. M. C. Page.

TEXAS

Center—Shelby Co. Fair Assn. Oct. 15-19. Bubba Cowser.
Dallas—State Fair of Texas. Oct. 5-20. Roy Rupard.
Nacagdoches—Nacagdoches Co. Fair & Livestock Expo. Oct. 15-19. John L. Bailey.
Palestine—Anderson Co. Fair. Oct. 11-19. C. O. Miller Jr.

VIRGINIA

Petersburg—Petersburg Fair. Oct. 14-19. R. Willard Eanes.

WEST VIRGINIA

Oak Hill—Fayette Co. Negro Fair. Oct. 17-19. J. Edgar Jordan, Fayetteville.

OCTOBER 20-26

ARKANSAS

Booneville—Logan Co. Fair. Oct. 24-26. George E. Lusk Jr.

FLORIDA

Crestview—American Legion Harvest Fair. Oct. 21-26. Harry A. King.

GEORGIA

Hawkinsville—Pulaski Co. Fair. Oct. 21-26. Mansfield Jennings.
Warrenton—Warren Co. Fair. Oct. 21-25. Wyman Pilcher.

KANSAS

Buhler—Buhler Community Fair Assn. Oct. 24-26. J. A. Johnson.

LOUISIANA

Eunice—Tri-Parish Fair Assn. Oct. 24-27. Mrs. R. S. Parrott Sr.
Shreveport—State Fair of Louisiana. Oct. 19-28. W. K. Hirsch.
Sulphur—Calcaesteu-Cameron Fair. Oct. 21-26. Dr. A. H. Lafargue.

MICHIGAN

Barryton—Barryton Community Fair. Oct. 22-23. James A. Morton.

MISSISSIPPI

Eupora—Webster Co. Fair. Oct. 21-26. F. R. Busby.
Lucedale—George Co. Fair. Oct. 25-26. O. Z. Smith.
Natchez—Old Natchez Territory Fair. Oct. 21-26. C. L. Barry.
Yazoo City—Yazoo Negro Fair Assn. Oct. 21-26. R. J. Pierce.

MISSOURI

Kansas City—American Royal Livestock & Horse Show. Oct. 19-27. A. M. Patterson.

NORTH CAROLINA

Wilson—Wilson Co. Fair. Week of Oct. 21. W. H. Dunn.

OKLAHOMA

Enid—Garfield Co. Free Fair Assn. Oct. 21-25. J. B. Hurst.

PENNSYLVANIA

Martinsburg—Morrison Cove Comm. Fair Assn. Oct. 24-26. Ella S. Ebersole.
Unionville—Unionville Community Fair. Oct. 24-26. Roland Conrad, West Chester.

SOUTH CAROLINA

Cheraw—Chesterfield Co. Colored Fair. Oct. 21-26. C. A. Bloomfield.
Chester—Chester Co. Fair. Oct. 21-26. W. C. White, American Legion.
Columbia—South Carolina State Fair. Oct. 21-26. Paul V. Moore.
Greenville—Greenville Co. Colored Fair Assn. Oct. 21-26. U. S. G. Sweeney, R. 3, Box 72, Simpsonville.
Greenwood—Greenwood Co. Fair. Oct. 21-26. E. B. Henderson.

TEXAS

Eagle Pass—Eagle Pass International Fair. Oct. 21-26. J. M. Mabe.
Henderson—Rusk Co. Fair & Agrl. Assn. Oct. 21-26. Pete McNeel.
Liberty—Trinity Valley Expo. Week of Oct. 21. M. T. Kay.
Waller—Waller Co. Fair. Oct. 23-26. Henry Holtz.

VIRGINIA

Suffolk—Tidewater Fair Assn. Oct. 22-25. H. C. Holman.

OCTOBER 27-NOVEMBER 2

ALABAMA

Dothan—Houston Co. Fair. Oct. 28-Nov. 2. Mrs. L. J. Lunsford.

COLORADO

Durango—San Juan Basin Fair. Nov. 1-3. Chamber of Commerce.

FLORIDA

Panama City—Bay Co. Fair Assn. Oct. 28-Nov. 2. L. E. Merriam.

GEORGIA

Augusta—Exchange Club Fall Fair. Oct. 28-Nov. 2. O. O. McGahee.
Douglas—Coffee Co. Fair Assn. Oct. 29-Nov. 2. Carle A. Felton.
Eastman—Dodge Co. American Legion Fair. Oct. 28-Nov. 2. R. T. Ragan.
Gainesville—Northeast Georgia Fair. Oct. 28-Nov. 2. Herbert H. Adderholdt.

MISSISSIPPI

Meadville—Franklin Co. Fair Assn. Oct. 30-Nov. 2. Annette Temple.

SOUTH CAROLINA

Chester—Chester Co. Colored Fair. Oct. 28-Nov. 2. M. M. Sitton.
Columbia—South Carolina State Colored Fair. Oct. 28-Nov. 2. Mrs. H. G. Reese.
Florence—Pee Dee Fair Assn. Oct. 29-Nov. 2. William B. Douglas.
Newberry—American Legion Fair. Oct. 28-Nov. 2. Frank Sutton.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 28-Nov. 2. J. M. Hughes.

UTAH

Ogden—Ogden Livestock Show. Nov. 2-6. E. J. Fjeldsted.

CANADA

Amherst, N. S.—Maritime Winter Fair. Oct. 30-Nov. 5.

NOVEMBER 3-9

ARIZONA

Phoenix—Arizona State Fair. Nov. 8-17. Paul F. Jones.

GEORGIA

Valdosta—South Georgia Fair. Nov. 4-9. H. K. Wilkinson.

SOUTH CAROLINA

Charleston—Charleston Co. Agrl. & Indust. Fair. Week of Nov. 4.
Lancaster—Lancaster Co. Colored Fair Assn. Nov. 4-9. C. H. Turner.
Sumter—Sumter Co. Fair. Nov. 4-9. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Week of Nov. 4. E. E. Jones.

TEXAS

Houston—Harris Co. Youth's Fair. Nov. 7-10. Thad Smith Jr., Box 2103.

NOVEMBER 10-16

ARIZONA

Phoenix—Arizona State Fair. Nov. 8-17. Paul F. Jones.

SOUTH CAROLINA

Bowman—Bowman Community Fair. Week of November 11. George W. Oliver.

NOVEMBER 24-30

SOUTH CAROLINA

Brunson—Hampton Co. Fair Assn. Nov. 25-30. W. F. Hogarth.

TEXAS

Harlingen—Valley Mid-Winter Fair. Nov. 26-Dec. 1. Joe L. Mock.

DECEMBER 1-7

ILLINOIS

Chicago—Internat'l. Livestock Expo. Nov. 30-Dec. 7.

IOWA

Ackley—Four-County Fair. Dec. 2-4 (tent.). Joe W. Coble.

OHIO

Bluffton—Bluffton Agrl. Soc. Dec. 4-6. Harry F. Barnes.

DECEMBER 15-21

OHIO

Columbus Grove—Putham-Allen Co. Agrl. Soc. Dec. 18-20. Amos L. Goodwin.

Restaurant Crisis Nips Trade

Deep South Play Chart Looks Good

Polio Hurt Some

NEW ORLEANS, Sept. 21.—Altho polio has had little effect on coin play here, operators are feeling the pinch of public concern in the larger interior cities of Louisiana and Mississippi, according to reports.

Public officials acting in accord with reactions of the populations of such cities as Baton Rouge have closed down schools for indefinite periods and the general public—both young and old—are avoiding public places such as taverns and amusement locations.

Belief is that the scare has been somewhat overdone with newspapers playing up the situation. In Laurel, Miss., the press took note in that city when the star of the high school football team was stricken.

Peak Passed

In New Orleans a slight scare resulted when the prominently social wife of a large cotton mill owner in the area died of polio. Public health officials said, however, that the peak of the polio season had passed in the South.

Operators in New Orleans have placed the blame on shortages of beer, coke and most of the favorite meats and seafood for the slackening of play on all kinds of games, jukes and merchandise venders.

Much interest is given to the spread of maritime strikes to the Gulf ports for New Orleans, Mobile, Gulfport, Lake Charles, Beaumont and Houston depend much on foreign and coastwise shipping movements for their prosperity.

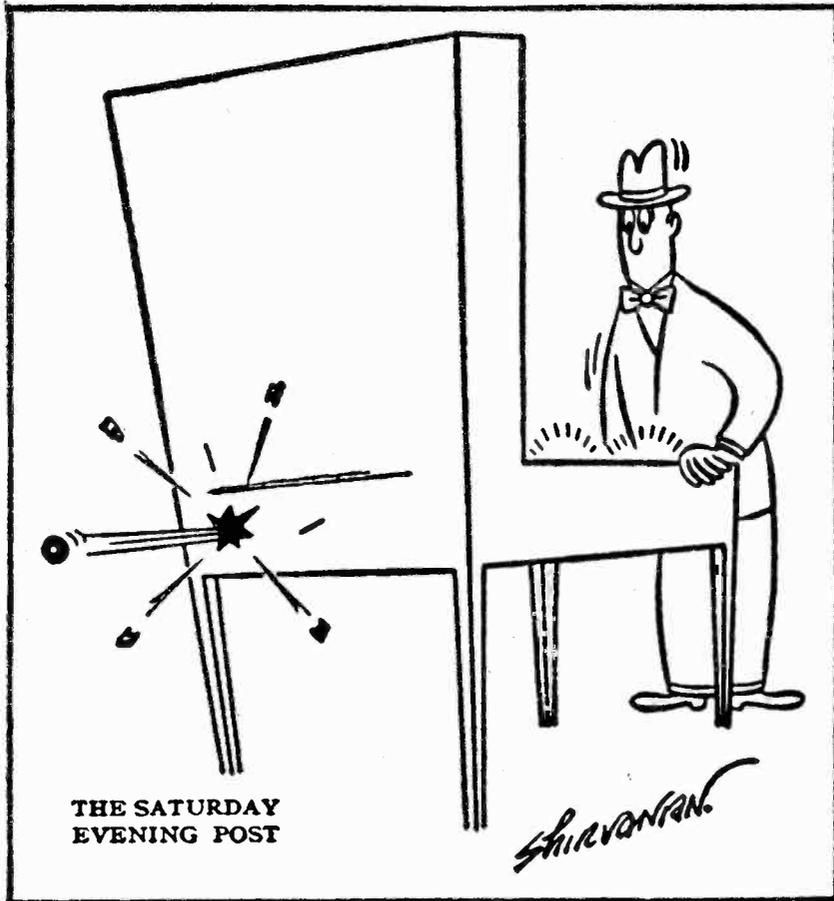
Crops Good

Prosperity for the interior of the Deep South has been greatly helped by the sharpest advance in cotton prices in 23 years. The commodity has reached 26½ cents a pound. Increase came at a time for the planter and backer to cash in. If cotton had advanced a few seasons back, according to experts here, the government would have been the gainer, but when exports increased sharply with the ending of the war, CCC stocks were cleaned out and everything now falls on the current crop in harvest.

Advance of \$1 a barrel in rice and 2 cents a pound in sugar also should help the Louisiana planter. Louisiana is the biggest producer of rice in the nation as well as the biggest grower of sugar cane, according to the Chamber of Commerce here.

136 U. S. Firms Exhibit at Big Netherlands Trade Fair

THE HAGUE, Netherlands, Sept. 21.—Representing Chicago at the Utrecht Trade Fair being held here this week were 16 industries from that city. At least 1,975 exhibitors were present at the fair, of which 725 were foreign, including 136 from the United States. With the Leipzig Fair curtailed, the Utrecht show has become the most important in Western Europe.



THE SATURDAY EVENING POST

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Hurry Relief Of Locations

Cafe shut-downs hurt play for Massachusetts, Iowa, New Jersey operator firms

CHICAGO, Sept. 21.—Threat of wide-scale shutdowns of restaurant coin machine locations thruout the country, as a result of OPA's rollback of meat dish prices, gave operators another emergency headache this week.

Actual closings of many restaurants in Massachusetts, New Jersey and Iowa during the week were reported hitting operators of juke boxes, amusement games and vending machines in these areas.

But restaurant men in every State flatly stated that closings would be general if early revision of the OPA order was not forthcoming. Few, however, expected this development, and coin machine men who count eating places as a top location factor hoped they were right.

Merrill Gille, chief of OPA's restaurant price branch, told the trade that price relief on meat dishes would be considered if restaurant owners should prove that new ceilings are too low.

To avert the disaster of closings, restaurant trade leaders carried their case to government officials, to the courts and to the people.

Prepare Test Case

Test of the legality of OPA action was being prepared for hearing in the U. S. Emergency Court of Appeals, according to George R. LeSavage, chairman of the government relations committee of the National Restaurant Association, and John L. Hennessy, chairman of the food committee of the American Hotel Association.

Here, NRA President Walter F. Clark advised its 90,000 members against closing until the association had pursued every legal means to revise the order. In Ohio, the State restaurant trade group was seeking an injunction in Federal Court, and put up \$10,000 to defend members who refused to comply with ceilings. From Kansas City came an association call for a two-day restaurant holiday, to be staged in protest. New Hampshire restaurateurs wired the President.

Public Interest

Other sections of the country reported similar moves, and all were putting pressure on government officials with threats to shutdown, altho statements carried qualifying statements indicating that the public interest was involved, too. Good public relations probably would demand continued operation, even if a satisfactory revision were not obtained, it was indicated.

In States where coin machine trade members were hit by actual restaurant "strikes," restaurant men appeared to be milking all of the demonstration features of closing down.

Sixty cafe owners in Fort Dodge, (See Restaurant Crisis on page 132)

News Digest

VENDERS—Pennsylvania Railroad, at one of its Philadelphia suburban stations, put on location a brand new kind of vending machine. Machine sells tickets, makes change and the like for a number of station stops. One other similar machine was devised earlier this year, but did not take coins or make change, simply acted as a ticket issuer. Transmeter Corporation, New York, is reported to be manufacturing the device. For full details consult the vending machines section of this issue.

LOCATIONS—Coinmen thruout the country were waiting to see what effect cafe owners' closings and threatened closings would have on their business. Cafe men, irked at OPA's rollback of prices to the June 30 level, actually closed doors in some cities. Survey of the situation appears elsewhere on this page under the heading Restaurant Crisis Nips Trade.

JUKES—The most publicized juke box tax ordinance in the history of the industry seems on the verge of being settled. This week, the finance committee of Chicago's city council submitted recommendation to council that the contested juke box fee be lowered from \$50 to \$25. Operators compromised on the fee, agreed not to contest the fee. Trade observers couldn't help wondering whether the 50 per cent cut would receive as much newspaper space as the original action. Passage of the lower fee, if it comes, will be in three weeks.

TURNOVERS—Operators are finding their problems increased somewhat

by the constant turnover of locations. Taverns, restaurants and other locations have been changing hands regularly, which keeps the operators busy making arrangements with new owners.

PROMOTION—Hit tune of the month in Cleveland — picking its third month's postwar tune to exploit—reports an even better reception now than in the days before the war. Promotion plan was worked out by the Cleveland Phonograph Operators' Association.

SUPPLIES—Vending machine operators, who have nut machines, report prices of bulk nuts have not increased since OPA decontrolled them. This week both nut suppliers and operators reported prices fairly constant and in line with ceilings fixed before the products were decontrolled.

SCHOOLS—Manufacturers of coin machines, co-operating with their distributors, have been staging a great number of highly successful service training schools. Schools are intended to acquaint the operators with new types of equipment. Mechanical innovations of the machines are explained in full and operators get a chance to ask questions for information which will help them on the route.

PLAY—Trend of play seems definitely on the upswing, reports from operators indicate. As general economic conditions clear up, and new equipment begins to arrive in quantity, operators are confident business will be better than ever. Operators (See NEWS DIGEST on page 132)

Play Report From Nebraska

Cite 15% Drop From War Peak

Upswing seen by coinmen in Platte River towns as beet sugar workers relax

SCOTTSBLUFF, Neb., Sept. 21.—Coin machine play thru the Western end of the Platte River valley has been somewhat slow this summer, but it has been picking up sharply since September 1, according to operators here. But, they said, it still is running considerably below the war-time peaks—some say 15 per cent below.

Operating area of most pinball, music and bell game firms here includes Gering, Lyman, Mitchell, Minatare, Bayard and Alliance. Of these towns, Alliance is generally put down as the top operating spot.

Summer drop was attributed by music and pin operators to the fact that farmers in the area have been busier this year than ever before. This is principally a sugar beet growing and processing area, with beet fields spreading in all directions up and down the valley and big sugar refineries located in several of the towns. The irrigation ditches that network the area have been flowing brimful all summer as beet growers planted every available acre in an effort to meet the world sugar demand and to catch the highest prices in years.

Flock to Town

These sugar growers and their crews of workers are among the best customers of coin games and jukeboxes. Now, with the summer thinning and cultivating of beets well out of the way, they are flocking to town on weekdays again. Many of them are Mexicans, so once again the Spanish tunes are pulling in the nickels. One operator reported that a tune called *New Spanish Two-Step* ran the play meter clear around in one week.

Another hypo to play in the area is the return of many other Mexican workers for the fall beet harvest. Also, many of the factory workers soon will be heading back to plants as preparations for the refining season begin about October 1.

Some juke operators here still are having trouble getting disks, but most of them report that they have the supply problem pretty well licked. Complaints on quality of platters, however, still are quite common. One operator reported that he has had consistently bad luck with one of the major labels because the cut-off grooves are not deep enough to click off the machines. On another of the major labels, he said, one disk gave only 15 plays before it became too garbled to use.

Biggest complaint, tho, was that operators can't tell, within even a wide margin, how long any given disk will last. Same operator said that one platter of *I'm Checking Out* was worn out in a single night by a player who had a strong fancy for it.

Top Folk Tunes

Top tunes in the area, besides *To Each His Own*, which is just catching on, include *Detour*, *No Vacancy* and almost anything in folk or Mexican music.

Most operators reported that they change some records and pick up coin on locations every week. Plan is to give locations a complete change of all but the very top tunes every month. One operator declared that this policy has increased profits on

Calendar for Coinmen

October 1-4—National Electronics Conference, Edgewater Beach Hotel, Chicago.

October 7—Wisconsin Phonograph Operators' Association, Madison.

October 7—Junior Executive Division, National Association of Tobacco Distributors, Statler Hotel, Cleveland.

October 10—Arcade Owners' Association of America, Park Central Hotel, New York.

October 12—Independent Vending Machine Operators of Wisconsin, Dubuque, Ia.

October 16-18—National Automatic Merchandising Association, National Convention, Congress Hotel, Chicago.

October 20-21—Carbonated Beverages Manufacturers' Association, Higgennum, Conn.

October 20-23—National Industrial Stores' Association, William Penn Hotel, Pittsburgh.

October 21-26—Dairy Industries Exposition, Atlantic City.

October 29-31—All-Industry Refrigeration Exposition, Public Auditorium, Cleveland.

November 19-21—American Bottlers of Carbonated Beverages, Miami.

November 25-26—Packaging Industry's Annual Convention Stevens Hotel, Chicago.

February 3-6—Coin Machine Industries, Inc., Convention and Exposition, Sherman Hotel, Chicago.

L. A. Operators Discuss Location Percentage Deal

LOS ANGELES, Sept. 21.—Members of the Associated Operators of Los Angeles County, Inc., filled North Star Auditorium Wednesday (18) afternoon, when a special meeting was called by Curly Robinson, managing director, to discuss matters pertaining to operating. Turn-out was to standing room only and was the largest gathering in the past five years.

AOLAC went on record as favoring the percentage plan as unanimously voted at the last meeting in Rodger Young Hall. There were discussions pro and con on the agreement voted at the last session. Prior to taking the vote, Robinson outlined the advantages and disadvantages of each proposal, with discussions from the floor familiarizing the members with the set-up in question. Following the final action, Robinson announced that he would visit operators with Ray Adams, managing director of the Southern California Tavern Owners' Association, and advise them of the plans that association members have for operating.

Robinson scored the dropping of prices on equipment overnight. He urged that jobbers, several of whom were represented, work with manufacturers to keep a reasonable value on all equipment sold and avoid fluctuation.

Nothing Drastic

"Our business is not going to hell," Robinson told the gathering. "I have no drastic news for you. The only thing I have is precautionary 'news'."

Following this emphatic opening to his subject, Robinson told the men that the No. 1 evil is minors. He urged operators to strictly adhere to the policy of not allowing minors to patronize the machines. He struck another warning note when he advised—"Do not let minors even loiter around your machines."

A minor in this area is anyone under 18. However, in some areas the person is considered a minor until 21. Robinson advised his operators

his machines by more than one-third. It was estimated that there are 100 juke boxes in the Valley area and about 150 pinball games.

to check into the law in their particular locality before putting machines on location.

Robinson sketched requirements in his own mind for a good operator. "A good operator," he said, "is one who (1) checks his games in the back of the location; (2) realizes games are an eye-sore to some people especially the 'aginnners'; (3) puts games on location and not visible from the street; (4) labels games 'amusement purposes only'; (5) has minor stickers prominently displayed."

The managing director also advised there would be no clearances on consoles in the future and that no consoles were to be placed in drugstores.

Service, Personality

In the discussion of commissions, it was brought out that operators had to sell their service and personality along with the amusement qualities of their games. "There must be gentility to keep yourself in business," the head of the group advised.

Speaking in the discussion on commissions were: Irving Gayer, Barry Beauregard, Irving Rich, Art Weiss, Ray Tisdale, Ben Korte and Jerry Gould.

Meeting lasted 2 hours and 10 minutes.

State Labor Group Urging Repeal for Okla.'s Dry Law

SHAWNEE, Okla., Sept. 21.—Hopes for the abolition of prohibition were held here this week after the Oklahoma State Federation of Labor unanimously voted a recommendation for the repeal of the Sooner Law and the backing of legal liquor.

Recommendation for repeal was voted in the final day of the organization's 41st convention. Repeal resolution—a yes or no ballot—called attention to the load under which Oklahoma citizens are now taxed and mentioned the high gasoline tax.

Document pointed out the fact that Arkansas and Texas were passing

Date To Remember

1947 COIN MACHINE CONVENTION AND SHOW

Time: February 3-4-5-6

Place: Hotel Sherman Chicago

For information about reservations and convention program contact Jas. A. Gilmore, secretary-manager, Coin Machine Industries, Inc., 134 North La Salle Street, Chicago 2, Ill.

Booth applications to date: 177

Booth space still unsold: 31

Sale of booths to members only will close September 25

New York Coin Trade Rebounds After Strikes

NEW YORK, Sept. 21.—City's coin machine industry was almost at normal this week as spokesmen for unions and trucking concerns announced partial settlement of the teamsters' strike.

Officials of local of the Brotherhood of Teamsters (AFL) asserted that about 50 per cent of the firms affected by the strike, now entering its fourth week, have signed separate contracts with the union. Morris Klein, counsel for the operators, said that about 75 per cent of the trucking concerns here are still strike-bound.

Phonograph records, delayed almost two weeks because of the strike, are now moving to music firms. Musical Minutes, Inc., obliged to postpone a showing of firm's new equipment, will hold the premiere next week.

Firestone Games, Inc., with production slowed because of the strike and a stockpile of games mounting, is now making shipments on normal schedules. A shipment of records has been received by New York Distributing Company, making possible the opening of its new record department next week.

Easing of deliveries has, in some instances, caused confusion. Instead of receiving a normal supply of machines and parts, firms have been getting two and three-week quotas which had piled up in strike-bound operators' warehouses and some distributors were at a loss as to where to store the equipment.

Local operators who had ordered equipment or supplies were requested to call for their orders in order to relieve congested store rooms. Distributors were obliged to work overtime to rush orders to jobbers and operators thruout the country to make room for incoming stock.

Arcade business is back to almost normal levels. Candy and cigar plants are producing at about 75 per cent of normal, with normal output expected in about 10 days.

Vending machine operators are now receiving usual supplies of paper cups and soft-drink sirups, but bulk supplies for venders is still below normal.

Oklahoma in the building of new industries and that Oklahoma must make some effort to encourage new sources of taxation. The repeal called for State controlled liquor handling stores with local option to counties.

Taxes from all liquor sales, according to the ballot, were to be channeled into schools, highway and old-age assistance funds.

Not a dissenting vote was cast.

Report Tricky Location-Op Legal Tussle

BRIDGEPORT, Conn., Sept. 21.—A case reported by local newspapers to be one of the most unusual in local legal history has arisen involving the operation of a pinball and music machine route.

As reported here, the operator has engaged an attorney to seek a restraining order to fight the sale of a restaurant business. The restaurant, says the report, now has several of the operator's machines on location, but the prospective buyer of the diner is quoted as intending to remove the pinballs once the sale is completed.

Restaurant is owned, according to the newspaper reports, by two ex-servicemen, who are forced to retire to Arizona for their health.

When the ex-G.I.'s purchased the diner, they are reported to have made an agreement with the operator that the operator would have exclusive rights to maintain and place his pinballs as long as the diner was in existence. The operator contends that this agreement was also to hold binding on subsequent owners of the location.

Published reports here say that when the operator learned of the impending sale, and the prospective owner's attitude toward pinball, the operator tried to dissuade the ex-servicemen from going thru with the sale. That failing, the operator is reported to have engaged an attorney for legal action to restrain the sale. Case is expected to appear in Common Pleas Court in Bridgeport.

V. Depew Heads Automatic Coin Office in K. C.

KANSAS CITY, Mo., Sept. 21.—Vernon Depew, Pacific veteran, has been appointed auditor and office manager of Automatic Coin Machine Company, Victor H. Roos, president, announced.

Depew served with the 24th Infantry Division in the New Guinea and Philippine Islands campaigns. He was overseas 18 months.

He said his new job marked his entry into the coin machine trade, but he added: "I welcomed it because I've been wanting to get into the business for a long time."

He formerly worked for several industrial firms in St. Louis and Kansas City.

Appoint Detroit's Lemke Sub-Distrib Of Mutoscope Mchs.

DETROIT, Sept. 21.—George P. Rambaum, manager of Lemke Coin Machine Company, announced this week that his company has been appointed sub-State distributor for Michigan by Amalgamated Distributors, Chicago distributors of International Mutoscope. The appointment was given to Rambaum by Ken Wilson, of Amalgamated.

Rambaum is managing the company in the place of Henry Lemke, who retired several months ago after many years in the coin industry.

Mexican Jitneys Op Meters

CORPUS CHRISTI, Tex., Sept. 21.—The parking meters in this seaside resort are doing a steady business in 5 centavo pieces—Mexican nickels. Coin is worth about 1 cent in American money.

Jukemen happily report the coin does not work in juke boxes.

Mull 25% Rail Freight Boost

WASHINGTON, Sept. 21.—Railroads request for a 25 per cent increase in freight rates is under final discussion by representatives of the railroads and shippers before the Interstate Commerce Commission. Legal arguments will wind up September 23.

Railroads' request for an immediate 25 per cent increase was made last spring when it was alleged increased costs had worked extreme hardship on the industry. The Interstate Commerce Commission granted instead a 6½ per cent increase effective October 1 in railroad and motor carrier rates for intra-State traffic. Increase will continue until December 31. The commission, which will take part in the Washington hearing before the ICC, will oppose any additional raise in rates.

Cigarette Sales at Indiana Fair Soar

ANDERSON, Ind., Sept. 21.—More cigarettes were sold at the recent Indiana State Fair than at any previous exposition held at the fairgrounds. Statement originates from A. G. McComb, who has been a concessionaire at this event for many years.

Indiana cigarette dealers report they are relieved since Gov. Ralph B. Gates announced that he will wait until January to introduce a cigarette tax bill. Interim will give opposition forces time to organize.

Robert L. Reilley, Vet New York City, Op, Dies

NEW YORK, Sept. 21.—Robert (Whitey) L. Reilley, 56, died Thursday (19) in his Long Island City home, of a heart ailment. Reilley was one of the oldest game machine operators in the city. His widow, Ruth, survives. Many coin machine operators and distributors attended his funeral today (21).

COINOGRAPHY:

Coin Machine Frontiersman

"Present-day production problems—irksome delivery delays—costly material shortages currently hampering the coin machine industry are the worst in history, but there have been critical days before, and the trade has always managed to weather them."

Those are the words of Walter Tratsch, who, from the vantage point of 40-odd years in the coin machine business as operator, distributor and manufacturer of coin machines, is able to see far into the future.

"And it's going to be a bright one," Tratsch said. "In the amusement field hundreds of operators are making do with obsolete worn-out equipment, but thanks to ingenuity in making repairs and switching parts, they are doing fairly well."

"However, as soon as material shortages ease and production lines get rolling there will be enough machines of this type sold to keep the industry operating, distributing and manufacturing at full capacity for many years to come."

"For vending machines the future is even more brilliant. With new capital entering the field, new production systems, new packaging methods and new discoveries in refrigeration and electronics, literally hundreds of new products exclusive of foods, drinks and

Premiere Coin Diathermy Vender in N. Y. Sept. 24

NEW YORK, Sept. 21.—Coin-controlled diathermy has been added by the Coin Diathermy Corporation here to the constantly growing roster of vended services. A diathermic machine, which imparts five minutes of ultra high frequency radio-wave treatment upon insertion of a quarter in the slot, will be premiered September 24 at the McAlpin Hotel.



HARRY BERGER

According to Stanley Arnold, president of the firm, machine is first of its type to be converted to coin operation. Adaptation of the machine was made under patents held by Harry Berger, president of the West Side Distributing Corporation and vice-president of the new organization.

Machine is six feet high, two feet

wide and 18 inches deep. Cabinet is of walnut trimmed with black bakelite. Diathermy is the therapeutic heating of tissues below the skin by means of high frequency electric or radio oscillations.

"Over 50,000 physicians and 5,000 hospitals now have this type of equipment for treatments costing from \$3 to \$15," Arnold said. "This will be the first time that the public will be able to get treatments at a price most persons can easily afford."

Treatment is given by the machine thru two rubber pads attached to long rods. Held or strapped over the patients' clothes, apparatus transmits radio wave heat which reaches only the inside tissues while outer skin and clothing remains at normal temperature.

"Short-wave diathermy is a most valuable means of affording relief from many muscular and respiratory ailments," Arnold said. "In addition, many aches or pains of a minor nature can be quickly healed thru diathermy."

According to Berger, the machine will leave no ill effects no matter how frequently treatments are taken. Machine is simple to operate, he said, and unlike other forms of heat treatment, requires no attendant.

Arnold is president of the Home Diathermy Corporation and a member of the board of directors of the Addis Millicent Aid for Cardiac Children. He formerly was on the board of Bronx General Hospital and vice-president of the Glamor Bath Corporation.

Berger, sales manager of the firm, said machines will be installed in numerous locations, including railroad waiting rooms, beauty shops and hotels. Locations will also be sought in arcades, barbershops, department stores and clubs.

Machines will be operator-owned, Berger said. Firm is planning to form a nationwide distributor organization. Delivery for the apparatus, for which cabinets have been delayed because of the recent truck strike, will be started in about 30 days, Berger said.

Berger also heads an export division under which European and South American markets will be sought for the machines.

Non-Ferrous Metal Subsidies Raised

WASHINGTON, Sept. 21.—Copper, lead and zinc subsidies were increased recently, according to the Office of Economic Stabilization. Directive is in line with terms laid down by Congress.

Agency's measure "provides for a new and separate class of payments to encourage exploration where there is reasonable expectation of production by December 31, 1947."

Operators producing more than 600 tons of these metals in the 12 months ending June 30, 1946, will not have exploration premiums considered as income. Smaller mines are eligible for an exploration premium of one cent a pound of metal produced. Subsidy is limited to \$1,000 a month per mine, the agency revealed.

The copper industry, crippled by a first-half-of-the-year strike, reported a production gain for August over July. Figures, announced by the industry, were 64,209 tons as compared to 56,906 tons for the earlier period.

Increase of 20 per cent in development costs chargeable to operating cost will be authorized in all quota committee calculations to encourage development, OES said.

Directive increases, retroactive to July 1, 1946, allow for depletion and depreciation.



WALTER TRATSCH

smokes will be merchandised automatically.

"Before the war the United States was at least 25 years behind Great Britain and European nations in public acceptance of coin-operated vending machines. But during the war the American public began to realize the tremendous service and convenience offered by automatic merchandising, and a whole new market has (See COINOGRAPHY on page 135)

Eisens Merge Firm With Am. Coin in N. Y.

NEW YORK, Sept. 21.—Merging of the American Coin Machine Company, Newark, N. J., with Joe Eisen & Sons of New York, using the latter firm name, was announced this week by Joe Eisen.

Under terms of the agreement, Eisen and his son, Buddy, along with Phil Mason and Sid Mittleman, both of the American Coin Machine Company, have formed a four-way partnership. New organization plans to close the old Newark headquarters at 8 Center Street, and operate from the address here.

Eisen was a partner before the war with Dave Margolin, in Manhattan Phono Company, as well as the Penn Coin-O-Matic Company in Philadelphia and Baltimore. All four partners have been in the coin machine business several years.

Firm, as it is now organized, will distribute Packard music equipment and Hirsch games in New York and Northern New Jersey.

Central Mfg. Pin Game Will Debut Oct. 7

CHICAGO, Sept. 21.—First post-war game of Central Manufacturing Company here will be ready October 7, according to Martin Simon, vice-president. New game is called "Hi-Fly."

The game, an upright counter pin game, has approximate dimensions of 19 inches in height, 16 inches in width and 10 inches in depth. A feature is an anti-tilt mechanism, which the manufacturers claim embodies a new method of operation. Machine, on which play will simulate a baseball game, will be on operator's locations in time for the World Series this fall, Martin said.

Game was designed and developed by Charles Solinski, chief of the firm's engineering department. It has been in the experimental stage for the past 18 months, according to Martin.

Playing field which extends vertically from the base of the machine, is decorated with a realistically designed facsimile of a baseball diamond from which protrude five slots. Behind the slots are five grooves which represent hits. When coin is inserted into the slot, it is flipped by means of a manually controlled lever and circles an archway topping the field. Play is indicated by the slot or groove into which the nickel drops.

Cash in Johnny Q's Jeans Hits \$201.31 In Money Expansion

WASHINGTON, Sept. 21.—The Treasury announced this week that the United States money in circulation per capita had increased \$1.08 between the end of July and the end of August. From the end of August, 1945, an increase of \$3.45 was indicated.

Total money in circulation at the end of August, according to the Treasury, was \$28,432,115,698 compared with \$28,253,878,909 a month earlier and \$27,684,945,663 a year before.

Money in circulation per capita on October 31, 1920, was \$53.21 while on March 31, 1917, the per capita amount in circulation was \$40.23. On January 1, 1879, the figure \$16.92.

Cleveland October Hit

CLEVELAND, Sept. 21.—The Phonograph Merchants' Association of Cleveland have picked *Rumors Are Flying* as the hit tune of the month for October.

Rumors Are Flying is the third tune in a promotional stunt that has proved to be the biggest thing the association has done this year. The hit tune of the month has combined increased plays with higher record sales to make everyone happy. This is no one-sided promotion.

See More Steel As Scrap Gets Price Increase

WASHINGTON, Sept. 21.—As coin machine manufacturers competed with the giant automobile and other durable goods industries for scant supplies of steel, OPA authorization for hikes in iron and steel scrap prices was counted upon to brighten what has been a dull outlook.

New ceiling price increases ranged from \$2 to \$7 a gross ton. Larger quantities of scrap expected to flow into the market as a result of this action may ease one of the problems of steelmakers. Essential ingredients of finished new steel products, iron and steel scrap supplies have not been adequate to produce the steel necessary to meet demand.

Altho high production rates are currently being maintained by the steel companies, there is still not enough to fill huge orders now on hand. For a relatively small manufacturing industry, a category in which most coin machine makers place themselves, the problem is one of competition in buying.

During the continuing post-war steel crisis, some manufacturing firms have been lucky enough to get the supplies they need. For the most part, these are firms which have placed orders for a number of years and consequently are high on priority lists. Others have had to resort to barter, and to buying up small quantities here and there.

Altho the scrap industry has been clamoring for decontrol of products which they sell, spokesmen indicate that the price boost will stimulate both collection of scrap metals and movement thru normal channels to new steel fabricators.

See Big Winter Play for Ariz.

PHOENIX, Ariz., Sept. 21.—A record-breaking tourist season is expected in Arizona during the coming winter months, and coin machine operators are looking forward to good returns on their juke boxes, marble boards and other amusement devices.

Even tho the season hasn't officially opened, tourist travel into the State is already at the all-time high rate. Checking stations at the State lines report about 6,000 passenger cars entering the State daily. Busses, trains and planes are also bringing in many tourists.

Coney Island Arcade Season Nearing End

CONY ISLAND, N. Y., Sept. 21.—Business season for most of the arcade and poker-roll game spots ended with the wind-up of the Mardi Gras, September 15. Most arcades, however, will be open on week-ends until November. If the weather is mild enough many plan to reopen for the Christmas holidays.

Record crowds daily during the Mardi Gras made the week the best of the season, arcade owners reported. Some owners plan to make fair routes until late this winter.

Name Markepp Quiz Distrib

CHICAGO, Sept. 21.—Joseph E. Beck, president of Telequiz Sales Company here, announced this week that the Markepp Company, Cleveland, headed by M. M. Marcus, has been appointed distributor for the firm.

Markepp's territory, Beck said, would include the entire State of Ohio.

Telequiz Sales is handling national sales of the Telequiz machines being manufactured by Training Devices, Inc., Detroit. Inventor of the device, former navy officer, Thomas Sisson, heads the manufacturing firm.

Beck also announced this week that he expects the standard model machine to be ready for delivery in December.

Tourists Save Vancouver Play Morris Novelty Planning Move

VANCOUVER, B. C., Sept. 21.—Heavy influx of tourists here, who are spending freely, has counter-balanced any loss of play which may have resulted from strikes, according to coinmen faced with the curtailed earning power in the province.

Leo Dolen, chief of the Canadian Travel Bureau in Ottawa, stated this week that Canada has been visited to date by about 14,500,000 American tourists who have left \$225,000,000 in Canadian registers. This, according to Dolen, has put 1946 on record as the biggest tourist year. Previous all-time high was in 1937 when the tourist income was \$166,000,000.

Return of the Canadian dollar to equal value with the American counterpart July 5 has had little effect on the tourist trade, Dolen said. Altho the peak has been passed, many tourists are still planning trips to Canada during the fall which, Dolen declared, may bring the total to 20,000,000 when final figures are compiled.

Bruno Kosek Is New Partner In Chi Mid-State

CHICAGO, Sept. 21.—Bruno Kosek has joined the Mid-State Distributing Company here as a partner. He will be associated with Phil Ruby in the business.

Kosek entered the coin machine business in 1930 and spent his 16 years working in jobbing. He has gathered wide experience in buying, selling and repairing all types of equipment.

Mid-State, said Kosek, will continue its jobbing activities of both new and used amusement games. At the moment both Ruby and Kosek are engaged in planning the firm's expansion program. Kosek is a native Chicagoan. He is married and has three children.

Idle Workers, More Beer Up Detroit Play

DETROIT, Sept. 21.—Reports from operators here indicate a slight but steady increase in coin machine play since Labor Day. Upward trend is especially true in juke box locations.

Operators attribute the rise in coin play to the return of many people from vacations and the amount of leisure time afforded by local strikes and lay-offs caused by material shortages. Despite business uncertainty and the stock market drop, local patrons are spending their nickels more freely than any time within the past six months, operators report.

Tavern Biz Up

Another factor contributing to the increased play is that most taverns are now able to obtain more beer than before, making it possible for them to remain open later and some have resumed Sunday hours.

Ops report that amusement machines, particularly ray guns and bowling games, have shown about 10 per cent pick-up within the past month.

Shortage of supplies have prevented vending machine operators from sharing in the general business increase. Many machines have been taken off location because they cannot be kept filled. Cigarette venders, however, have shown a pick-up in gross sales.

Shipping Strike To Hit Sugar Into '47

ST. LOUIS, Sept. 21.—Morris Novelty Company here is moving to a new location at 3007 Olive Street and will be installed there by October 1, according to firm's president, Lou Morris, one of the oldest coin machine distributors in this vicinity. Move is part of an extensive expansion program.

New headquarters has a frontage of 50 feet and a depth of 85 feet with a large parking lot adjoining. Located on one of the main thoroughfares downtown, the building is air conditioned thruout, according to Morris, and will carry many lines in the large display rooms and parts departments.

Shipping Strike To Hit Sugar Into '47

NEW YORK, Sept. 21.—Further curtailment of sugar supplies after the shipping strike is ended should be expected by coinmen, according to B. W. Dyer & Company, sugar economists and brokers. The Dyer firm pointed out that most of the ships assigned to the sugar trade will have to unload and then return with additional sugar cargos.

A general scarcity of sugar to be refined in the United States, the Dyer firm explained, will require additional interruptions of refining operations before increased 1947 crop sugar supplies become available from off-shore areas.

Al Lazoris Debuts Second Coin Laundry in Milwaukee

MILWAUKEE, Sept. 21.—Al Lazoris announced that he has opened his second coin-operated laundry machine shop here. Shop, a 24-machine unit, is located at 5611 W. North Avenue.

Lazoris opened his first store in July with 22 machines at 1034 W. Walnut. He reports that both places are going full blast daily.

Debut Coin R. R. Ticket Vender

Anniversary, NAMA Meet To Set Mark

Program Wins Praise

CHICAGO, Sept. 21.—Largest single gathering of automatic merchandisers in the history of the industry was indicated this week in the advance registration for the 10th anniversary convention of the National Automatic Merchandising Association to be held here starting October 16.

In inviting operators, suppliers and manufacturers of automatic merchandising equipment to attend the three-day convention, three prominent members have expressed their views on the association's value and activities.

E. F. Pierson, president of the Vendo Company, Kansas City, Mo., and vice-president of NAMA said:

Public Awareness

"The public awareness of our industry's importance in the scheme of merchandising throws a direct responsibility upon us. The extent to which we participate in public affairs and activities which have to do with our own individual industry will determine how well we get along with the consumer public.

"Certainly, the most service we can render ourselves, our business and our industry is thru the NAMA, which is equipped to cope with the problems which arise in the normal conduct of business."

Concurring with Pierson, Ernest H. Fox, president of Austin Packing Company, Baltimore, urged every operator of vending machines to become active in the association.

"In the short span of 10 years," he said, "the NAMA has united hundreds of operators and manufacturers spread all over the country. It has aided the individual and the entire industry. Whether they were members or not, hundreds of operators were assisted materially by the association thru its progress.

"As a manufacturer-supplier of vending machine products," Fox concluded, "I have derived a great deal of benefit from my membership in the association. The regional meetings alone are enough to convince anyone who attends, that the association has its fingers on the pulse of industry, that it knows what our problems are, and that it is continuing to serve its members and the entire industry in an efficient, dignified manner."

Public Relations

Public relations program of the NAMA received the praise of Burnhart Glassgold, vice-president of Du-Grenier, Inc., who said:

"The progressive NAMA is a good example of what can be done with sound public relations, for it has sparked its membership and the general public as well with its understanding of the requirements of the general buying public and the problems of the automatic merchandising industry.

"The 10th anniversary convention of NAMA can well be the keynote of what lies ahead for one of the nation's finest service industries."

Navy Destroyer Builders Plan Merchandise Refrigerator Vender

BATH, Me., Sept. 21.—Bath Iron Works Corporation, shipbuilding firm, which makes destroyers for the U. S. Navy, has announced plans for the manufacture of a new-type merchandise vending machine.

Another among large industrial organizations which have become interested in coin machines, the firm has arranged a contract with U. S. Vending Corporation of Chicago to develop models of the vender, according to the announcement. If models are approved, contract provides that Bath will serve as exclusive manufacturer during life of the patents, it was said.

Information was contained in the company's report of half-year earnings, which totaled \$1,784,845. Unfilled orders June 30 totaled \$11,469,695, report said.

Form Subsidiary

Bath Iron Works Manufacturing Corporation, a subsidiary, has been formed to take over the new manufacturing venture, and will also handle other projects, which it was intimated might include other coin-operated machines.

No information was available from U. S. Vending Corporation, but trade sources indicated that officials of the firm were discouraging inquiries until production outlook is clearer.

It is understood that the vender employs refrigeration and will vend 10 different brands or varieties of either packaged or bottled merchandise. Such varied products as bottled soft drinks, candy, apples and cookies can be stocked in the machine at the same time.

Merchandise containers are arranged on circular tables, 10 layers

of tables revolving on a common shaft. Containers are adjustable, making possible change of type of merchandise sold thru the machine.

Has Coin Changer

Equipped with built-in coin changer, the vender takes coins up to a quarter and is said to have full selectivity. Selector buttons are designed on a panel similar to arrangement on late-model juke boxes, with name plates beside buttons to indicate brand or kind of product.

Over-all, the vender is said to be larger than most other types of machines thus far introduced, and is said to present an impressive appearance. One innovation is a built-in illuminated sign, which can be varied with changes of merchandise, affording promotional and advertising possibilities.

Avert \$100,000,000 Peanut Blight With Worm-Killer Bait

ENTERPRISE, Ala., Sept. 21.—Threatened devastation of \$100,000,000 of a bumper peanut crop involving 1,000,000 acres in Alabama, Florida and Georgia was averted almost completely, it was announced here recently.

As a result of speedy shipment of more than 2,500,000 pounds of karyocide to the threatened area, 30,000 farms were able to halt advances of the worst infestation of velvet bean caterpillars in history.

At the annual meeting of the Georgia-Florida-Alabama Peanut Association here recently, Alabama's 1946 peanut crop was estimated at \$35,000,000. President W. B. Crawley, of Banks, Ala., said peanuts now bring this State more revenue than did cotton before boll weevil infestation hit it.

Crawley said the government has undertaken to guarantee 90 per cent of parity prices to peanut growers for at least two years after the official end of the war. During this period he urged growers to co-operate in every possible way to increase the use of peanuts before federal support is lifted.

Alabama members of the association re-elected their directors, including Crawley; John P. Wise, of Opp, and T. M. Borland, of Pinkard.

NCA Heads Hold 2-Day Chi Meet

CHICAGO, Sept. 21.—At the request of the organization's president, Philip P. Gott, the board of directors of the National Confectioners' Association will hold a special two-day session here September 28-29. Meeting will be held in the Palmer House.

Reason for the meeting, according to a report from NCA, is to discuss the situation of candy pricing and to make a decision on the industry's future plans with reference to price regulations on candy.

On September 27 the Council on Candy will meet in Chicago to attend a preview of a new motion picture on candy and to talk over plans for 1947 advertising and promotion.

Use 5 Coins, With Changer

First machine on location in Philadelphia—prints, issues tickets for 16 stations

PHILADELPHIA, Sept. 21.—First American coin-operated, change-making ticket vending machine was placed in operation September 18 in the Pennsylvania Railroad's Broad Street suburban station here.

Made by Transmeter Company, New York, the machine automatically prints and dispenses railway tickets for 16 stations, accepts pennies, nickels, dimes, quarters and half dollars, and makes correct change if exact fare is not inserted.

Ralph V. Anderson, designing engineer for the firm, invented the vender while he was a commander in the navy's cryptograph division in Washington. He said that his firm expects to market the product at somewhere under \$1,000.

2-3 Average

Anderson estimated that the vender can serve "20 intelligent customers a minute." "We'll be satisfied if it serves an average of two or three a minute," he said.

Coin-operated railway ticket vendors are used widely in Europe, but none in use there is known to employ a coin-changer built into machines, as does this firm's vender. In London, main subway stations have used coin-operated ticket sellers for a number of years. These machines accept three different coins, representing three fares prevailing, according to length of trip. Sweden also has coin ticket vendors in railway stations. Recently, new gadget for these machines was announced which conceals automatic camera to (See Coin R. R. Ticket on page 108)

NTTA Condemn City Cig Taxes

COLUMBIA, S. C., Sept. 21.—Of the States in the Union, 31 are now imposing some type of tax on tobacco products, and the tendency is to increase that tax, according to Thomas M. Howell, member of the State tax commission.

Information, according to Howell, was obtained during the recent annual convention of the National Tobacco Tax Association held at Salt Lake City. Howell declared that in some States the tax is as high as 5 cents. He gave as an example of the tendency the tax in South Carolina. When the tax was first imposed it was 2 cents per pack; now it is 3 cents.

Florida and Alabama carry a State, county and city tax on tobacco products, according to Howell. The National Tobacco Tax Association objects to this practice, contending that such taxing should be limited to the State.

Municipalities, he said, were more inclined to impose a tax on tobacco products now than in the past. In New Jersey the State does not impose a tax but the municipalities do.

At the convention, Howell was elected vice-president of the association.

City Council Files Denver Cig Tax Bill

DENVER, Sept. 21.—Despite continued opposition from many sources, including cigarette vending machine operators here, the proposed ordinance for a 1-cent hike in the city's cigarette tax has been filed with the city council.

Increase, which doubles the current 1-cent per pack tax and is designed to bring in \$300,000 a year as a means of financing city employee pensions, has drawn fire on several grounds.

Foremost objection has been the impropriety of financing such a project thru a cigarette tax. Vending machine trade used this argument originally in fighting the present 1-cent tax. Enacted as a temporary measure to raise emergency relief funds, it has remained on the books with receipts being turned into general city funds. Proposal for doubling the tax was opposed recently by *The Rocky Mountain News*, a leading Denver newspaper, in an editorial which featured the same argument.

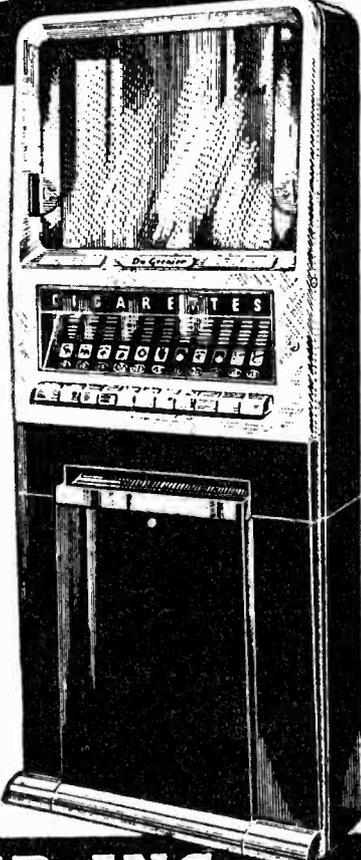
Specifically, operators dislike the tax because it creates a heavy burden on their business. Aside from the expense of affixing revenue stamps, most of them must maintain a double set-up; one for machines operated in the city, another for those outside city limits.

Just say
"THE NEW DuGRENIER"

AMERICA'S FOREMOST CIGARETTE MERCHANDISER

The New DuGrenier Cigarette Merchandiser is marked for major earnings, because . . .

IT IS THE ONLY MACHINE THAT OPERATES ON ANY COMBINATION OF NICKELS, DIMES, AND QUARTER TO SOLVE PRICE AND TAX-CHANGE PROBLEMS.



DuGRENIER, INC.
 America's Foremost Manufacturer of Automatic Merchandisers
 15 HALE STREET, HAVERHILL, MASS.

Fiber Containers Seen Aid To Greater Vender Profits From Dairy Drink Products

Boom Forecast; Expect 10 Billion Production in 4 Years

CHICAGO, Sept. 21.—Fiber milk containers, which have been hailed as a boon to the dairy drink vending business, are headed for boom-size production, according to leaders in this new industry.

Two billion of the paper cartons were produced last year, and annual output is expected to hit up to 10 billion during the next four years, spokesmen say. A 30 per cent jump in production capacity is expected between now and early 1947.

Among the firms which will contribute to this huge increase are American Can Company, Chicago; Ex-cello Aircraft & Tool Company, Detroit, and Sealright Company, Fulton, N. Y. All currently are expanding manufacturing facilities for the product. American Can alone is expected to turn out 1,500,000,000 this year.

Survey Preference

Interesting to venders of dairy drink products are returns on a survey made by an independent marketing research firm under the sponsorship of American Can Company. Comments of retailers and milk handlers brought out in the study are particularly significant.

According to the latter group, paper containers are preferable for the following reasons: (1) less handling, (2) no deposits, (3) no returns, (4) saving in refrigerator space, (5) decrease in breakage, and (6) customer preference.

Vending men say that everyone of these arguments are applicable in the operation of dairy drink machines. As in any other vending machine business, dairy drink routes are profitable only to the degree that operating costs are low enough to recover a high percentage of the small margin between cost of product and its selling price.

Thus, elimination of several steps in the handling process is seen as a great advantage. There are no pickups of empty bottles. Less truck space is necessary for route deliveries, cutting number of trips as well as mileage. Expenses incurred thru loss of bottles also are done away with.

Space Saving

For the operator, saving in refrigerator space also is a vital factor. Providing milk vending machines can handle the fiber containers, their use would have the effect of increasing capacity of the machines. Machine potential sales would rise correspondingly, and less time and labor would be spent in refilling.

Breakage decrease, an obvious advantage, nevertheless would go a long way toward cutting costs of the operator. Makers of the cartons claim also that fiber milk cartons can be packed in delivery cases with a minimum of air space, providing added insulation against a rise in temperature during the delivery period. This, they say, tends to cut spoilage and to require less refrigeration.

Paper milk container makers, however, still have stiff competition from manufacturers of glass bottles, who have instituted some innovations of their own. One of them, Thatcher Manufacturing Company, Elmira, N. Y., reports it has a backlog of orders amounting to eight months' production, despite the fact that production has been stepped up 20 per cent over pre-war output.

This firm, which also makes bottles for soft drinks, is concentrating on the T-Square milk bottle introduced in 1944. Advantage claimed is a 43

per cent saving in space taken up by orthodox round bottles. Another feature promoted by the company is the universal bottle system.

In Canton, O., and in Nashville, it is said, almost all dealers use the square bottle. None is labeled (company identification is on bottle cap only), and a central warehouse serves as a bottle exchange for all dairies, under this system. Thatcher believes that its square bottles will replace round types within the next five years.

For both glass and paper container makers, as well as for the dairy drink vending trade, trend in milk consumption is encouraging. Statistics show that the 157 quarts of milk and cream per capita consumed in 1935 swelled to 198 quarts per capita last year. Their current worry is milk production, which may be headed for a decline, and rising prices, which may cut consumption.

Issue Chase Candy Stock To Purchase National Candy Co.

ST. JOSEPH, Mo., Sept. 21.—Officials of the Chase Candy Company here announced that the company will issue securities with a par value totaling \$4,670,000 to buy the National Candy Company. Securities have been registered with the Securities and Exchange Commission, they said.

Actual proceeds of the sale are expected to total more than \$5,000,000, it was said. Issues will include \$2,500,000 worth of 4 per cent sinking fund debentures due in 1961; 100,000 shares of \$20 par value 5 per cent cumulative preferred stock and 170,000 shares of common with par value of \$1.

Debentures and preferred stock will be offered to the public at par, with the stock brokerage firms handling it taking a 3 per cent discount on the debentures and \$2 per share on the preferred.

Common stock will be offered for subscription at \$10 a share to holders of Chase common stock. Stockholders will be allowed to buy one share of the new common for every two shares of Chase common they hold, according to company records, October 19. Shares of common not subscribed will be offered for sale to officers, directors and employees.

Brokers handling the offerings include F. S. Yantis & Company, Inc., and H. M. Bylesby & Company, both of Chicago, and Herrick, Waddell & Company, Inc., Kansas City, Mo.

Exhibit's IDEAL CARD VENDER

PROVEN A MONEY MAKER BECAUSE IT'S A FAST PENNY GETTER. KNOWN TO PICTURE CARD FANS FOR OVER 40 YEARS FOR THE LATEST AND MOST POPULAR EXHIBIT CARDS.

• 44 DIFFERENT SERIES OF CARDS TO OFFER

SMART, STRONG LONG LIFE ALL STEEL CABINET WITH VENDING UNIT THAT NEVER FAILS TO VEND CARDS

Write for Literature
 Describing IDEAL CARD VENDER and CARDS

29.50 WITH 1000 CARDS NO FEDERAL TAX

EXHIBIT SUPPLY CO. 4222-30 WEST LAKE ST. CHICAGO 24, ILL.



FOR BULK VENDORS

PAN'S "HARD SHELL" CANDIES

HAVE WHAT IT TAKES

FINEST QUALITY — SNAPPY APPEARANCE

EASY VENDING — CORRECT PRICE

ARE YOU ON OUR MAILING LIST?

PAN CONFECTIONS

311-329 W. Superior Chicago 10

VICTOR'S MODEL "V"

Famous Pre-War Vendor

GLOBE TYPE

Model V capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 1" ball-gum.

Model V Wall Bracket, 65¢ Ea. Combination 1¢ and 5¢ Coin Counter, \$1.50 Postpaid.

Orders Filled In Rotation

1/3 Dep. Cert. Check or M. O.; Balance C. O. D.

THOMAS NOVELTY CO.
 1572 Jefferson St. Paducah, Ky.



OPA-Less Nut Prices Hold Steady

Venders Buy at Ceiling Levels

Oil shortage remains big processor problem as 85% quota reduced production

CHICAGO, Sept. 21.—Price decontrol this month of peanuts and tree nuts has not materially affected prices for operators of penny vending machines, but processors report that lack of oil continues to be the big headache limiting output.

Firms specializing in processing and wholesale Spanish salted peanuts—favorite vender type—say that they are still selling at the former OPA level, a figure approximating 20 cents a pound.

Prices Hold

Under price control, raw peanut price was 14½ cents a pound (f.o.b. South), and raw price in Chicago was 15 cents a pound. Wholesalers' price here was 20 cents a pound. Survey of jobbing firms shows that the latter figure still holds.

As long as government market quotas exist for peanuts, according to trade sources, prices may be expected to remain pretty stable. Because of the huge crop coming up, big price hikes are not contemplated. Price cuts are out of the picture because the government has guaranteed 90 per cent parity price, and will take up the slack in case over pro-

Vending Novel

The vending machine has become so much a part of our everyday life that at least one author has used it in the plot of a novel.

E. P. Dutton & Company recently published a book, *Eve's Second Apple*, by Barnaby Dogbolt, concerning a young doctor who invented a vending machine.

The physician had a way with the ladies, according to the story, but the woman he really wanted was a bit on the expensive side. Fearing he might lose the gal if he did not better his income, he devised the vender. Machine dispensed a fabulous drink called the Bomb of Gilead.

Truck Hijacked of \$15,000 Cig Stock

CHICAGO, Sept. 21.—Hijacking of \$15,000 worth of cigarettes from a truck at 34th and Wabash here this week added to the stock of smokes which supply cut-rate outlets.

Jerry Nushart, a driver for Thiele's Motor Service, 1313 West Ohio Street, reported that four men in a car curbed his truck on the South Side street corner. Three of them drove him to Monroe and Loomis streets and pushed him from their car while the fourth drove away with the truck.

sent a different story. Because of increased costs of materials, many firms have made a practice of offering mixtures in order to sell at ceiling prices.

Thus, one firm, during the period in which price controls were effective, sold a mixture of blanched Virginia peanuts with about 10 per cent blanched salted filberts. Under regulations, this permitted a price based on combined maximum prices of various kinds of nuts used in the mixture, according to the proportions used.

Where the firm would have had to sell straight Virginia peanuts at a loss of several cents a pound, it could profitably merchandise the mixture.

Practice of using mixtures gained popularity during this period, and has been continued by a number of companies.

duction causes flooding of the market.

Source of the oil shortage lies in the critical supply situation which resulted in rationing of industrial users. Currently, peanut processors are limited to 85 per cent of average oil consumption in 1941.

Any price increases for supplies of vending machine operators are likely to result from spiralling costs of oil and other materials, such as those for salt and packaging materials, as well as overhead costs in freight and labor, according to peanut sellers.

Offer Mixtures

Prices for blanched peanuts and higher-priced tree nut mixtures pre-

CARD VENDOR



Legal, Profitable, Trouble Free. Brand new, with 1,000 Cards \$29.50.

THOMAS NOVELTY CO. 1572 Jefferson St. Paducah, Ky.

PEANUT MACHINE OPERATORS

Double Your Profits!!

By using CHARMS and SASSY PICTURE BUTTONS with Boston Beans or Spanish Peanuts. FREE SAMPLES AND DETAILS.

L. M. BECKER VENDING SERVICE

105 Dewey St. BRILLION, WIS.

GLOBES AT LAST!

In Plastic For Northwestern '39 and '40 Topper and Victor. The answer to the operators' globe problems. Saves replacements, time, merchandise, idle machines and money. ORDER TODAY OR ADVISE YOUR NEEDS. Per Doz., \$27.00. F. O. B. Sample \$2.50. 1/3 Dep., Bal. C.O.D.

BILL-AND-FAY VENDING

1051 "L" Street San Bernardino, Calif.

VICTOR'S FAMOUS MODEL V

THE CHOICE OF THOUSANDS OF SUCCESSFUL OPERATORS!

Post-War Model V, further improved and 5 lbs. lighter, is universal and vends all kinds of bulk merchandise, including Ball Gum. NO ADDITIONAL PARTS NECESSARY!

Model V DELUXE CABINET TYPE is built of steel and has transparent plastic front, making it exceptionally strong and durable for those rugged locations. CAPACITY: 25% MORE merchandise than globe type.

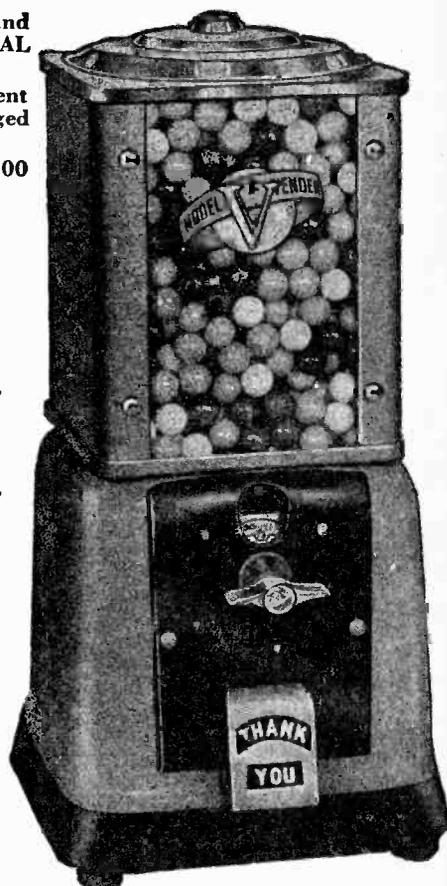
Model V GLOBE TYPE capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends ½", ⅝", ¾" ball gum.

SEE YOUR NEAREST AUTHORIZED VICTOR DISTRIBUTOR

- R. H. Adair Co., 6928 W. Roosevelt Rd., Oak Park, Ill.
- Asco Vending Machine Exchange, 55 Branford St., Newark 5, N. J.
- Bannister Vending Service, 3310 Poplar St., Port Huron, Mich.
- L. M. Becker Vending Service, 105 Dewey St., Brillion, Wis.
- Central Coin Machine Co., 3619 Banks St., New Orleans 19, La.
- Cleveland Coin Machine Exchange, 2021 Prospect Ave., Cleveland 15, Ohio.
- Empire Coin Machine Exchange, 2812 W. North Ave., Chicago 47, Ill.
- A. Connors Distributing Corp., 265 E. North St., Buffalo 4, N. Y.
- T. B. Holliday Co., Inc., 1200 W. Morehead St., Charlotte 1, N. C.
- Parkway Machine Co., 623 W. North Ave., Baltimore 17, Md.
- Rainbow Distributing Co., Salt Lake City, Utah.
- American Coin-A-Mat Machine Co., 1437 Fifth Ave., Pittsburgh 19, Pa.
- Automatic Amusement Co., 1000 Pennsylvania St., Evansville 10, Ind.
- E. T. Barron & Co., 816 W. 36th St., Minneapolis 8, Minn.
- Buckman Novelty Co., 107 S. Madison St., Green Bay, Wis.
- Champion Nut & Chocolate Co., 1194 Tremont St., Boston 20, Mass.
- Co-operative Distributing Co., 234 Jefferson St., Louisville, Ky.
- Eastern Carolina Candy Co., Box 629, Morehead City, N. C.
- Southern Coin-o-Mat Distributing Co., 943 N. W. 7th Ave., Miami 36, Fla.
- General Distributing Co., 2812 Main St., Dallas 1, Tex. 1906 Leeland Ave., Houston 3, Tex.
- Miami Valley Vending Supply, 2730 E. 4th St., Dayton 3, Ohio.
- Pioneer Vending Service, 461 Sackman St., Brooklyn 12, N. Y.
- Rake Coin Machine Exchange, 609 Spring Garden St., Philadelphia 23, Pa.
- Reliable Nut Co., 5721 W. Jefferson Blvd., Los Angeles 18, Calif.
- Star Vending Co., 510 W. 4th Ave., Denver 9, Colo.
- Roy Torr, Lansdowne, Pa.
- J. Rosenfeld Co., 3218 Olive St., St. Louis 3, Mo.
- T. O. Thomas Novelty Co., 1572 Jefferson St., Paducah, Ky.
- Veteran's Vending Co., 1922 Oak St., Port Huron, Mich.



MODEL V GLOBE TYPE



MODEL V DELUXE CABINET TYPE

VICTOR VENDING CORP.
5711 Grand Avenue Tel.: NATIONAL 0220 Chicago 39, Ill.

BALL GUM

is still scarce and will be for the coming year; better order Marbles now, the best substitute!

CAN STILL SUPPLY

Glass, Agate, Assorted Color Marbles.
Barrel of 50,000\$54.50
Keg of 21,000 23.80
Solid Color, Cherry Red for Prizes.
Per Thousand\$4.00

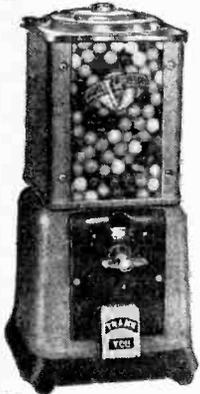
BRAND NEW!

PROMPT DELIVERY!

Victor Model "V" 1¢ Vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments re-

Model "V" Standard quired.
Finish (glass globe), Each \$11.75
Model "V" DeLuxe Cabinet (as pictured), Ea. \$13.75

YOU HAVE TRIED THE REST — NOW TRY THE BEST.



NEW "BELL" CHARMS

ASSORTED COLORS

10 Gross\$ 9.00
100 Gross 85.00
Samples — 25c
Parcel Post Paid

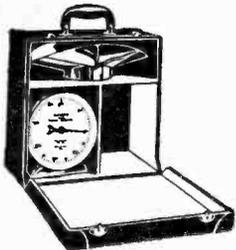
ROY TORR

LANSDOWNE PENNA.

HANSON SCALE

COUNTS PENNIES AND NICKELS

The Modern Way to Count Collections



No. 317 Weighs only pennies to \$15.
No. 318 Weighs pennies to \$7.50 or Weighs nickels to \$23.65.

Either Style, Complete with Tray and Handy Carrying Case \$18.50 Each

DISTRIBUTORS, WRITE FOR QUANTITY PRICES
National Sales Agency
BLOCK MARBLE CO.
1425 No. Broad St., Phila. 22, Pa.
Phone: STEvenson 4-8975
Get It From Block They Have It In Stock

Fail To End Pirating of Pop Bottles

Nix Minnesota Attempt

ST. PAUL, Sept. 21.—An attempt by the State Department of Agriculture to come to the aid of soft drink bottlers who, unable to buy new bottles, have been victimized by others holding their empties "for ransom," ran aground here.

R. A. Trovatten, State agricultural commissioner, sought the legal right to set a deposit fee on bottles and to seize bottles belonging to one concern and held by another.

J. A. A. Burnquist, Minnesota attorney-general, ruled Trovatten had no such legal authority.

"While the law prohibits a person from placing his products in bottles or containers bearing the name other than the true name of the manufacturer itself, it is not illegal to possess such bottles," Burnquist ruled. "It is a customary practice, we believe, carried on by retailers in the soft drink and non-alcoholic beverages, to include in the purchase of a bottle of either a price which would include the value of the bottle. In such a transaction the purchaser becomes the owner of the bottle and may, therefore, dispose of the same as he pleases."

Agricultural commissioner said there were numerous instances where properly identified bottles of one company were held by others for high deposit repayments, more than authorized by the owner-bottler. In the face of the bottle shortage many bottlers had appealed to Trovatten, charged with enactment of the soft drink law, to assist them in getting their bottles back.

Euclid Underwriters Firm Granted Bar Price Boosts

WASHINGTON, Sept. 21.—Euclid Underwriting Corporation, Brooklyn, candy manufacturer, has received approval for a 10-cent retail price on its new bar, "Euclid's Best Yet," according to OPA. Agency also fixed prices to trade as follows: 68 cents per 12 bar box to wholesalers and chain stores; 80 cents a box from wholesaler to retailer.

Leverone Presides At Friday the 13th Anti-Jinx Meeting

CHICAGO, Sept. 21.—Nathaniel Leverone, chairman of the Automatic Canteen Corporation of America, is one of the coinmen who does not believe in jinxes.

The Anti-Superstition Society, with Leverone presiding, met at 6:13 p.m., Friday the 13th, in Room 13 at the Blackstone Hotel. Thirteen dinner tables were set, each seating 13 guests. Leverone began the festivities by breaking a mirror.

Anyone caught carrying a rabbit's foot or tossing salt over his shoulder was subject to eviction. No man was permitted to smoke until two others were ready to share the light.

Harvard professor Dr. Edwin G. Boring tossed some cultured cold water on the theory that certain omens bring "unlucky days."

"Superstitious people are afraid to face life," he said. "They feel more secure if they can explain why they got hit by a flower pot while strolling under a ladder."

"So they blame it on bad luck." Society was formed in 1933. Membership is limited to 169. Last meeting was held Friday, June 13, 1941.

MBS Net Airs Vending Mch. Swindle Case

CHICAGO, Sept. 21.—Dramatized presentation of vending machine swindles, which have been causing concern among members of the coin machine trade, were broadcast over the Mutual Broadcasting System network on its *Special Investigator* program September 22.

Informed of the program, vending machine trade associations notified members, urging them to tune in. Speaking for individual members of the trade, associations took the view that exposure of unauthorized, fly-by-night vending machine sales is as important to the industry as it is to the veterans who have been the chief sufferers.

Program was conducted by Frank Brock, and advance script gives an indication of what will go on the air.

Opening sequence was a conversation between two characters named Jigger and Sam, as they slapped some paint on broken down coin machines. Next scene depicted Sam making the rounds "selling" locations, not to build his own route, but to set up a false front which can be unloaded on an unsuspecting veteran.

Story progressed thru the familiar phase of the hooked veteran's disappointment when he finds machines are unserviceable and locations phony.

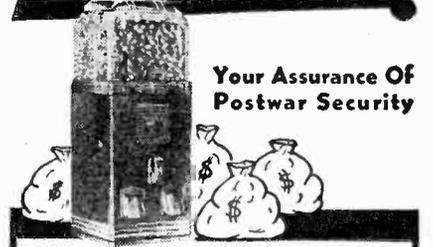
Unfortunate aspect of the broadcast was that nowhere is it clearly indicated that the vending trade as a whole is a legitimate business enterprise, livelihood of thousands of law-abiding citizens, and that the trade itself has led in uncovering swindles perpetrated by outsiders.

Tulsa To Get Half Million Coke Plant

TULSA, Sept. 21.—New Coca-Cola bottling plant, to be erected on a 10-acre plot on South Harvard Street here, was announced by Otto R. Wiley, firm's Tulsa manager.

According to Wiley, the building project will represent an investment of \$500,000, and will give this area the most modern processing plant in the U. S. Plans are based on esti-

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk vendors have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—vendors built for operating. In the meantime, keep in touch with activities through our free monthly paper *The Northwesterner*.

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

BULK VENDOR
Built for the Operator!
Miscellaneous lot of thoroughly re-conditioned and refinished peanut machines. Perfect working order and ready for location.
\$6.50
THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

BRAND NEW! PROMPT DELIVERY!
Victor Model "V" 1¢ vendors. Handle ALL KINDS of nuts, candies and ball gum with no extra attachments required.
Model "V" Standard Finish (glass globe) each... \$11.75
Model "V" DeLuxe Cabinet (as pictured) each... \$13.75
Terms: 1/3 Cash With Order; Balance C.O.D.
R. H. ADAIR CO.
8924-8928 Roosevelt Rd., Oak Park, Ill.

SALESMEN
Can place two good experienced Men, Shipman or Asco or similar experience. Cash in on the finest deal in the country. Write
BOX D-309
The Billboard Cincinnati 1, Ohio

NOW DELIVERING
BRAND NEW! SHIPMAN Triplex Stamp Machines. Vends 1¢, 3¢ and 8¢ Postage Stamps. Slug-proof, Fool-proof and Compact.
Immediate Delivery, \$39.50.
HARRIMAN SUPPLY COMPANY
Roane St. Harriman, Tenn.

FOR SALE
40 new U-Needa-Pak (Monarch) Cigarette Machines, \$140.00 F. O. B. Miami, Fla. Half cash, balance on delivery. Write
SAXON'S
3898 N. E. 2nd Ave. MIAMI, FLA.

mated demand for the soft drink during the next 20 years. Present plant has been in use for 25 years, and is said to be inadequate to service the territory now.

COLUMBUS VENDORS

IN STOCK—FOR IMMEDIATE DELIVERY

	Peanut	Gen. Pur.	Ball Gum	5¢ Vender
48 & Up	\$ 9.50	\$ 9.90	\$10.00	\$10.50
12 to 48	10.00	10.40	10.65	11.00
Under 12	10.50	10.95	11.15	11.50
Sample	11.50	11.95	12.00	12.50

USED EQUIPMENT

7 Appleton's Extra Parts, Total	\$30.00	2 Northwestern 39, Total	18.00
9 Columbus Porcelain Ball Gum, Total	70.00	2 Silver King, Total	12.00

WRITE FOR CIRCULARS

Complete Stock of Columbus Parts and Globes.

Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Cleveland.

MARKEPP SALES CO.

4310 CARNEGIE AVE. CLEVELAND, OHIO



SPECIAL SALE

50 1¢ 12-Column Nut Vendors. Each\$ 12.50
100 1¢-5¢ Combination Nut Vendors. Each 12.50
10 1¢ A.B.T. CHALLENGERS, clean 30.00
1 Lot of 20 Counter Games, good condition 100.00

Also, BRAND NEW COLUMBUS VENDERS, All Models. Write.

Peanuts, Pistachio, Merchandise available.

WANTED: Cigarette, Candy Machines, N.W. DeLuxes.

CAMEO VENDING, 432 West 42nd, 18, New York

ADVANCE NO. 11
BULK VENDOR
Built for the Operator!



PRICES LIST

1 TO 11	\$13.75
12 TO 49	\$11.25
50 AND UP	\$10.75
	\$10.50

THE NEW BLACKSTONE High Speed Double Barrel COIN PACKER

Count and wrap \$4 in nickels in 20 seconds. Made in three sizes. Nickel—penny—dime. Guaranteed. Price \$2.10 post-paid each size.

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

Mag Reports Insurance To Be Vend Item

Term Policy at 25c a Week

CHICAGO, Sept. 21.—Confirming a story printed in these columns was the announcement last week of a plan to sell insurance by vending machine. The announcement was featured in a story by *The National Underwriter*, insurance publication. Story which asserted that the George Washington Life Company of Charleston, W. Va., was behind the contracts, is as follows:

Life insurance sold thru vending machines in neighborhood candy stores and other public places readily accessible to the public is soon to be placed on the market, it is understood on good authority.

25 Cents Weekly

The plan is to make term insurance available at the rate of 25 cents a week per \$1,000. The buyer inserts his quarter, fills in the necessary information and the machine grinds out the policy. He will be permitted to buy as many as \$4,000 of coverage in this way. The machines for vending policies have been perfected and the main obstacle at present is the difficulty of getting the desired type of paper in the rolls that the machine is designed to handle.

No details have been announced, but the presumption is that the coverage will be limited as to the age of buyer, since the \$13 a year per \$1,000 rate would be insufficient at the older ages. Also there would presumably have to be some limitation that would deny liability for those dying of a disease from which they suffered at the time of purchasing the insurance.

Handling Would Be Simple

Being on a term basis and running for so short a period, the insurance would involve no problems of extended or paid-up insurance. While the market for such coverage would probably be most largely among those who would ordinarily purchase industrial insurance, there might be a good many others who would buy anything up to \$4,000 of quarter-in-the-slot insurance if they were going on a trip where they felt they might be exposed to a little extra hazard, in the same way that people buy accident insurance at the railroad ticket windows.

George Washington Life is said to be the company that will stand behind the contracts. Preparations are being made for extensive distribution of the vending machines.

Some years ago the attempt was made to sell personal accident policies via vending machines but it never got far. One machine was set up in the Hotel Sherman, Chicago.

Frozen Food Trade Chooses Boston for '47 Convention City

NEW YORK, Sept. 21.—Frozen Food Institute, Inc., will hold its sixth annual convention in Boston, March 31 to April 4, 1947, according to George S. Wallace, president.

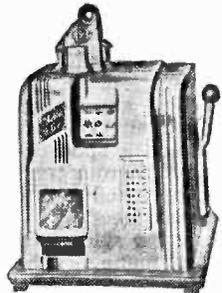
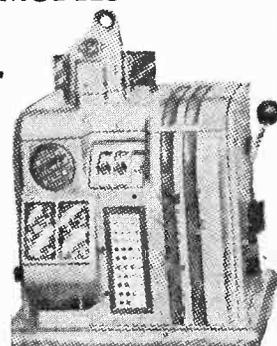
Headquarters will be at the Copley-Plaza Hotel where a comprehensive educational congress will be held. Annual frozen food equipment and trade show will be housed at Horticulture Hall.

According to Wallace, legislation, standardization, transportation and trade ethics will occupy important spots on convention's agenda.

TOP VALUES—IMMEDIATE DELIVERY
All Types of Coin-Operated Equipment

COLUMBIA BELLS

NEW—IMPROVED—1946 MODELS

 <p>DELUXE CLUB BELL OPERATOR'S PRICE \$209.50</p>	 <p>TWIN JACKPOT BELL LOTS OF 6 \$139.50 Single Unit, \$145.00</p>
--	---

BOTH MACHINES ARE INTERCHANGEABLE 1c-5c-10c AND 25c PLAY

NEW Northwestern VENDORS

WORLD'S FINEST BULK VENDORS

 <p>DELUXE Less Than 25 \$22.60 Less Than 100 22.35 100 or More 21.85</p>	 <p>MODEL 39 Less Than 25 \$12.75 Less Than 100 12.30 100 or More 11.90</p>
 <p>MODEL 33 Less Than 25 \$10.95 Less Than 100 10.75 100 or More 10.60</p>	 <p>MODEL 40 (4-Lb. Globe) Less Than 25 \$8.60 Less Than 100 8.35 100 or More 8.10 (6-Lb. Globe, 15c Extra)</p>

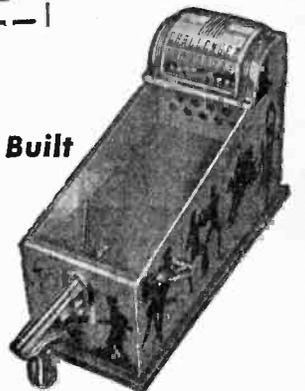
A.B.T. CHALLENGERS

The Finest Counter Machine Ever Built

MONEY MAKER ON ANY LOCATION
Legal Everywhere

OPERATORS' PRICE **\$65.00** Each

Lots of 25 or More, \$60.00 Each



MILLS VEST POCKET BELL

SIZE 8"x8"x8"

A 5c pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

OPERATOR'S PRICE, **\$74.50**



CARD VENDOR

MONEY MAKER

A route of these Card Vendors will earn a steady income for you. Tax free.

INTRODUCTORY PRICE

\$29.50

• 1,000 Cards Free!
• Legal Everywhere!

WORLD'S SMALLEST 3-REEL MACHINE

BRAND NEW **IMPS**

SIZE 6"x6"x6"

Available in either 1c or 5c play with Fruit or Cigarette Strips.

OPERATOR'S PRICE, **\$15.00**

PACE

THE BIGGEST NAME IN BELLS

DELUXE CHROME BELLS

5c.....\$290.00
10c..... 310.00
25c..... 330.00

Immediate delivery! All chrome finish. Sides are covered with stainless steel drill proof plates.

USED COUNTER GAMES

Pikes Peak	\$29.50	Races, 1c or 5c, Divider Model	\$12.50
Kicker & Catcher	39.50	Pok-o-Reel, 1c or 5c Play, Divider Model	12.50
Home Run	22.50	Klix, 1c or 5c, Divider Model	12.50
Steeplechases	19.50	Marvel, 1c or 5c	29.50
Photoscopes	29.50	American Eagles, 1c or 5c	29.50
Civilian Defenses	13.50	Sparks with Gold Award, 1c or 5c	29.50
Advance Electric Shockers	19.50	Sparks, Plain, 1c	19.50
Imps, 1c or 5c, Cig. Strips	8.90	Ginger, 1c	15.00
Imps, 1c or 5c, Fruit Reels	8.90	Mercury, 1c	19.50
Cubs, 1c or 5c, Reels, Divider Model	8.90	Liberty, 1c	19.50
American Flag, 1c or 5c, Divider Model	12.50	Roll-a-Pack, 1c	12.50

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT, POSTAL MONEY ORDER OR CERTIFIED CHECK, BAL. C. O. D.

RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN STREET

PHILADELPHIA 23, PA.

CHARMS BEAUTIFUL — GORGEOUS CHARMS

65c
A GROSS IN MULTIPLES OF 7 GROSS

Try 'Em Once — You'll Buy 'Em Again and Again Prepaid

LEON 'Hi-Ho' SILVER
760 HAYES ST. — SAN FRANCISCO 2, CALIF.

CIGARETTE MACHINES

Refinished Like New. Ready for Location.

DuGrenier 7-Col. Champion	Ea. \$80.00
DuGrenier 7-Col. S.	Ea. 27.50
DuGrenier 9-Col. Champion	Ea. 85.00
U-Need-a-Pak 5-Col. E.	Ea. 37.50
U-Need-a-Pak 6-Col. E.	Ea. 47.50
U-Need-a-Pak 8 & 9-Col. E.	Ea. 57.50
National 9-30	Ea. 65.00
Rowe Imperial 6-Col.	Ea. 50.00
Rowe Imperial 8-Col.	Ea. 57.50

1/2 Down Payment, Balance C.O.D., F.O.B. N. Y. C.

What Have You For Sale?

N. Y. VENDING MACHINE EXCH.
418 Broadway BROOKLYN, N. Y.
EVergreen 8-7570

VENDIT

Sells More Candy • Pays More Profits

The **VENDIT** Corporation
2946 W. Grand Ave., Chicago 22, Ill.

NCA Sked for Sales Course Is Announced

Expect Buyers' Market

CHICAGO, Sept. 21.—The National Confectioners' Association, thru its distribution committee, announced a time table for the industry's training program. Organization is sponsoring the course. Candy manufacturers and wholesalers co-operated with the committee at a recent meeting.

Prior to launching the sales, candy manufacturing sales managers held sessions in Chicago, September 19, and will hold one in New York, tentatively set for October 21, and in Boston two days later. Conferences will acquaint sales managers and field salesman with the industry's plans to encourage "balanced selling" by wholesalers' sales personnel, according to Clarence Matheis, NCA committee chairman. Streamlined candy merchandising, he added, will then be established for "the anticipated return in 1947 of a buyer's market."

Keystone of the co-operative effort will be the sales training program. Classes, the association said, will be organized thruout the nation with the co-operation of the U. S. Office of Education. Textbooks on wholesale candy salesmanship will be prepared. Instruction manuals for teachers conducting the classes are to be issued, according to the NCA. Review of "these basic tools" by committees of the National Association of Tobacco Distributors, National Candy Wholesalers' Association and the NCA is expected to be completed by November 1.

Sectional Co-Operation

Leading candy manufacturers, wholesalers and manufacturers' salesmen will be appointed in every State. They will serve as co-ordinators and liaison representatives to assist in organizing training classes. State directors of distributive education will co-operate in this program, Matheis said.

Training plan is designed to improve service to the millions of candy consumers. An advertising campaign, sponsored by the Council on Candy to create a larger market, will tie in with this program.

The distribution committee of the NCA is scheduled for September 27 in Chicago by chairman Matheis, who represents the Walter Johnson Candy Company. Members of this committee include: Richard W. Clare, New England Confectionery Company; Donald F. Crane, Fair Play Caramels; Clarence Flint, Peter Paul, Inc.; Victor H. Geis, Mars; Frank K. Gleason, E. J. Brach & Sons; William H. Maichle, Beach Nut Packing Company; R. F. McNemer, King Candy Company; Bob McCormack, Bob's Candy & Peanut Company; Lester G. Rosskam, Quaker City Chocolate & Confectionery Company; Harry I. Sifers, Sifers Valomilk Confection Company; G. Harold Thompson, Thompson's Candy House, and Warren M. Watkins for the firm bearing his name.

Littitt, Westley to Mills Vender Sales

CHICAGO, Sept. 21.—Jack Walsh, sales manager of the Coca-Cola division of Mills Industries, Inc., announced the appointment of two new district sales managers this week.

A. L. Littitt and Roy M. Westley are the new district managers. They will make their headquarters at the Chicago office of Mills.

Coin R. R. Ticket Vender in Debut

(Continued from page 103)
catch passers of slugs and counterfeit coins.

In this country, at least two other firms have introduced automatic ticket sellers, which are said to be adaptable to coin operation. Vender made by General Register Corporation, called "Automatic," is now being tested at Long Island ticket windows of the Pennsylvania Station in New York. This firm also is making automatic ticket sellers for theaters and cafeterias.

Cash Register Vender

National Cash Register machine, also being tested in New York, operates on cash register principle, prints 100 different destinations by lever action. Machines of both firms, however, are operated by the ticket agent, and in their present stage of development are not vending machines in the strict sense.

Details of the Trans-Meter machine were explained by Anderson. He emphasized the slug rejector, which he said was made by one of the big coin machine slug rejector makers. Rejector weighs slug, bounces it around, examines it for holes, he declared.

Customer presses one of 16 indicator buttons designating most frequently used suburban stations, and inserts coins representing exact fare or a larger amount in slots. Coin insertion activities machine, which prints and issues tickets thru a series of electrical impulses. If coins exceeding ticket price are inserted, change is made simultaneously, it is said.

16-Station Offer

The 16 station designations are illuminated at all times, but when one indicator button is pressed, that designation becomes more brightly lighted. If two stations buttons are mistakenly pressed at the same time, only one ticket is issued. At any time before full fare is deposited, coins are returned upon customer's operation of a return lever, according to makers. And return tickets are obtained by punching same button twice.

Machine contains some \$20 in change in the following coins: 380 pennies, 200 nickels, 200 dimes and the remainder in quarters.

During the evening on which the vender was first placed in operation, it became the center of interest during the commuter rush, according to Pennsylvania Railroad officials. Newspapers thruout the country carried brief stories, indicating a widespread public interest in this new form of automatic merchandising.

Florida's Cig Taxes Rise 6.75% in Month

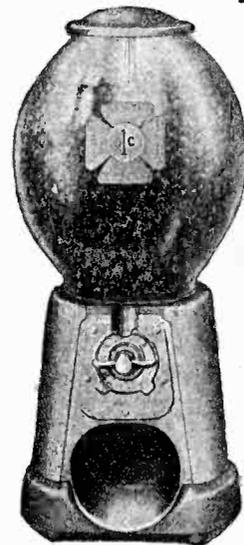
TALLAHASSEE, Fla., Sept. 21.—Receipts from Florida's steadily increasing cigarette taxes went up another notch, hitting 6.75 per cent higher than last month, producing \$2,658,925 for the State treasury, according to a report this week.

States' smokers bought 21,111,261 packages of cigarettes to turn in \$849,562 in tax money to the treasury. That figure was \$52,612 above receipts of August 1945, according to the treasury report.

Nutrine Candy Dividend

CHICAGO, Sept. 21. — Nutrline Candy Company board of directors has voted an extra dividend of 15 cents on its common stock, in addition to the regular quarterly dividend of the same amount. Both are payable September 26.

ADVANCE NO. 11 BULK VENDOR Built for the Operator!



WRITE FOR PRICES

The Finest Tasting RED PISTACHIO NUTS 65¢ Lb.

Salted Squash Seeds, 20¢ Lb.

Spanish Peanuts, 22¢ Lb.

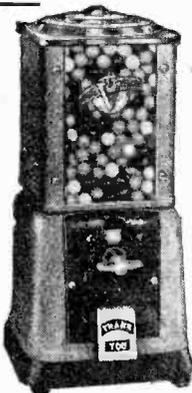
This machine is exceptionally strong in construction—the result of over 45 years of experience where no effort or expense has been spared to perfect it!

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

PRE - WAR VENDOR VICTOR MODEL "V"

DELUXE CABINET TYPE

Model "V" capacity 8 1/2 to 8 lbs. of bulk mdse. Or 1250 to 1600 Balls of Gum, Vends 1/2" to 5/8" and 3/4" Ballgum. Model "V" Globe Type, \$11.75 Each. Model "V" Wall Bracket, 65¢ Each.



MODEL "V" De Luxe Cabinet Type \$13.75 EACH

ORDERS FILLED IN ROTATION

1/3 Certified Deposit, Balance C. O. D.
THOMAS NOVELTY CO.
1572 JEFFERSON PADUCAH, KY.

REGAL

KING OF THEM ALL



HUNDREDS OF POTENTIAL LOCATIONS FOR THIS BULK MERCHANDISER. WRITE OR WIRE FOR PARTICULARS.

REGAL PRODUCTS CO.

GAYS MILLS, WISCONSIN

CIGARETTE MACHINE BARGAINS

DU GRENIER W'S, 9 COL. \$50.00
 ROWE IMPERIAL, 8 COL. 62.50
 ROWE ROYAL, 8 COL. 72.50
 ALL MACHINES RECONDITIONED, REPAINTED AND READY FOR LOCATION.
 MASTER CONFECTION VENDORS,
 A-1 CONDITION \$7.50
 TERMS: HALF DEPOSIT, BALANCE C.O.D.
AUTOMATIC SALES COMPANY
 440 PARK ST. BEAUMONT, TEXAS

SHIPMAN
Triplex Stamp Machine. Brand New! Vends 1¢, 3¢ and New 5¢ Air Mail Postage Stamps. Slug-proof, compact, foolproof. Immediate Delivery.
Operator's Price ...
\$39.50



STAMP FOLDERS

For Shipman, Victory, Shermack, Advance, etc.

10M—\$4.85
25M—\$11.75

VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 3¢ Postage Stamps. Can be used inside or outside. Guaranteed weather proof. Returns Slugs and foolproof. Immediate delivery.

Operator's Price
\$29.50



CHARMS

For Bulk Vendors
\$4.00
Per Thousand



CARD VENDOR

Fast Penny Getter for Any Operator. No Tax. Legal. ABT Coin Slots. Separate Cash Box.

\$29.50

With 1,000 Free Cards.
1/3 Dep. With All Orders.

PARKWAY MACHINE CO.

623A W. North Ave., Baltimore 17, Md.



VICTOR'S MODEL "V"

Famous Pre-War Vendor

GLOBE TYPE

Model V capacity: 5 to 6 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 5/8" and 3/4" ballgum.
 Model V DeL. Cab. Type, \$13.75 Ea.
 Model V Wall Bracket, 65¢ Ea.
 Combination 1¢ and 5¢ Coin Counter, Plus Postage, \$1.25 Ea.

Orders Filled In Rotation

1/3 Dep.; Cert. Check or M. O. D. Balance C. O. D.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y.
481 Sackman St. Brooklyn 12, N. Y.



BRAND NEW GG GRIPS

None Better
 1 to 4, \$24.50;
 5 to 9, \$22.50;
 10 to 14, \$20.50;
 15 to 19, \$18.50;
 20 to 24, \$17.50;
 25 and up, \$17.50.
RECONDITIONED Holly, CTS, Western, GG or Gottlieb Grips. 1 to 4, \$17.50; 5 and up, \$17.50.

THOMAS NOVELTY CO.

1572 Jefferson St.

PADUCAH, KY.

Advise Lower Chicago Juke Tax

Juke Ads Make Bow In Phila. Bulletin

PHILADELPHIA, Sept. 21.—First juke box advertising to be carried by *The Evening Bulletin* occurred recently. Newspaper claims to have largest daily afternoon circulation in the world. Nathan Muchnick sponsored the advertisement which concerned juke box rental for parties, weddings and other special occasions.

Operators have previously advertised on radio stations and neighborhood weeklies. Innovation marks initial appearance of juke box advertising outside of the daily's classified columns.

G.I. Juke Repair Trainees Go to Work on Coast

PORTLAND, Ore., Sept. 21.—The on-the-job veteran training program conducted by Wolf Distributing Company is meeting with continued success, according to branch manager A. A. Moss.

First 90-day course graduated 16 men. All except two, the manager said, were immediately placed. Current class has nine out of 13 already lined up for jobs. "This group," Moss explained, "began with 16 G.I.'s, but obvious misfits were weeded out. We think it fair to all concerned to let the men know they are in the wrong field if early schooling bears this out."

Distributing company recently announced entry into disk business. New venture was launched as an added service to operators, the branch manager claimed. "It is surprising," Moss said, "how many operators are having a difficult time rounding up sufficient records."

First Phone Music Location Opens in Scottsbluff, Neb.

SCOTTSBLUFF, Neb., Sept. 21.—George W. Luce has opened the city's first telephone music location in the Gingham Inn, one of the town's top eateries, and he reported that he has a total of 10 locations under contract.

Luce, who was a former movie theater operator thru the Western end of the Platte River Valley for nearly 15 years, said that on the opening location "receipts have been better than I expected."

He is operating from his home at 1823 Sixth Avenue, but he expects to move soon to 2626 Fifth Avenue. He also is chief electrician at a sugar refinery here.

Luce said he has ample equipment to make all 10 installations, and boxes have already been installed in a drug-store. Difficulty is getting telephone wire to handle his music, but he said the telephone company had promised to have a line for him within 10 days or so. At present he is operating his record changer from the basement of the restaurant in which his boxes are installed.

Detroit Juke Elect. Union Chief Jailed

Climaxes Op Dispute

DETROIT, Sept. 21.—Eugene C. James, president of the Music Maintenance Workers' Union here (AFL), was sentenced September 14 to 60 days in jail for contempt of court. Sentence was passed in Circuit Court.

Judge who passed the sentence said that James "failed properly to answer questions put to him and withheld information vital to the grand jury investigation of labor rackets."

Action came as a kind of climax to a dispute between the maintenance union and so-called "independent" operators.

Much Publicity

The case, as well as the sentencing of the union man, received a great deal of publicity here in Detroit newspapers which have been following the case week after week.

According to local newspaper stories of the case, members of the grand jury who were questioned, refused to disclose the nature of the questioning which preceded James's sentence. *The Detroit Times*, however, said James was being questioned "about an alleged conspiracy between the Music Maintenance Workers' Local 23814, AFL, of which he is business agent, and the Michigan Automatic Phonograph Owners' Association."

Allegations of conspiracy were first made May 4 by a distributing firm.

In recent months the union and James have been involved in a dispute with the Bilvin Distributing Company, Detroit, headed by President W. E. Bufalino.

The grand jury opened its investigation September 10 when it began to take testimony from union officials and representatives of the distributing company.

Location Turnover Aches Told by Missouri Coinman

UNIONVILLE, Mo., Sept. 21.—The biggest headache at the moment in music and game operation thru Southern Iowa and Northern Missouri is the rapid turnover in ownership of locations, according to Cecil Jackson, veteran operator here.

"Why, every time I make my rounds I see a lot of new faces," Jackson remarked. "Speculation in restaurants and taverns is running high around here. Some places have changed hands three or four times and every time you have to go in and sell the location all over again."

Some Have Friends

Occasionally, he said, it turns out that the new owner has a friend operating somewhere near enough to put in another machine.

Jackson also reported that the shortage of beer and food have cut into business sharply, particularly

Spurn 'Billies

KANSAS CITY, Sept. 21.—Juke box operators here feel that the love of music reached some sort of peak when a burglar broke into the Bungalow Buffet on Prospect Avenue.

Thief took 19 of the latest popular records from the juke box in the restaurant, but spurned six hillbilly pieces on the machine and passed up \$10 in the coin box and some change in the restaurant cash register.

Local paper headlined the robbery as "Thieves in Critic's Role—Hillbilly Tunes Spurned in Popular Record Loot," commenting that "rustic melodies" apparently are anathema to the burglars.

RCA Changes Terms For Catalog Items

CAMDEN, N. J., Sept. 21.—To achieve a more definite breakdown in cataloging, RCA Victor Records will discontinue use of the terms "Old Familiar Tunes" and "Race Records" in favor of five chosen category titles, J. L. Hallstrom, general merchandise manager of the firm announced this week.

Effective immediately, releases that formerly were typed as "Old Familiar Tunes" will be called "Country Music" and "Western Music," Hallstrom states. "Race Records" will be known as one of the following three divisions, "Rhythm," "Blues" and "Spirituals."

Wisconsin Juke Men To Madison Oct. 7

MILWAUKEE, Sept. 21.—Vital problems in the sale and operation of coin machines were discussed at a meeting September 9 of the Wisconsin Phonograph Operators Association at Oshkosh.

Among the 30 members at meeting were six from Green Bay. Next meeting will be held at Madison, October 7 and will be the last with all future meets to be held in Milwaukee.

City Council Gets Measure

Three-year battle may end in three weeks—reduction from \$50 to \$25 possible

CHICAGO, Sept. 21.—In three weeks the three-year-old legal battle over the city of Chicago's juke box tax ordinance may be closed.

On the morning of September 19, the city council's finance committee heard and accepted a recommendation from a sub-committee urging that the city's juke box tax be lowered from \$50 to \$25. The finance committee's recommendation and report was immediately forwarded to the council itself. Following customary procedure, council will not take action until its next meeting, October 10.

Ordinarily, observers at city hall pointed out, a measure approved by a committee such as the finance committee would be voted and become effective without a hitch.

Legal counsel representing Chicago operators in the matter said that he had forwarded a letter to the finance committee. In the letter, counsel stated that the \$25 fee was acceptable to the operators. The letter continued, saying that the fee would be paid immediately, and that the operators would not appeal.

This letter from the operators' representative was a compromise from the position originally taken. Earlier, counsel for the operator group told the finance committee the operators considered \$15 a more equitable fee. Decision to agree to the compromise \$25 was reached after a meeting between the counsel and the operators.

First moves toward a city fee on juke boxes here came in 1940, when newspapers first reported on a proposed tax for music machines. Actual work on the ordinance was started in November, 1943.

The first bill was passed by council in December, 1943, and imposed a \$50 annual tax on juke box locations. Immediately, operators began to contest the fee, asserting it was too high.

Illinois' Supreme Court, on May 23, 1945, handed down an opinion that the \$50 tax was out of proportion to the city's enforcement costs. This decision also pointed out that the city did have a right to license and tax juke boxes, but that the fee should not be confiscatory. This decision was appealed, but the Illinois Supreme Court reaffirmed its prior opinion November 21, 1945.

When the \$50 juke box fee was first announced, newspapers here and in many other parts of the country gave it wide publicity, since it was the highest fee put on juke boxes at the time. Operators thruout the country watched and waited to see what would eventually happen. Some other cities enacted similar ordinances, placing taxes of \$50 on the music machines.

If the city council passes the measure, as they seem very likely to do, it will be interesting for coinmen to note what kind of newspaper publicity the new tax rate receives, and interesting to watch whether other cities—where such high taxes have also been enacted—again follow the lead of Chicago and place their fees at more equitable rate.

ALBUM REVIEWS

(Continued from page 22)

waying. *Blue Echoes*, pleasingly warbled by Allyn, takes on brilliant hues in its orchestral backdrop. For *Body and Soul* band weaves a series of strange harmonies and instrumental combinations to set the scene for Ginnie Powell's word selling. Effect is striking. Lass puts ear-easy pipes to a highly imaginative ork setting of *Temptation*. All vocal etchings follow a moderate beat and could find takers in jukeboxes. *Little Boyd* is the only instrumental side recommended for a phono flyer. Collectors won't want to miss this package. Whether or not they see eye-to-eye with Raeburn, they will recognize his work as an appreciable factor in the modern day jazz picture. Red-white-black cover forewarns the listener with a surrealistic sketch of Raeburn wielding a flaming baton and the bearded image of arranger George Handy surrounded by musical instruments. Inside cover carries photos of the maestro, his vocalist-wife Ginnie Powell, balladist Allyne and the band in action. Also printed, a signed dissertation by Ben Pollack (label's prexy), on reactionaries, revolutionaries, modernists and progressives in music that sounds more like an apology for Raeburn's style than an introduction to his work. The listener who is not already aware of the varied schools of musical thought will learn little from this thumbnail essay. He who knows (or doesn't care) would prefer more on the band, its maestro and arranger.

"EASY LISTENING"—RAY BLOCH
(Signature S-2)

Ray Bloch, with a large studio orchestra, weaves a beautiful melody fabric for six everlasting favorites out of the stage and Tin Pan Alley folios. Embellishing the selections with beautiful interludes, with silky Strads and colorful brass harmonies bringing out all of the melodic charm of the songs, the spinning is truly enough "easy listening." Sides spin out *The Way You Look Tonight*, *Smoke Gets in Your Eyes*, *The Very Thought of You*, *A Pretty Girl Is Like a Melody*, *All the Things You Are* and *People Will Say We're in Love*. Photo of the maestro graces the outside and inside covers.

THE MILLS BROTHERS—"Famous Barber-shop Ballads—Vol. 1" (Decca A-476)

Contrasting the barber shop harmonies with their present-day rhythm harmonies, the Mills Brothers

make it a disk delight for a set of 10 old-timers. And tagged as Vol. 1, indicates that more sets are coming up, which is much in order considering the pleasantries created in this first set. Only for *Moonlight Bay* do the boys display their vocal ability to create instrumental effects, keeping close to the aforementioned song pattern for *You Tell Me Your Dream*, *My Gal Sal*; *Just a Dream of You*, *Dear*; *Meet Me Tonight in Dreamland*, *Can't You Hear Me Callin' Caroline*, *On the Banks of the Washash*, *Way Down Home* and *When You Were Sweet Sixteen*. Barber shop figures and face photos of the freres grace the cover design, with an accompanying four-page folder providing an elaborate success story of the singing group.

PETE JOHNSON'S HOUSEWARMIN'
(National 1001)

The label's first album, something new had been added for the needling. Each of the jazz stars introduces himself to start off the side featuring his efforts. But while the dialog provides continuity to the cuttings in carrying out a *Housewarmin'* idea, the novelty adds nothing to the musical interests that follow. Pete Johnson introduces himself with his *Pete's Lonesome Blues*. And as all the other eight sides, improvises on a traditional blues theme. But this is far from being Pete's party, for each side spotlights the instrumental efforts of another—altho it makes for major disappointment for the disk fans expecting to find a piano concert which Johnson could easily carry in a set of his own. *Pete's Housewarmin'*, package's title tune, has the entire ensemble jumping out on a blues riff. And in progression, it's the skin-beating of J. C. Heard for *Mr. Drum Meets Mr. Piano*; J. C. Higginbotham's lively trombone slides for *J. C. From K. C.*; the earthy blues blowing of the trumpet of Hot Lips Page for *Page Mr. Trumpet*; the solo efforts of bassist Al Hall and Jimmy Shirley's guitar for *Mutiny in the Doghouse*; Ben Webster's tenor sax smoke for *Ben Rides Out*, and a slow blues kick from the clarinet of Albert Nicholas for *Mr. Clarinet Knocks Twice*. Plenty of musical meat here for the hot jazz fans. Silhouette figure of the "jivin' all stars" makes for an attractive outside cover, with the inside jacket introducing in print each swingster embellished by Johnson's picture.

RECORD REVIEWS

(Continued from page 32)

PAUL WESTON ORK WITH MATT DENNIS VOCAL (Capitol 285)

Just Squeeze Me—FT; V.
Ole Buttermilk Sky—FT; V.

Nothing noteworthy here with the possible exception of Paul Weston's arranging. Plattery's new word warbler, Matt Dennis, fails to impress on either side. Lad's ho-hum styling of *Squeeze Me* makes it a boresome ballad, despite Weston's orchestral efforts. Voicer fares no better with the pic tune (from Universal's *Canyon Passage*) on the reverse. Here, however, a swiny beat and bright arrangement help some. A couple of flashes from the brass section inject a little much-needed spice.

Couplet will have to rely on pic tune "Buttermilk" to curdle some coinage.

BOBBY SHERWOOD (Capitol 286)
'Least That's My Opinion—FT; V.
Sherwood Forest—FT.

Ranking with the best Bobby Sherwood has produced on wax, maestro adds greatly to his stature with these sides. It's a contagious rock and roll beat for *Opinion* (from Broadway's *St. Louis Woman*) with the full band biting in occasionally to provide the rhythmic punctuation. Maestro warbles the words in rhythm spiritual style adding to the side's flavor. Flip is a highly interesting slice of jazz modernism. A Sherwood original, it achieves unique effects thru full stops and harmonic and instrumental combinations. Kicking off a moderate four-quarter tempo, it builds to a frenzied double-time finish. By far one of the most striking instrumental offerings to hit wax in some time, it not only reveals refreshing originality on the part of the maestro, but the capabilities of his crew.

Chalk up both of these sides as phono winners.

SKITCH HENDERSON (Capitol 287)

Five Minutes More—FT; V.
You'll See What a Kiss Can Do—FT; V.

Picking on one of the Honor Roll of Hits toppers, Skitch Henderson's Steinway shares the spotlight with vocalist Ray Kelloff of an easy-to-take version of *Five Minutes More*. In its favor: Maestro's piano pleasantries, a danceable beat, okay ballading. Whether these qualifications are sufficient to cope with the competition (chiefly from Frank Sinatra's etching which already has a head start plus the Tex Beneke-Glenn Miller ork's version) seems doubtful. Flip fares better. There's more ivory work to appeal to the ballading.

Late in coming, "Five Minutes More" may draw some takers, with ops having to bank on the reverse catching on.

COOTIE WILLIAMS (Capitol 289)

Wrong Neighborhood—FT; V.
Let's Do the Whole Thing or Nothing at All—FT; V.

With Williams's trumpet growling in the low-down groove, Bob Merrell shouts blues in a righteous manner for *Wrong Neighborhood*. More interesting is the contagious flip with the maestro laying aside his trumpet to give the wordage a rhythmic twist. His horn generates plenty of heat between choruses, with the crew riding it solid.

Cootie Williams fans will get their bigger kicks out of "The Whole Thing."

HAL DERWIN (Capitol 288)

I Guess I'll Get the Papers and Go Home—FT; V.
The Old Lamplighter—FT; V.

Making his initial bow for this label, voicer Hal Derwin pours plenty of romantic appeal into the lyrics as he convincingly peddles *Papers*. His sugar-coated pipes are suitably framed in Frank De Vol's violin and heavy ork setting. There's an added dose of sweet stuff to the nostalgic

backside as Derwin lullabys to win. A new melodic dedication to the *Old Lamplighter*, ork's clever backing helps make Derwin's fine vocal count for even more. De Vol achieves an ethereal effect by having his fiddles sustain high-pitched bowing as a background to staccato saxes.

With the hit-headed topside taking initial plays and a flip that holds plenty of nickle appeal, couplet comes up a twin-winner.

MERLE TRAVIS (Capitol 290)

Divorce Me C.O.D.—FT; V.
Missouri—FT; V.

With squeeze box and guitars providing the bright outdoor setting, its a play on the alphabet as the cowboy offers his two-timing gal her freedom P. D. Q. via C. O. D. Reverse, dealing with memories of *Missouri* is weak in both lyrics and melody and doesn't stack up to the topside.

"C.O.D." is the better bet for cash delivery in rural jukeboxes.

CAMILO LENTINI (Pan-American 059, 062)

Bem-Te-Vi-Atrevido—FT.
Ba-Tu-Ca-Da—FT.
Maria Mia—FT.
La Compasa—FT.

A new ork for the whirling wax, there's plenty of south-of-the-border flash to the spinning of these all-instrumentals. It's unpretentious authentic Latin music making, with arrangements emphasizing fiddles, vibes and guitars. *Atrevido* and its mate are in bright samba mold, with *Maria* and *Compasa* taking the rumba pulse.

Mostly for the border trade, disks may cash in wherever Latin bug victims congregate.

JESSE PRICE (Capitol 295)

Kansas City Mama—FT; V.
You Satisfy—FT.

Aiming directly at the race biz for the first time, waxery intros Kansas City's drummerman-chanter Jesse Price. With a small jazz group for the backing and with Price setting the beats, he turns in a righteous session of blues shouting for both faces. Preferred play goes to his rough styling of *You Satisfy*.

You Satisfy will satisfy race phono fans.

ANDY RUSSELL (Capitol 291)

If You Were There—FT; V.
This Is the Night—FT; V.

Falling easily on the lobes, Andy Russell puts the accent on romantic persuasion to make these sides drip with sentimentality. His dreamy and relaxed word slinging for *If You Were There* finds appropriate setting in the Carl Kress ork's soft strings and tinkling celeste. With a touch of the *Beguine* beat, Russell effortlessly slurs thru mike-clinging vocal on the backside.

Sides will have to rely mostly on the Russell tag.

JO STAFFORD (Capitol 297)

You Keep Coming Back Like a Song—FT; V.
The Things We Did Last Summer—FT; V.

With Jo Stafford riding the crest, this entry in the platter sweepstakes is bound to be in the money. It's a twin-winner, as the charmer picks on two of the season's best bets and sells them in top Stafford manner. *You Keep Coming Back*, from Bing Crosby's *Blue Skies* pic, is written in the typical Irving Berlin tradition. Reverse is a beaut ballad from the Sammy Cahn-Jule Styne hit tune-mill, full of that nostalgic stuff that's right up Miss Jo's alley. With the beat slow on both faces, Paul Weston provides a full-bodied ork accompaniment to heighten the romantic moods established by the songbird.

Clear the coin tracks for a double-header.

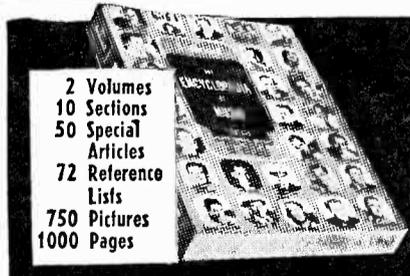
\$1,000.00 REWARD

FOR INFORMATION LEADING TO THE ARREST AND CONVICTION OF THE PARTY THAT STOLE THE FOLLOWING JUKE BOXES IN SOUTH BEND, IND., AUG. 29TH & SEPT. 8TH:
SEEBURG VOGUE, SERIAL #61864
SEEBURG 8800, RCEC, SERIAL #93742
SEEBURG VOGUE, SERIAL #70925
ROCK-OLA DELUXE, 1939, SERIAL #48808

BOXWELL MERCHANDISING CO.

1158 E. CALVERT ST. SOUTH BEND 14, IND.

The Billboard 1946-'47
**ENCYCLOPEDIA
OF MUSIC**
... now in preparation



The Billboard
25 Opera Place
Cincinnati 1, Ohio

Please send ENCYCLOPEDIA OF MUSIC
for which I inclose \$5.00.

Name

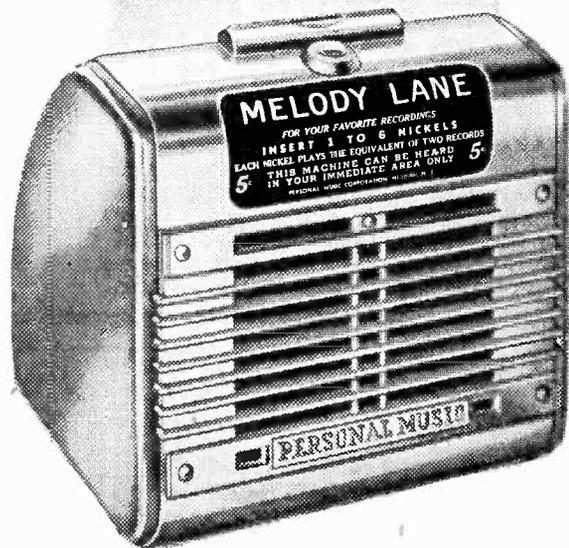
Address

City Zone State

*From one
Music Merchant
to Another...*

I'VE GOT A REAL MONEY-MAKER

**THE PERSONAL
MUSIC
BOX**



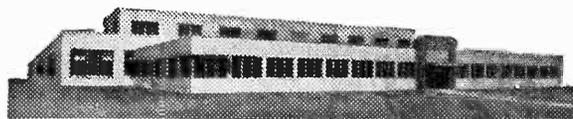
Here's the answer to the question,

"What's the Personal Music box got that makes it the sensation of the industry?"

- 1**—The Personal Music box is the finest experienced sound experts have ever built; they're proud of it. It is an integral part of a complete **Measured Music*** system of studio amplifiers, timing devices and master power supply units, especially designed to operate efficiently together to give you long-lived, dependable, high-fidelity music transmission.
- 2**—That old percentage-cut problem is out of the picture because a **Measured Music*** system pulls in more cash from your route—for you and the location owner. In each location there's a Personal Music box at every table and booth. Every customer pays for his own music because it can be heard only at the box where a coin has been dropped. That's personalized music, six minutes for a coin. So, from the same number of locations your profit is multiplied many times.
- 3**—The Personal Music box is good looking; patrons are attracted by the shiny chrome boxes with softly lighted plastic grilles. Music is perfectly amplified and accurately reproduced. Location owners like the boxes because they take so little space; they're easy to keep clean—no angles and gadgets to trap the dirt.

*Follow the smart music merchants and cash in on the bigger-profit **Measured Music*** system. Write our nearest distributor or directly to us for detailed information today.*

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PERSONAL MUSIC CORPORATION

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Telephone Bigelow 8-2200

*Reg. Trade Mark



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Money-Maker
on Location Today!

AMI

Automatic Hostess
TELEPHONE MUSIC

Here's a top profit producer—because of its fine tone quality—because of the personal contact of player with hostess—because of 2,000 or more selections—GET LOCATIONS AND KEEP THEM with AUTOMATIC HOSTESS.

Available for Immediate Delivery.

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E & W

DISTRIBUTING CO.

Cleveland, Ohio

In Northwestern Ohio

TOLEDO COIN MACHINE CO.

813 Summit St. Toledo

In Central Ohio

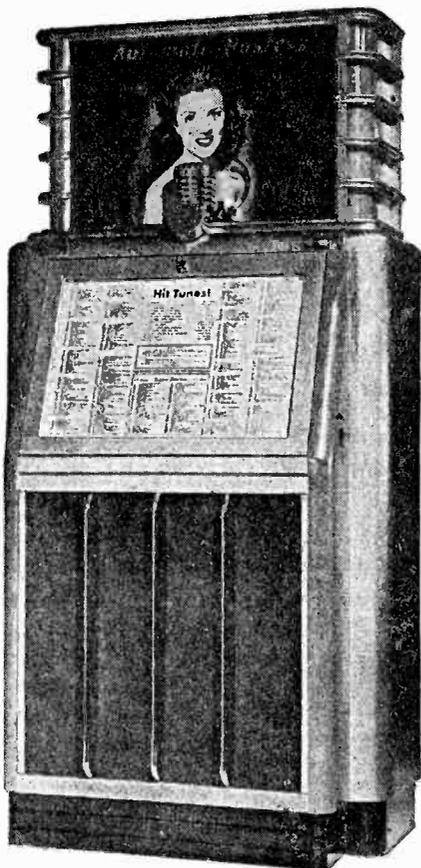
CENTRAL OHIO COIN MACHINE EXCHANGE

185 E. Town Columbus

In Southern Ohio

T. & L. DISTRIBUTING CO.

1424 Central Parkway Cincinnati



E & W DISTRIBUTING CO.
1642 PAYNE AVE. — CLEVELAND 14, OHIO

MOASC Holds Final Meet;
Form New Operator Group

LOS ANGELES, Sept. 21.—Managing Director Jay Bullock began the last meeting of the Music Operators' Association of Southern California, held recently at North Star Auditorium here, with a summary of the association's financial condition. A list of new and available locations was read to the assemblage, also equipment offered for sale by members.

It was noted by Bullock that certain Eastern record companies were sending poor and broken disks C.O.D. to local operators who had not ordered the records. Members were warned of this practice.

Bullock took the floor and gave a lengthy talk recording the local union picture. He stated that a spokesman who talked in favor of affiliation with AFL teamsters at the last previous meeting, spoke without authority. Bullock made comments on the background of the music machine business, percentages, future, reminiscences and thoughts of coming associational problems. He presented a different approach to basic union facts than had been done by the spokesman, and claimed that after two lengthy discussions since the last meeting, in private with union business agents, he had decided in favor of the association joining the local AFL teamsters group.

Form New Group

Bullock revealed he had decided the present MOASC could offer no inducements or beneficial results to juke operators and, therefore, on September 6 he had formed a new association, to be known as Southern California Automatic Music Operators' Association. He said he had formed this new association with plans for it to affiliate with the Teamster's union.

Bullock's actions and remarks dropped a bombshell into the meeting. A fiery session of pros and cons ensued, after which Bullock called for a motion to disband the present MOASC and make its members in good standing available for membership in the new SCAMOA. After Bullock's comments, this motion was carried. He then called for a motion for the new organization to immedi-

ately affiliate with the local AFL teamsters union, as in his opinion the union methods which would then become available would afford the best way for local juke operators to earn a decent living. This motion was carried by a two-thirds majority of the members who voted.

Officers of the new association who had been elected at closed session September 6, took over the remainder of the meeting. Officers include G. M. Arraj, president; A. J. Huntsman, vice-president; E. J. Bullock, secretary-treasurer; W. L. Lee, chairman of the board, and K. L. Spalding, J. P. Ley and H. G. Sherry, board members.

Meeting was adjourned after Bullock was appointed to carry out negotiations with union officials.

BEST VALUES IN PHONOGRAPHS

WURLITZERS

- 1 616 Revamp \$225.00
- 5 42-24 (Rev.) 340.00
- 5 42-600 (Rev.) 400.00

SEEBURGS

- 1 Hi-Tone 8200, RCES . . . \$525.00
- 1/3 Deposit With Order.

BORO AUTOMATIC MUSIC CORP.

1505 Coney Island Ave.
Brooklyn 30, N. Y.

WURLITZER - SEEBURG - ROCK-OLA
MOTORS
REPAIRED \$5.00
10 DAYS SERVICE
SHIP TO US EXPRESS PREPAID
BLISS & SAGE
ELECTRICAL COMPANY
FOR OVER FIFTY YEARS
804-810 MAIN ST., MALDEN, MASS.

PHONOGRAPH ROUTE
FOR SALE

Miami and Miami Beach, Fla.

- | | |
|-----------------|-----------------------|
| 3 New Seeburgs | 2 850 Wurlitzer |
| 1 New Rock-Ola | 4 500 Wurlitzer |
| 3 700 Wurlitzer | 4 412 Wurlitzer |
| 2 800 Wurlitzer | 3 '41 Counter Wurl. |
| 1 780 Wurlitzer | 3 Seeburg Envoy, R.C. |
| 1 750 Wurlitzer | |

Wireless Wall Boxes, Speakers, Records, Etc.
Present Net Income During Slow Season \$350.
Selling Price—Complete Route—\$22,000.

American Vending Co.
810 5th St. MIAMI BEACH, FLA.

- | | |
|---------------------------------|---------------|
| 2 750E | \$625.00 Each |
| 2 780E | 600.00 Each |
| 5 600K | 379.00 Each |
| 3 500 | 379.00 Each |
| 5 616 Lite Up | 205.00 Each |
| 3 412 | 150.00 Each |
| 1 9800, E.S.R.C. | 550.00 |
| 2 Classic, R.C. | 450.00 Each |
| 1 Seeburg '12 Lite Up | 125.00 |
| 5 Packard Boxes | 20.00 Each |
| 5 Sweet Music Boxes | 15.00 Each |

One-Half Down.
DADE COUNTY AMUSEMENT, INC.
7316 N. E. 2nd Ave. MIAMI, FLORIDA
Phone 78-6813

PHONOGRAPHS
READY TO GO

Wurlitzer 412, \$125; 600K with 30-Wire Adapter and 6 Buckley Boxes, \$475; 500K with Adapter and 6 Buckley Boxes, \$495; Rock-Ola '39 Standard, \$350; De Luxe, \$360; Windsor, \$295; Monarch, \$325; Imperial 20, \$245; Gabel 18, \$75. Also several Pinballs, Consoles and Slots. Send deposit.

RADIO & ELECTRIC SERVICE
BOX 400 DOUGLAS, WYO.

NAMM Schedules '47
Convention in June
At Chi Palmer House

CHICAGO, Sept. 21.—National Association of Music Merchants will hold its 1947 convention here June 1 thru June 5 at the Palmer House, it was announced last week by William A. Mills, executive secretary.

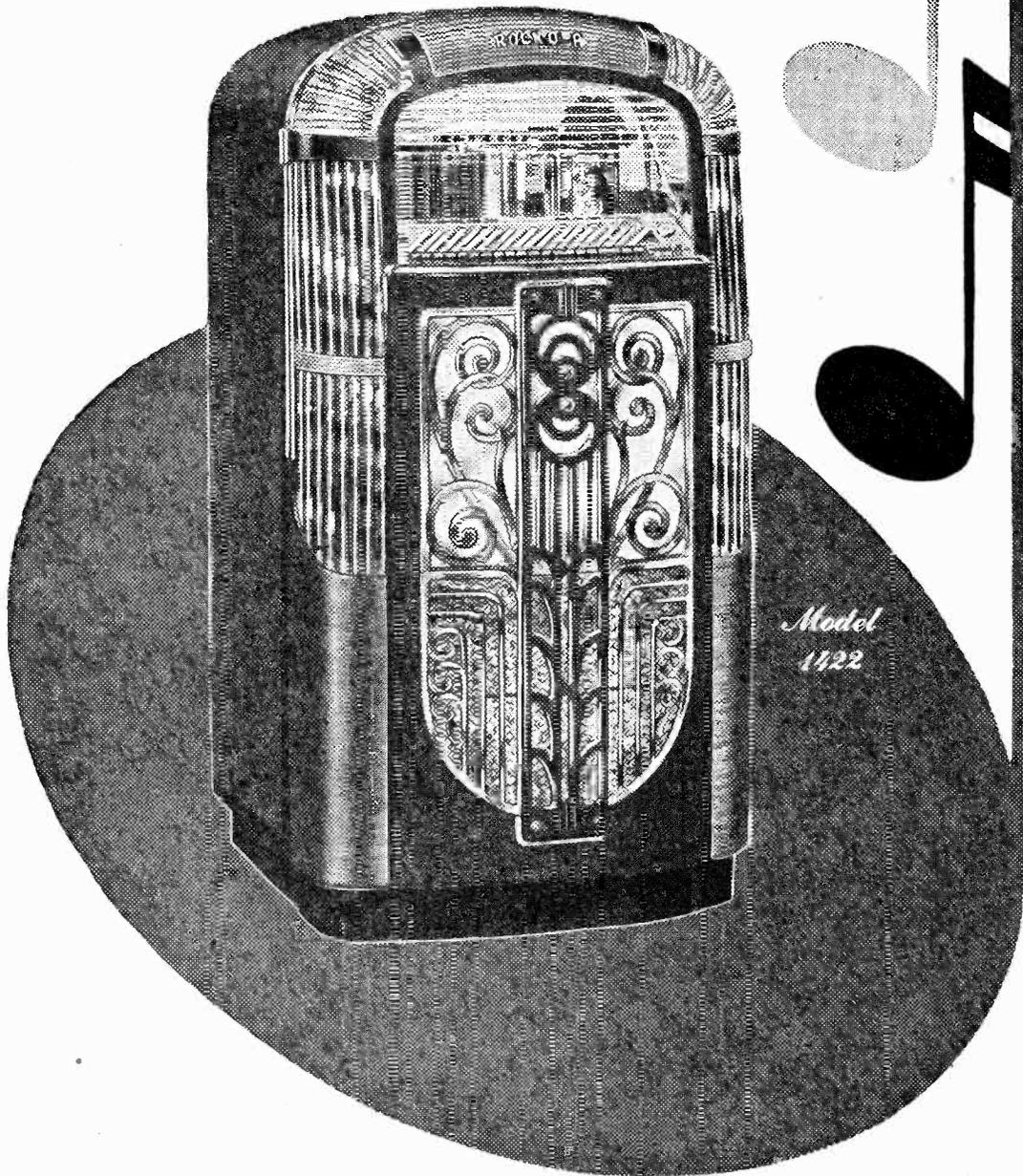
Executive committee of the organization had also been considering New York as the convention city next year, but Chicago was chosen because it offered the best hotel accommodations during the dates scheduled for the conclave.

According to Mills, who has been making arrangements thru the Chicago Convention Bureau, association has been assured a minimum of 2,000 rooms at the Palmer House and the Stevens Hotel. Mills said he hoped to acquire additional reservations at other loop hotels.

The 1946 convention, which ran concurrently with the furniture show, resulted in a room shortage which caused association members to seek rooms as far off as Milwaukee, South Bend and western suburban towns.

ROCKOLA

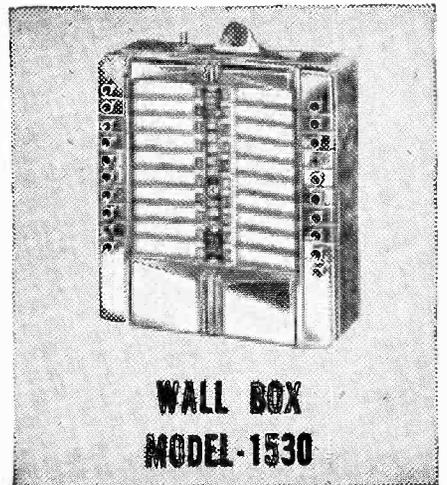
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TOP PHONOGRAPH
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Model 1122



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**WALL BOX
MODEL-1530**

USED RECORDS

OFF JUKE BOXES

POPULAR—HILLBILLY—RACE

We Will Ship the Record Type You Specify.

10¢ Each

Minimum Shipment 100 Records

Write for Details

BOX D-193

c/o Billboard, Cincinnati 1, Ohio

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

Back to WWVA

On September 28, Shorty Fincher and His Prairie Pals, with their big show which includes Rawhide, comedian, and Lonesome Valley Sallie, will return to WWVA, W. Va., after an absence of several years. They will start out on p.a.'s October 15 and are booked solid already. Shorty and his group have been on WORK, York, Pa., and WDEL, Wilmington, Del., since leaving WWVA.

Lew Childre, the Boy from Alabama, has returned to WSM, Nashville, after an extended sailboat trip to the Florida Keys. Lew reports a swell tan and he and his partner caught a lot of fish.

Curly Miller and His Plough Boys have been on a WLS tour and have been having a large attendance on their shows.

Ed Moose and His South Mountain Rangers, played their last show on WWVA, Richmond, Va., September 15. His plans are not known at present.

Cliff Rodgers, announcer-entertainer, heard over WHKK, Akron, first started in radio when he was in high school. A friend fixed up the audition for him and he was immediately put on a program where he sang and played the guitar.

When Cliff was in the army he was in Special Service and had his own show which traveled for 21 months in England, France and Germany, and a couple of months in Austria. The show featured Bob Wills and Jimmie Wakely; Red Bennett, accordion, formerly with the Westerners of WLS; Woodie Applewhite, violin, formerly with the Beverly Hillbillies; Don Martin, bass, from Philadelphia, and Bob Anderson, comic and tap dancer from Akron, and Cliff.

It was broadcast over the American Forces Network in France three times a week—half hour shows. Cliff wrote, directed, produced and emceed. He now has two half-hour Western and folk song recorded programs over WHKK daily.

Doolittle Rodeo

Tim Doolittle, now operating Pine Lodge near Brighton, Mich., recently

brought his hillbilly band to Dearborn for the 10-day rodeo sponsored by the Junior Chamber of Commerce. Smilin' Red, vocalist with Doolittle's outfit, entertained rodeo entrants after performances in the corral with an impromptu concert.

Christian C. Sanderson and His Country Band will round out three straight years of uninterrupted personal appearances at the USO Center in the Central YMCA, Philadelphia, September 23.

During the three years, Sanderson's band has played every Monday night for USO dances at the Philly Y, attracting a large following. This summer, the dances were moved to the Y rooftop, and were more popular than ever, despite the gradual dwindling in numbers of men in uniform. USO appears destined to operate indefinitely, and Sanderson is planning to continue engagements on the same schedule.

In addition to USO dances, Sanderson plays numerous public and private dances, parties, picnics, theaters and parks. Always booked far ahead, the band is committed to a busy fall and winter program, with 150 engagements charted between now and April 1 of next year.

Sanderson is regarded locally as the impresario of folk music in this region. He caters mostly to rustic and rural entertainment spots, but occasionally invades city scenes, as the time last winter when his band put on a square dance in one of Philadelphia's swankiest hotels for members of the Philadelphia Orchestra. Last spring, the band won recognition at the National Folk Festival in Cleveland.

Lewis to KFRE

Ford Lewis, the Wonder Valley Cowboy, is heard five time weekly over KFRE, Fresno, Calif. Fred is also appearing as a special intermission feature at the Barn, in Fresno. Curly Roberts's Rangers appear as a regular feature at the Barn each Wednesday and Saturday.

Bob Wayne, formerly with Les Anderson's Wranglers, is on his own and has come up with two programs weekly over KARM, Fresno.

Bob Jones's Harmony Boys, who confine most of their singing to religious songs, now have seven programs weekly over KARM. The boys also tour the San Joaquin Valley, singing for churches and schools. This type of singing is becoming increasingly popular in the Valley and Bob is planning a song festival to be held soon.

Texas News

Joe Erwin, representing Don Westons Silver Spur recordings, was in Dallas for a few days visiting juke box operators and American folk artists pushing Don's newest tunes.

Fred Stryker, of Fairview Music, spent a few days in Dallas, representing the Jimmy Wakely firm. He covered the Lone Star State thoroly, and has Texas Tornado and Blue Blue Eyes well established as a favorite with the listeners.

Interstate Theaters has booked Tex Ritter, Slim Andrews and Cannon Ball Baker, who play in Pals of the Prairie, for an eight-week tour of the larger cities. The final day in each town, he is holding a contest, and the winner is to receive an all-expense trip to Dallas and a guest spot on the Hillbilly Hit Parade, with a possibility of a network show, if he, or she, shows promise. Interstate is issuing lobbys, billboards and trailers to promote Tex's appearance, and the hillbilly Western contest.

Harmy Smith, of KWKH, Shreveport, La., was in Dallas for a few days

Leo Dixon Buys Manhattan Co. From Margolin

NEW YORK, Sept. 21.—Manhattan Phonograph Company here was sold Tuesday (17) to Leo Dixon, Cleveland distributor and association leader. Announcement of the sale was made when Dixon came to New York.

Dixon stated that Manhattan will shortly launch an extensive advertising and promotion campaign, and that the firm has outlines for an expansion program.

Manhattan Phonograph was formerly owned by Dave Margolin, who was distributor for Aireon Manufacturing Corporation. Margolin, well known to the trade nationally, sold his distributing business to devote his entire time to Marbek, Inc., a plastics firm which he heads.

Dixon, whose Triangle Distributing firm, Cleveland, is a well-known name to coinmen, has been a leader in Ohio and Cleveland association work. He helped found the Phonograph Owners' Association there and as president, has since helped shape the group's policies and activities.

visiting friends and is set for another Victor recording session in October.

Ted Daffan and His Texans have opened at the Beaver Club, on the Jacksboro Highway, out of Fort Worth, for an extended engagement.

Irving Siegel, entertainer and songwriter of folk tunes, is currently featured with his accordion in a Miami night club musical revue.

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS \$\$\$\$ INTO CASH \$\$\$\$

WRITE, CALL OR JUST SHIP TO . . .

NATHAN MUCHNICK

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WILL PICK UP WITHIN 100 MILE RADIUS.

HARD TO GET PARTS MAIN FIBRE GEARS

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- Wurlitzer Counter Model Fibre Gears for \$4.00
- Wurlitzer 41, 61, 71 1.50
- Steel Worms for Turntable Gears 1.25
- Steel Worms for Main Fibre Gears 1.25
- Turntable Bushings 1.00
- Copper Contacts for Magazine Switch, 1 Doz. 1.50

Distributors and Jobbers, write for quantity price list.

James Clement Mfg. & Coin Machine Parts

948 W. Russell St. Phila. 40, Pa.

WANTED MILLS THRONES—EMPRESS

Send Us Description and Price.

ACE NOVELTY

Spencer, Wis.

GENUINE FIBER MAIN GEARS FOR SEEBURG AND WURLITZERS

(Less Steel Hub)

SAMPLE, \$3.95. LOTS OF 10, \$3.50 Ea. QUANTITY PRICE, \$3.00 Ea.

Factory Guaranteed Against Defective Workmanship and Materials.

CASTORS

Heavy Duty Replacement Set of 4 \$1.60

VOLUME CONTROL KEYS Pkg. of 24 \$1.00

Pkg. of 100 3.00

PICK-UP COILS

For Seeburg except 8800, 9800. Each \$1.50.

Quantity Prices to Distributors and Jobbers

Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Los Angeles.

E. T. MAPE DISTRIBUTING CO., INC.

1701 W. Pico Blvd. Los Angeles 15, Calif. Phone: Drexel 2341

21 N. Aurora St. Stockton, Calif. Phone 7-7903

284 Turk Street San Francisco 2, Calif. Phone: Prospect 2700

PICKUP REPACK RUBBER

Pkg., 20 Sq. Inches \$1.00

PLASTIC (60 Gauge)

20x50 Inch Sheet \$10.00

Cut to Size, 2¢ Per Sq. Inch.

UNIVERSAL AMPLIFIERS

A necessity for every operator as a spare while making phonograph repairs! Fits all Wurlitzers, Rock-Olas and Seeburgs (except High Tones). Complete with volume and tone control, tubes and switch. Fine tone quality.

\$45.00 Each

RECONSTRUCTED USED GAMES

READY FOR LOCATION

FIVE BALL FREE PLAY

- Victory \$75.00
- Sports Parade 50.00
- Knockout 95.00
- Air Circus 95.00
- School Days \$45.00
- Double Play 50.00
- Topic 65.00
- Stratoliner 45.00
- Crossline \$ 60.00
- Super Skee-Roll 250.00

1/2 Deposit, Balance C. O. D.

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BUFFALO 13, N. Y.

FOR SALE

- Rock-Ola Twin Twelve 24 Record (in New Steel Cabinet) \$245.00
- Wurlitzer Model 71 with Stand 195.00
- Packard Boxes (Like New) 27.50
- Rock-Ola Bar Boxes, 5 15.00
- Stage Door Canteens, Brand New 225.00
- Score-a-Barrels Write
- Lite-League Write

PACKARD DISTRIBUTING CO.

534 N. 9th Street Milwaukee 3, Wis.

RECORD TRAYS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS

3208 Jackson St., Amarillo, Texas

WILL PAY CASH

- Wurlitzer 41 Counter Model \$140.00
- Wurlitzer 71 Counter Model 190.00
- Wurlitzer 81 Counter Model 190.00

Machines A-1 condition, to be shipped C. O. D., open for buyer's inspection. Will send deposit for shipping cost one way, will pick up machines in Ohio.

BOX D-314, c/o Billboard, Cincinnati 1, O.

Solotone

THE SERVICEMAN'S DREAM!

The illustration shows a man in a military-style uniform standing at a desk. On the desk is a small Solotone speaker with sound waves emanating from it. A musical note symbol is floating above the man's head. In the foreground, a large Solotone speaker is shown, featuring a prominent grille and a label that reads "POPULAR RECORDINGS" and "LEGAL 25¢ FULL RECORD FOR EACH OF 100¢". Below the speaker is a black banner with the Solotone logo in white script.

Ask your own serviceman what he thinks of the way Solotone is built. He'll tell you that Solotone is built to last without a lot of fancy-fixing.

The box is die cast—it can't warp or dent or spring apart. Inside, too, has been designed by men who know the business. Husky parts, simple mechanism, foolproof action.

All this adds up to lifetime, trouble-free service in every Solotone box that will continue to pay you dividends long after you have written off the equipment.

SOLOTONE CORPORATION

2313 W. PICO BLVD.
LOS ANGELES 6, CALIF.

Frank Kleaver Doffs Khaki, Plans Return To N. J. Coin Route

NEW YORK, Sept. 21.—Master Sergeant Franklin L. Kleaver, pre-war juke box and pinball machine operator in New Jersey, has returned to the U. S. and is awaiting discharge.

Serving in seven campaigns and holder of the Silver Star Medal, Bronze Star Medal with Cluster, Presidential Unit Ribbon, Good Conduct Medal, five overseas bars and the Expert Infantry Badge, Kleaver saw service in Italy, France and Germany.

Kleaver was awarded the Silver Star Medal for saving the lives of two of his men while retreating in Italy. He plans to enter the operator end of the coin machine business after "taking it easy" for three or four weeks. His home is in Deerfield, N. J.

Postpone Show for Electronics to '47

NEW YORK, Sept. 21.—National Electronic Radio and Television Exhibition has been postponed until the early part of 1947, it was revealed this week. The show had been scheduled for October 14-19 at the Grand Central Palace here. Cancellation was blamed on production difficulties caused by shortages and strikes.

It was hinted that lack of interest by one of the larger radio manufacturers had much to do with the changed plans. At least 75 per cent of the floor space had already been sold, it was reported.

C. Lichtman Plugs Disks in Paintings

NEW YORK, Sept. 21.—Display of Musicraft record promotion in painting on all three windows of the New York Distributing Company this week was announced by Charles Lichtman, distribution head here.

Lichtman, who claims it is the first display of its type, said that interior displays of records are now under consideration. The firm is planning an all-out record promotion and sales to juke box operators, according to Lichtman.

Keynote Jazzists To Go Commercial, Says Diskers' Harry Lim

CHICAGO, Sept. 21.—Keynote Records, till now a waxery devoted almost exclusively to jazz, is going commercial, seeking artists with more general appeal than the swing idiom provides, according to Harry Lim, Keynote recording supervisor, currently here to record George Barnes's sextet, heard regularly over ABC.

Lim said that Keynote feels its set-up demands a more varied group of artists, and he is prepared to scout L. A. area and even the hinterlands to obtain good musical outfits in the commercial vein. Lim said that he intends to have his catalog of jazz artists record more sweet ditties, like his *Once in a While*, by Benny Morton's trombone choir. Lim said side was originally recorded for a jazz catalog, but caught on well with general listeners.

Next stop on Lim's itinerary is

Elmer Butts Takes On K. C. Automatic Music-Game Routes

KANSAS CITY, Mo., Sept. 21.—Elmer Butts, former Lawrence, Kan., operator, has purchased the Automatic Music Company, 11 West Linwood, and its pinball, music and novelty game routes from Ransom Cleeton, it was announced here.

Routes, which were established since January by Cleeton, a former Kirksville, Mo., operator, all are located in Kansas City. Cleeton was said to have bought the Automatic Music name from A. H. Myers, who established the original firm, when Myers sold his equipment to Ace Music Company.

Butts, a navy veteran, has been out of the trade since he sold his routes at Lawrence when he entered the service.

Routes built up by Cleeton were said to be "about average size" in comparison with others in the city, but no figures were available on either the number of machines or the sale price. Locations are mostly taverns and restaurants, and the machines include a number of target games and arcade-type pieces as well as juke and pins.

Cleeton and his manager, Bill Hansen, both were reported going into the automobile business if their plans to obtain agencies work out. Hansen also just returned from the service, and Cleeton operated at Kirksville for five or six years before coming to Kansas City. Both plan to remain here.

L. A. where he will wax Juan Tizol, Clyde Hurley and Babe Russin, with picked band of all-stars.

FOR SALE

RECONDITIONED PHONOGRAPHS

(At Lowest Prices)

— Will Ship Anywhere —

12 Years of Operator Confidence.

Seeburg 9800, R.C.	\$495.00
Seeburg 8800, R.C.	495.00
Seeburg 8800, E.S.	450.00
Seeburg Commander	395.00
Seeburg Classic	345.00
Seeburg Vogue	335.00
Seeburg Mayfair	325.00
Seeburg Regal	300.00
Seeburg Factory R.C. Special	325.00
Seeburg Regal, Conversion	345.00
Rock-Ola Super. R.C.	425.00
Rock-Ola '39 Standard	295.00
Rock-Ola Imperial	195.00
Rock-Ola 12 Record	115.00
Wurlitzer 950	595.00
Wurlitzer 850	595.00
Wurlitzer 500	350.00
Wurlitzer 600R	349.50
Wurlitzer 800, Stepper, Adaptor, (2)	645.00
320 Boxes	195.00
Wurlitzer 24 Cellar Model	415.00
Wurlitzer Victory 500	425.00
Wurlitzer Victory 700	395.00
Wurlitzer Victory 24	225.00
Wurlitzer 616, Illuminated	195.00
Wurlitzer 412, Illuminated	149.50
Wurlitzer P-10	85.00
Wurlitzer 81 with Stand	245.00
Wurlitzer 71 with Stand	215.00
Mills Empress	275.00
Seeburg Bar Brackets	3.00
37 Snack 3-Column Nut Machines, 14	350.00
Stands	3.75
10,000 Title Strips	40% Discount.
All Tubes and Miniature Light Bulbs—	
	40% Discount.

Davis Distributing Corp.

Seeburg Factory Distributors
738 Erie Blvd., East 875 Main Street
Syracuse, New York Buffalo, New York

FOR SALE

One (1) 1946 ROCK-OLA Phonograph, cannot be told from brand new. Used very short time. Latest Model 5-1422, serial number 82761. Price \$800.00. Crated, ready to go.

Automatic Photos Co.

New Casino Park Virginia Beach, Va.

7c EACH

Any quantity—Used Juke Box Records.
We pay shipping charges.
Let Us Know What You Have.

FRANK SHELDON CO.

19 La Grange St. Boston 16, Mass.

ANALYZE! VISUALIZE! CAPITALIZE!

ANALYZE

the astounding profit records of Musicale locations.

VISUALIZE

music delivered privately to each booth and table in your locations through individual money taking speakers. Realize how this multiplies location revenue and customer approval. Recognize the terrific selling power of the exclusive announcement feature.

CAPITALIZE

on the profit potentialities of this revolutionary music system. Wire or telephone collect for exclusive franchise plan.

ESTERBROOK 4231
telotone corporation
Telephone Engineering CHICAGO, ILL.
500 N. PARKSIDE

MUSICALE

tells and sells!





WE HEAR

- It's an Operator's Dream
- It's a Poem of Simplicity
- It's America's "Mostest" Phonograph for the Money
- It's Even Better Than We Told The Boys It Would Be

It's the
PACKARD PLA-MOR
Model 400
Phonograph Hideaway

● That's what operators say—now. And they're using the Packard "400"—crazy about it—profiting by it—screaming their heads off for more. And that's all proof of a basic characteristic of all Packard Pla-Mor products. They are profit-engineered through the richest experience in the industry. They are conceived, designed, engineered and produced by the pioneers of the automatic music industry. And bigger things are coming. Packard Manufacturing Corporation, Indianapolis 7, Indiana.

Homer E. Caphart's
PACKARD
(PLA-MOR)

PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
 • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS
 • ACCESSORIES • 30-WIRE CABLE •

Packard K. C. School Draws Over 100 Ops

KANSAS CITY, Mo., Sept. 21.—More than 100 music operators from Kansas and Western Missouri made the trip here for the factory school on Packard music equipment conducted at Automatic Coin Machine Company, 13 West Linwood, Victor H. Roos, president, reported.

Kenneth Logan, factory representative from Indianapolis, and R. Q. Kramer of Oklahoma City, Midwest regional manager for Packard, led the discussions at the two-day meeting. E. H. "Jiggs" Hamilton, field sales representative for Automatic, and W. C. Comer, Jr., service manager, also were present.

Roos said that, in spite of the acute shortage of hotel rooms in Kansas City, he had little difficulty lining up rooms for the party. Mrs. Roos, who is vice-president and secretary of the company, was hostess to a number of wives who came along.

Give 10-Cent Boost To Musicraft Label

NEW YORK, Sept. 21.—Following the moves made by Victor, Capitol and Mercury, Musicraft Records announced this week, that effective October 1, the price of their 50-cent label will be upped 10 cents. Increasing costs was the reason given by Musicraft for the price boost.

No raise will be given the 75-cent label, Musicraft executives state. While no rise has been announced by Decca, some talent that has been recording on 50-cent labels are being switched to the 75-cent disks.

Brewing Company Salutes Coin Machine Industry on Air Show

PHILADELPHIA, Sept. 21.—The Adam Scheidt Brewing Company here, focusing the radio spotlight on industry and the contribution industry is making to the American way of life, paid tribute to the coin machine industry in its hour-long *Valley Forge Caravan* program on KYW, 50,000-watt NBC station. Donn Bennett, who conducts the *Caravan*, which features a salute to a different industry each evening, turned the radio spotlight on the coin machine industry last Thursday. And for the period from 11:05 p.m. to 12:05 a.m., Bennett interspersed his playing of recorded music with a glowing description of the coin machine industry.

Apart from the industry's promise for an even more brilliant future, and its ability to supply the wants of America and to employ her people, Bennett traced the industry from its very beginnings. Significantly, he placed special emphasis on the coin machines' efforts during the war, both from the standpoint of war material production and in helping to bolster the morale of both civilians and those in uniform. Singled out for special mention were David G. Rockola and H. J. Meyn, president and treasurer, respectively, of the Rock-Ola Manufacturing Company.

Finest in World.

Bennett, in his commentary, told of the promise vending machines hold for the future, as well as relating the important part played by music machines in fostering musical America. "For five cents, a juke box patron commands the finest music and artists in the world" was a catch-phrase

Bennett used continually during his broadcast.

"The *Valley Forge Caravan* tonight salutes the coin machine industry," is the manner in which Bennett started off his program, the first time that a local program has singled out the industry for special tribute. "And this is certainly one of the highlights of the *Caravan* tour. For with this 1,279th broadcast, we honor that industry that serves young and old alike with the music they enjoy for a 'nickel a throw' the world over.

Began 200 B. C.

"We happily salute our hosts, President David G. Rockola and Treasurer H. J. Meyn, of the Rock-Ola Manufacturing Company of Chicago," he continued. "From them, we learn that a long time ago, in about 200 B. C., a brilliant Chinese, Meng T'sien, invented the harpsichord, one of the earliest of all known musical instruments. Two thousand years later, Thomas Alva Edison invented the device to put T'sien's harpsichord notes on record for all the world to hear.

"The first coin-operated hand-wound phonograph was built by Thomas Edison and listeners heard its magical notes thru a stethoscope-like device similar to that which your favorite M. D. uses. Closely linked to the present day 'juke boxes' was the automatic piano featured in the ice cream parlors and taverns at the turn of the century.

"The modern juke box came into its own with the invention of the vacuum tube which permitted electrical amplification. In 10 years, the industry has made tremendous strides forward, employing all of the latest sound and electrical engineering developments in addition to pioneering in the usage of new materials such as plastic for decorative highlights.

"The automatic phonograph industry is proud of its war record in the manufacture of a wide variety of articles including whole units or parts for instruments, radar, carbine rifles, engines, shell fuses and ammunition components. Many a boy far from home discovered a link with home thru familiar juke boxes that were produced by the industry for use in post exchanges, canteens, servicemen's centers, Red Cross centers and hospitals the world over.

Looking Ahead

"The industry now looks forward confidently to the next decade with a program of products engineered on a precision basis that will advance the ideas of automatic phonograph music far beyond the dreams of the pioneers of this industry. And for this, we of the *Valley Forge Caravan* happily salute our hosts and the men and women of this industry thruout America, where for 5 cents, a nickel a throw, a juke box patron commands the finest music and artists in the world."

The Adam Scheidt Brewing Company, sponsoring the nightly program, created the *Caravan* program, with its salute to the industry feature, in the interest of its brand of Valley Forge beer. Bennett has conducted the program from its inception several years ago and is one of the most popular disk jockeys in local radio.

Advance Jaeger, Merrill

NEW YORK, Sept. 21.—C. P. Jaeger was elected vice-president in charge of sales and manufacturing, and Norman Morrill was named vice-president in charge of recording, at Audience Records, Inc., H. Paul Warwick, firm president, announced last week.

UNIVERSAL AMPLIFIERS

Model A - - - - \$54.50
Model B - - - - 74.50

TITLE SHEETS

Printed 2 Sides—Red Perforated
1,000 SHEETS (20,000 Strips), Price per 1,000 Sheets, \$5.00. Net Cost \$5.00.
5,000 SHEETS (100,000 Strips), Price per 1,000 Sheets, \$4.00. Net Cost \$20.00.
10,000 SHEETS (200,000 Strips), Price per 1,000 Sheets, \$3.50. Net Cost \$35.00.
25,000 SHEETS (500,000 Strips), Price per 1,000 Sheets, \$3.00. Net Cost \$75.00.

DISTRIBUTORS

SPECIAL LOW-COST DEAL

We have a special low-cost deal on the above based on quantity purchases. WRITE TODAY!

TERMS: Immediate shipment F.O.B. New York. 1/3 Deposit, Balance C. O. D. Shipments made by Railway Express unless otherwise instructed by you.

JAFCO, INC.

John A. Fitzgibbons, Pres.

453 West 47th St. New York 19, N. Y.
(Phone: OOlumbus 5-7998)

PHONOGRAPHS WANTED

We will pay cash for WURLITZER 500

.....\$200.00 Cash

SEEBURG REX

..... 125.00 Cash

Must be in good condition.

BYRON NOVELTY CO.
2045 Irving Park Rd., Chicago 18, Ill.

WE PAY 6c EACH

any amount for Used Records. Ship C. O. D., we pay the freight. Pack in small record boxes and then 4 or 5 of these in large box. Not more than 20% Hillbilly. Must have paper jackets on records. Ship by truck, third class.

SCHWARTZ MUSIC CO.
2117 So. Loomis St., CHICAGO, ILL.

OPERATORS, ATTENTION!

TOP PRICES PAID FOR USED RECORDS

SELL TO Chicago's Largest Distributors of Used Records. WRITE, CALL OR SHIP TO

USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 39, ILL.
Telephone: CAPitol 7852

FOR SALE JUST OFF LOCATION

1 Seeburg 8800 \$485.00
2 Wurlitzer 500 400.00
2 Seeburg Rex 195.00
2 Seeburg Crown 275.00
1 Seeburg K20 225.00
1 5c Chief Slot 100.00
1 Seeburg 12 Record 85.00
1/3 Deposit, Balance C. O. D.

LINCOLN MUSIC CO.
STANFORD, KY.

WOLVERINE BAR BRACKET

UNIVERSAL—FITS MOST ANY TYPE BOX

PRICE \$3.45 EACH

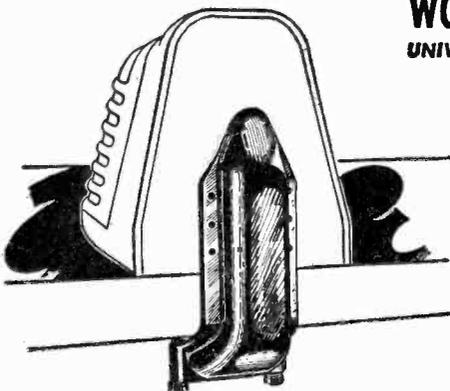
ITS ADVANTAGES:

No screw holes to mar counters, cable is hid from tampering, extra strong and light weight, made of aluminum, solidly mounted protecting back of box from hitting, ease of installation and neat appearance.

INSTALLATION:

Drill 3 or 4 small holes in back of box for small studs to go thru and screw into tapped holes in bracket, at same time drilling hole in back of box for cable, large studs tighten up under counter, drawing box solidly to counter.

WOLVERINE ENTERTAINERS, Inc.
88 Newberry St. Pontiac, Michigan
Phones 8550—2-8851
Quantity Prices for Distributors.



NOW DELIVERING

PACKARD PLAMOR HIDEAWAYS
PACKARD WALL BOXES • PACKARD SPEAKERS

And Other Accessories From Both Offices.

TWIN PORTS SALES CO.

230 LAKE AVE., SO. 2027 WASHINGTON AVE., SO.
DULUTH 2, MINN. MINNEAPOLIS 4, MINN.

WE BUY USED PHONO RECORDS

MERVIS TRUCKING CO. 7026 Lexington Ave.
(Express 4777) Cleveland 3, Ohio

ROUTE FOR SALE IN CENTRAL TEXAS

31 Seeburg and Wurlitzer Phonographs, 53 Wall Boxes, Parts, Speakers, Records, Tubes, Etc. Some 1946 Machines, Balance Refinished Like New. High Weekly Average. \$25,000.00. Write BOX D-311, The Billboard, Cincinnati 1, O.

New York:

Harry Berger is not satisfied with just the space in his new West Side Distributing Building, he has plans to lease a large plant in Brooklyn for an assembly line for the new Coin Diathermy Corporation machines. . . . Ben Palastrant, Eastern Aireon representative, is in town at the Edison Hotel.

Harry P. Schneider, partner with Charlie Lichtman in New York Distributing Company, plans to sever his connections about the first of the month and join Dave Stern's Seacoast Distributing Corporation. . . . Al Schlesinger, Square Amusement Company, is due in town soon to talk things over with Jack Fritzgibbon. Jack is breaking with his new Musical Minutes music boxes the first of the week.

J. L. Clarke, Norfolk, Va.; Jack Berger, Victory Games, Baltimore; H. Clare, Kingston, N. Y.; Tony Catanese, Lufford, N. Y.; Alfred Jordan, Australia; Joe Licare, Park Vending, Portchester, N. Y.; H. Margolis, Philadelphia; Abe Weiner, Beechville, Md.; Milton Green, Miami, and Red Eagen, Dallas, were some of the boys in town last week looking around.

Maurice Rood and Johnnie Halonka, Runyon Sales, New York, spent a few days last week visiting Dave Rosen's place in Philadelphia. Harry Rosen, who runs the record department there, played host to the boys. . . . Al Goldberg's wife, Ruth, is expecting any day now. . . . Barney Schlang, Automatic Music Operators' Association manager, states that tickets for the annual function at the Waldorf-Astoria Hotel are just about sold out. If you haven't a ticket yet better hurry.

Frank Calland, juke local 786 IBEW, has just returned from a three-week vacation in Los Angeles. . . . Sidney H. Levine, AMOA counsel; Mrs. Nan Levine, and Albert S. Denver, AMOA prexy, spent an evening. (See New York on page 120)

Corvallis, Ore.:

E. O. Heideman, juke and pinball op, says coinmen in Eugene, Ore., where a \$20 monthly city tax has been passed, have little to kick about: In Albany, Ore., the city tax is \$25 a month and in Corvallis, where there is no payback, the city takes a 15 per cent cut of the operator's gross. . . . Jack Campbell, pinball operator, doing all right.

Kansas City:

Tom Schwartz, of Shawnee Vending Company, and H. D. Wadleigh, of Wadleigh Music Company, both at Topeka, Kan., were in town on a buying trip. . . . H. W. Finch and P. R. Sheldon have teamed up in a music and pin game operating company at Herington, Kan., under the name Finch and Sheldon. They were pretty busy this week, what with a wedding to attend and overseeing the installation of a batch of new music equipment. . . . W. C. Comer Jr., ace serviceman for Automatic Coin Machine Company, made the trip to Herington to help with the installation.

Connor R. Wright, of Dodge City, Kan., was another visiting operator taking a whirl of the Heart of America coin trade. . . . Victor H. Roos, prexy at Automatic Coin Machine Company, is trying to figure out a way to take time off to make his annual pilgrimage to the land of walleyes in Canada with a side trip into the South Dakota pheasant country this fall. . . . E. H. (Jiggs) Hamilton, field representative. (See Kansas City on page 130)

Portland, Ore.:

Alton A. Moss, branch manager of Wolf Distributing Company, is busy as a bird dog, tidying up his place. He has invited 275 operators from Oregon and Idaho to a two-day instruction course in AMI phono construction and maintenance. But his biggest chore has resulted from the flood of requests for hotel reservations in this hotel-tight town.

COINMEN YOU KNOW

New Orleans:

Crescent City was the scene of a big juke deal when the Progressive Music Company sold its juke box route to the Crescent Music Company for a figure reputed to be in the six figure class. Dan Cohen, Progressive chief, says he will concentrate on the distribution and operation of cigarette venders. Crescent's George McQueen joined the operators' ranks during the war and was formerly a topflight emcee and operator of night spots.

Manager Nick Carbajal, of the newly opened Crown Novelty Company at Howard Avenue, has appointed Gus Lamana service manager and Al Morgan office manager. Crown's display room has a fine stock of new equipment and an attractive sign adorns the company's facade. . . . Operators were pleased with the recent visit of Dick Wheeler to Coin Row. He now operates Plantation Clubs in Houston and Dallas.

F. A. B. Distributing boss, F. A. Blalock, dashed up to Minnesota to catch the Wurlitzer meeting there. . . . Walther Brothers are tying in Harry James's visit with big displays at many of their locations. Walter Thorn continues to make friends for the firm with his amiable business handling.

New Aireon operators in Louisiana (See New Orleans on page 130)

Vancouver:

Johnnie Wong has opened a new juke box route centered mostly in Chinatown. Machines were purchased in Montreal and Toronto and are of the used variety. He operates under the name of Famous Music at 343 Cordova Street. . . . The Roxy Automatic Music Company thru Earl Beresford states it will be distributing AMI juke in British Columbia soon.

Local operators say they have been notified by RCA Victor Company that the firm will have available shortly a juke box for the Canadian trade. . . . Arcade operators, Galloway and Wakley, are forming a distributing company to handle pinball and other games in this territory.

Hugh Smith, of Smith Distributing Company, had a fine time fishing at Cross Lake, Minn., which was part of the schedule at a Wurlitzer dealer get-together there. . . . New Columbia disk dealer in Haney is J. A. Scott, of the Haney Music and Art Store.

Los Angeles:

George Burke and Ken Brown, co-owners of Coinmatic Distributors, have returned from their extended business trip in the East, where they were calling on manufacturers and suppliers, Preston Jarrell, coinmatic manager, is taking a well-deserved two-week vacation. Jarrell is fishing in Ensenada, Mexico, for a week, and will spend a second week resting at a friend's home near Del Mar. . . . Howard Krause, Enterprise Records, is touring the Eastern States on business.

Jack Leonard, head of Badger Sales Company's parts division, is busy entertaining some friends from Chicago. . . . Elky Ray, Gold Coast Coin Machine Exchange, is the father of a new daughter. . . . Bill Leuenhagen, of William H. Leuenhagen & Company, has been appointed distributor for Rhapsody Records. . . . Red Creswell, head mechanic for the Paul Laymon Company, is vacationing at Lake Tahoe. Recent callers at Laymon's showrooms include Dick Sharpe from Santa Ana; Art Sternall, La Mesa; Fred Allen, Bakersfield, and W. K. Vollner, El Centro.

Ray Powers, E. T. Mape's local manager, is vacationing for a couple of weeks. Powers will divide his time (See Los Angeles on page 122)

Indianapolis:

Body of Leslie Foddrill, mechanic for the Janes Music Company here, was found in an isolated spot under the Kentucky Avenue bridge at White River recently. He was the third bludgeoned victim in this section in five days. Foddrill apparently had been struck six or seven heavy blows with a blunt instrument. Police could discover no apparent motive for the killing.

Vernon Greene, district service manager, was a caller last week at the Southern Indiana Automatic Music Company. . . . Peter Stone, Indiana Automatic Sales Company, left recently on a sales trip thru Northern Indiana. . . . Harry Wey, of the Wey Music Company, Terre Haute, spent several days here buying new equipment.

Fred Flough of the Plymouth Novelty Company was another recent visitor. Others in town included Bob Hiatt, of Noblesville, and Dale Wiley, of Columbus.

Chicago:

Employees out at Buckley Manufacturing Company get a chance to enjoy their vacations all over again every Friday p.m. While they were encouraged to take pictures of scenes and sights they encountered. Many came back with sets of full-color pictures, beautiful and out of the ordinary. Every Friday, a set of these colored views is shown with a projector so that employees can enjoy scenes from all parts of the country.

Last week's pictures were taken by Bill Sconover. Lasting an hour, several hundred views in and near Reno, Lake Tahoe and the National Parks were shown. Speaking of vacations, Carl Maser, in charge of the firm's machine assembly department, just got back from a trip to the North Woods. Ray Parcon, purchasing agent, is now on his vacation, traveling by motorcycle. Envy of every other vacationer at the place is Lorraine Halama, clerk in the office, who boasts the deepest tan yet.

Visitors at Buckley this week included Recco Barbera and brother Bill from Indiana; H. E. Hill, of Mississippi; Tony Genna and family from Texas; W. W. McHenry, of Illinois; and Elmer Wolfe, Illinois operator. Les Purington, Southeastern salesman for the firm, was in and out of Chicago over the past week-end.

Monte West, AMI factory service engineer, made a quick stop-over at the home office here, en route from east to west coasts. Monte said his (See Chicago on page 128)

Twin Cities:

Archie LaBeau, of LaBeau Novelty Sales Company, reports business humming along at a quickened pace. He is receiving some juke from the factory, but nothing near what is needed and demanded by operators. . . . At Bush Distributing Company, Ted Bush is waiting patiently for workmen to complete installation of a new front on the building. The interior is just about complete and Bush has one of the finest establishments of its kind in the country, with plenty of space for display and storing of merchandise. . . . Dave Ziskin, of Silent Sales Company, reports opening of a new record department, with Marcella Eigenman in charge. The department was established to serve the needs of music operators.

Hy-G Amusement Company is busy trying to fill orders from its stock of merchandise, according to Jonas Bessler. But orders are coming in much faster than machines. . . . Operators report this territory suddenly has opened up for Skee-Ball type of machine which has regained its old popularity. (See Twin Cities on page 126)

Detroit:

Carl C. Oglesbee, of Dearborn, who entered the music machine business in 1937 and in recent years operated the famous Club Haymarket, died last week. His son, Cameron, survives to carry on. . . . Frank Matarranga has replaced Carlo Dei Liberto as partner in the Jay-Cee Music Company, with Raffaello Quasarano as senior partner. . . . Carl Angott reports that Angott Sales Company has opened a new branch store and office at 805 E. Genesee Street in Saginaw, Mich.

Back from a recent buying trip thru the State last week was Michael Weinberger, of the S. & W. Coin Machine Exchange. . . . Max Marston, heading the Marston Distributing Company, disclosed that the former McNichols Music Company has been dissolved and the Miami Distributing Company has dropped operations in the Detroit area.

Joseph and Jack Brilliant, partners in Brilliant Music Company, left for an extended visit to the Rock-Ola factory in Chicago. . . . Joe Frederick, arcade operator, returned to his home here last week after closing (See Detroit on page 124)



FIRST SERVICE SCHOOL sponsored by International Mutoscope has lively session at Jonas H. Bessler's Hy-G Amusement Company, of Minneapolis. Representatives both of the manufacturer of voice-o-graph machines and national distributor, Amalgamated Distributors Company, of Chicago, met with operators. Around the circle (left to right): Arthur Arpp, of Amalgamated; John and James McNeice, Minneapolis Rifle Sport; Gus Swenson, Detroit Lakes, Minn.; Kenneth Kattleson, Minneapolis; Alexander Lissiansky, of Mutoscope; Bessler; Ken Wilson, Amalgamated Distributors; Bill Lanzesero, of Mutoscope; Gilbert Curry, Sioux Falls, S. D.; Paul Geissinger, St. Paul; Wally Jones, of Hy-G.

Look To The **GENERAL** For **LEADERSHIP**

GENERAL HAS THEM

FOR IMMEDIATE DELIVERY



Electronic Phonographs and Accessories

"Years ahead" features! Unmatched play appeal and beauty. Has increased sales 55% to 110%. Exclusive in Maryland, District of Columbia, Northern Virginia, Southern Pennsylvania.

GOTTLIEB'S SUPERLINER

Super appeal . . . super design . . . super performance! Has the magic button that jet-propels earnings. Exclusive in Maryland, District of Columbia and Virginia.

GOTTLIEB'S DELUXE GRIP SCALE

Post-war version of an old reliable. Made since 1928. Built to last for years, with play appeal that will last forever! Exclusive in Maryland, District of Columbia and Virginia.

Established 1925

- **ABT CHALLENGER**
Army type pistol counter game. Challenges players' skill. Dependable, steady earning power.
- **BANK BALL**
Amusement Enterprises ski ball alley that's quick to click! Keeps the nickels flowing!
- **DAVAL'S MARVEL & AMERICAN EAGLE**
1c and 5c or non-coin operated. All with token payout and top play appeal.
- **DAVAL'S BUDDY**
1c cigarette reel counter game. New version of greatest game of its type ever made!
- **CHAMPION HOCKEY**
A 2-player-for-5c machine with simplified mechanism and top earning power.
- **JENNINGS STANDARD CHIEF**
and Super De Luxe Club Chief. Exclusive in Maryland.
- **EXHIBIT'S 'FAST BALL'**
- **GENCO'S 'WHIZZ'**
- **COIN-ARTS INDUSTRY'S SHINE-A-MINUT**
Growing Steadily Ever Since!

GENERAL Formerly The General Vending Service Co.
Vending Sales Corp.
306 N. GAY ST. ★ BALTIMORE, 2, MD

COINMEN YOU KNOW

New York:

(Continued from page 119)

ning at the House of Chan, Chinatown, before attending the juke box operators' premiere of the Jolson story at the Columbia Picture Studio here.

Others that attended the juke box operator showing of the pic included Jack Rubin, Barney Schlang, Ruth Nusebaum, Dorothy Wolk, Nat Goros, Lewis Herman, Sal Trella, Lew Hirsch, Willie Levy, Al Wolf and Joe Kochansky. . . . Charlie Aronson and Bill Alberg, Brooklyn Amusement Company, have just returned from a fast business trip to the coin machine capital, Chicago.

Willie Blatt, former New Yorker now living in Miami, and Dave Friedman, former New Yorker now living in Syracuse, were around town last week visiting old friends. . . . Frank Broccoli, Bradock Amusements, is ill at home. . . . Maurice Steiner, Steiner & Sons Amusements, is undergoing a 50-50 chance operation in a Cincinnati hospital. Sid Steiner claims that "pop" is in good health, and in spite of doctor predictions, expects to see Maurice at work within the next 30 days.

Records are starting to flow to Charlie Lichtman's establishment now and his new record department is expected to be opened by the time this reaches print. . . . Barney Berkens, AOAA secretary, is expected to undergo a minor operation this winter. . . . Mike Munves' new building front is claimed by operators to be one of the best on the Avenue.

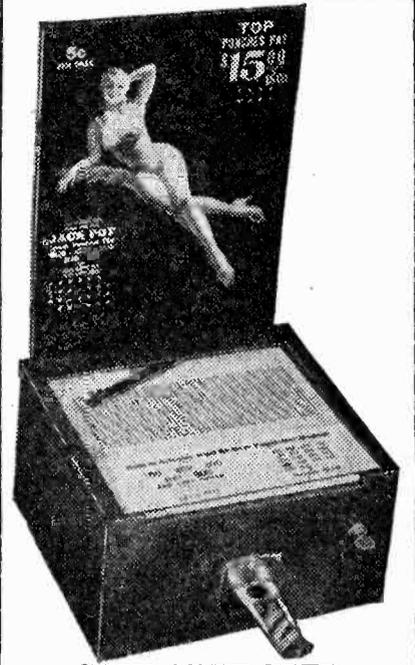
Several important reports are expected to be given at the next AMOA meeting September 24 at the Park Central Hotel by Al Denver and Sidney Levine. . . . A new juke box IBEW local is stated to be forming at the present time, with help from a couple of Tenth Avenue distributors.

Peter Sweda, Veteran Administration representative, is working with the Arcade Owners' Association with plans for starting a veterans' training program for mechanics in amusement arcades. . . . Ray Ventura, French orchestra leader with tie-ins with some French juke boxes, is in town. . . . New York arcade owners held a surprise party last Sunday (15) night for Al Meyers, Playland Arcade, Rockaway. It was his birthday. He left last week for a two-week vacation at Swan Lake.

Dave Lowy, of the firm of the same name, has taken on several game machines. . . . Vogue Records are moving into Modern Music. . . . Buddy Eisen, Joe Eisen & Sons, is expecting Packard juke soon. . . . Maurice Schack, Milk-o-Mat Corporation, left Wednesday (18) for a short business trip to Canada.

Harry Wartell, Automatic Machine Company, tells about his firm's new hot nut vending machine. . . . Ed Barnett is moving in and out vending machines so fast that sometimes they don't even get in the door. . . . Jack Mitnick, Runyon Sales, is busy these days running back and forth to New Jersey. . . . Several new arcade machines are planned for premiere showings at the NAPP&B show December 2-5 at the Sherman Hotel, Chicago, by Eastern firms.

Stanley Gersh and Sam Garber, Perfect Games Company, will share in profits next season with Herman Wolff's 40 poker roll games which will be installed in the Boardwalk arcade, Coney Island. Herman is doing a fair route now. . . . Neil Kyrimes, Coney arcade owner, celebrated his wife's birthday last week with an outing. . . . Five Greyhound games will be installed shortly along the Jersey shore front by Herman Bakerman, Keansburg (N. J.) arcade owner.



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS

2532 Semple Ave. ST. LOUIS 12, MO.

TRI STATE TRADIO DIST. CO.

430 High St.
Portsmouth, Virginia

EXCLUSIVE TRADIO DISTRIBUTOR
in
VIRGINIA, WEST VIRGINIA,
KENTUCKY

SEE TRADIO AD
PAGE 131

UNITED DISCONTINUES CONVERSIONS

Watch For Announcement of First Brand New Game

Write at once . . . get your name on our MAILING LIST for early announcement.

UNITED MANUFACTURING CO.
5737 BROADWAY CHICAGO 40, ILLINOIS

Get on our mailing list for the "BEST AND LATEST"

In New and Used Equipment.
(Pins, Music, Arcades and Slots)

GEORGE NOVELTY COMPANY

1716 WASHINGTON AVENUE NORTHAMPTON, PA.
PHONE 679 GEORGE J. WANISKO, Prop.

"If it operates with a coin . . . we have it"



IMMEDIATE DELIVERY
\$209.50

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

FOR SALE

6 5c Mills Chromes (Like New)	\$160.00
3 10c Mills Chromes (Like New)	170.00
4 25c Mills Chromes (Like New)	190.00
1 5c Black Cherry (Like New)	170.00
1 25c Black Cherry (Like New)	200.00
3 5c Blue Front	125.00
1 25c Blue Front	160.00
1 5c Mills Melon	145.00
1 5c Brown Front	135.00
3 25c Brown Front	170.00
3 5c Pace Sluggproof, Enamel Finish	95.00
3 5c Watling Rotatops	70.00
1 10c Watling Rotatops	80.00
2 25c Watling Rotatops	120.00
3 5c-10c-25c Columbias (New)	95.00
1 Set of Callies, 5c-10c-25c, Very Clean	200.00

MISCELLANEOUS

Skilltime, 1938	\$ 65.00
1 25c Golf Ball	190.00
1 10c Golf Ball	190.00
4 Rock-Ola Moderne Speakers	49.50
4 Rock-Ola Bar Boxes, 5c	22.50
4 Wurlitzer Model #100 with Brackets	15.00
2 Buckley Boxes with Brackets	4.00

GENERAL NOVELTY CO.
521 North 18th St. Milwaukee 8, Wis.

ACTION SALE! MAKE YOUR OFFER!

- WURLITZER**
- 412
 - 24
 - 616 PLAIN
 - 616 L. U.
 - 500
 - 600 R
 - 600 K
 - 700
 - 750 M
 - 750 E
 - 780
 - 800
 - 850
 - 950
 - 44 ROTARY
 - 44 KEYBOARD
 - 41 C. M.
 - 61 C. M.
 - 71 C. M.

- ROCK-OLA**
- WINDSOR
 - STANDARD
 - DE LUXE
 - R-O 12
 - R-O 16
 - R-O 20
 - SUPER
 - MASTER
 - COMMANDO
 - SPECTROVOX
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- MILLS**
- THRONE
 - EMPRESS

- WALL BOXES**
- WURLITZER #120
 - WURLITZER #123 WIRELESS BOXES
 - WURLITZER #125, PERFECT COND.
 - SEEBURG WIRELESS, 24 SEL. PERF.
 - SEEBURG 20 SEL. WIRELESS
 - SEEBURG 20 SEL. 3 WIRE
 - SEEBURG 5-10-25c, BAR-O-MATIC, 3 WIRE
 - PACKARD BOXES, LIKE NEW
 - ROCK-OLA, ALL TYPES

- SEEBURG**
- CASINO
 - REGAL
 - GEM
 - CADET
 - CLASSIC
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 - ENVOY
 - COMMANDER
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 - HI TONE MANUAL
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Fill in quantities and prices you want to pay for the above equipment. Clip this ad and send it, accompanied by 1/2 deposit today! All reasonable offers accepted and machines shipped immediately C. O. D. or deposit returned.

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CITY

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ARCADE MACHINE

SEND IN THE COUPON FOR
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Please send me advance information on the New and Different Arcade Machine.

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STREET

CITY

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PARTS FOR EVERY OPERATOR'S NEED
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WURLITZER 950	\$750.00	600 R	\$400.00
850	750.00	24	325.00
600 K	475.00	616	200.00
600 K	450.00	616 Illum.	250.00
616 Packard Key, Marbleglow	\$325.00		
71 Counter with stand	250.00		
Super Rockolite, Dial selector	\$500.00		
Spex and Playmaster	450.00		
Spex and Glamour	450.00		
Monarch	325.00		
Imperial 20 Lite Up	250.00		
Imperial 16	150.00		
Colonel R.C.	\$475.00		
Regal	400.00		
8800 R.C.	550.00		
Gem	350.00		
Casino	300.00		
K 15	150.00		
'39 Throne	\$350.00		
'41 Throne	450.00		
SINGING TOWER, Model 201	\$425.00		

ARCADE EQUIPMENT

Champion Hockey (Floor sample)	\$200.00
Bally Undersea Raider (Like new)	275.00
Zingo	150.00
Bally Rapid Fire	139.50
Seeburg Parachute	129.50
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Periscope	129.50
Keeney Anti Aircraft	89.50
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ACCESSORIES

Wurlitzer, Model 24 Amplifiers (Complete with tubes)	\$ 44.50
Wurlitzer Model 125 Boxes	39.50
Rock-Ola 5¢ Bar Boxes	29.50
Rock-Ola 5¢ Wall Boxes	14.50
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Universal Bar Brackets	7.95

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Paces Races	\$ 89.50
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COMPLETE ARCADE SET-UP FOR SALE
Consisting of: 6-Gun A.B.T. Rifle Range, Camera and Booth, Neon Signs for inside and outside. All equipment necessary for anyone who wants to set up an arcade.
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"The House of Proven Winners"

PRE-INVENTORY SALE PRICES SLASHED

Reconditioned—Renewed—Rebuilt
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Wurlitzer 500	\$395.00	Seeburg 8800, R.C.	\$525.00
Wurlitzer Victory Cab., 780 Mech.	475.00	Seeburg 9800, R.C.	525.00
Wurlitzer Victor Cab., 24 Mech.	395.00	Seeburg 8800, E.S.	495.00
Wurlitzer 600K	395.00	Seeburg Commander, RC	445.00
Wurlitzer 600R	365.00	Seeburg Cadet, RC	395.00
Wurlitzer 24	295.00	Seeburg Colonel, RC	445.00
Wurlitzer 716	195.00	Seeburg Major	345.00
Wurlitzer 616, Lite-Up	210.00	Seeburg Envoy	365.00
Wurlitzer 616	185.00	Seeburg Classic, RC	395.00
Wurlitzer 416	125.00	Seeburg Vogue	395.00
Wurlitzer 412	155.00	Seeburg Gem	295.00
Wurlitzer 312	145.00	Seeburg Rex	225.00
Bally Undersea Raider	\$244.50		
Champion Hockey	179.50		
Lite League	Write		
Seeburg 5c Wireless Wall Box	22.50		
Packard Wall Box	29.50		
Wurlitzer 120 Wall Box	11.95		
Buckley 24 Sel. Chrome Box	10.95		

NOW MAKING IMMEDIATE DELIVERY

- Bally Draw Bell
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- Bally Victory Special
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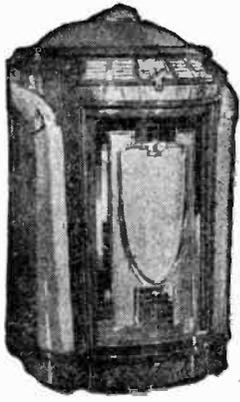
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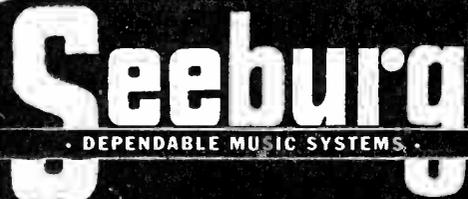
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SCIENTIFIC SOUND
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The sensation of 1946 providing the sweetest music this side of heaven—
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- 9800 Seeburg HiTone Symphonola 499.50
- Scientific Batting Practice 59.50
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FRANCO NOVELTY COMPANY**

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Phone 7475

1707 3d Avenue, No.
Birmingham, Alabama
Phone 7-8280

1/3 Deposit With Order

**COINMEN
YOU KNOW**

Los Angeles:

(Continued from page 119)
between Lake Tahoe, his family's home in Sacramento and Ed Mape's ranch near San Francisco. Vance Mape, Ed's nephew, is taking charge locally during Powers' absence, with the capable assistance of steno Lucy Garcia.

Len Kelley, of K & M Service, went to Dallas to check on his company's new offices there, and then to Omaha where he will spend 30 days opening another new office in that city. Kelley will leave the Omaha office in charge of R. W. Avery. Partner Fred Myers and steno Dora Tyler will hold the fort locally during Kelley's absence. K & M has just released four new Stanchel sides by Cowboy Sam Nichols and His Rangesters, which Kelley and Myers are highly enthusiastic about.

Bud Parr, of General Music Company, is in Chicago and points East for Solotone. . . . Al Bettelman is still spending his week-ends fishing at Malibu. . . . Tom Wall is recovering after his recent accident and has had no ill effects. . . . Jimmy Rutter is putting a good organizational campaign behind his new Del Mar game, and is getting queries from all over the country.

Aubrey Stemler and Skeets Gallagher, of Stemler-Gallagher Distributing Company, are entertaining Bally President Ray Maloney and his friend Otis Murphy. Stemler reports much activity around his office, with his business increasing steadily. . . . Sam Donin and Dannie Jackson, Automatic Games Company, have just delivered a large shipment of new slot machines to Tony Cornero's S. S. Lux.

First records by Coast Record Manufacturing Company's new pop band were issued the middle of the month. Sides were titled Down Melody Lane With Jack McLean, and feature vocals by new singer Wayne Gregory. Charley Washburn is enthusiastic about his entry into this field. . . . Still plenty of activity at Nels Nelson's place, despite the general slow-down of deliveries along the row.

Jay Bullock, veteran coinman, has been appointed a member of the executive committee for the third annual youth conference at Ambassador Hotel here October 1. . . . George Davey has moved his Automatic Dispenser Company headquarters into a spacious new building at 9018 West Olympic Boulevard. . . . Cliff Blake, of Blake Sales Company and Eagle Cigarette Vendors, Inc., is planning on acquiring new and larger quarters soon.

Bill Happel's Badger Sales showrooms continue to be frequented by a good many operators. Recent visitors include Stuart Metz, San Bernardino; Fred White, Visalia; James and Lillian Scherer, Compton; Roy Smith, Lancaster; S. J. Burris, Montebello; Ray Reynolds, Big Bear Lake; James Mills, Downey; Frank Ghiglia, Encino; Art Weiss, Arcadia; Lee Walker, Gardena; Niles Smith, Oildale; Sammy Escobedg, Riverside, and local operators R. C. Jones, Hugh McElhenny, Sol Schwartz, Mrs. Howell Baker, R. F. Jones, R. E. Sanderson and Emmett Chew.

**NEW GAMES
SPELLBOUND
SUPERLINER
SURF QUEENS
WRITE**

IN PERFECT CONDITION—
COMPLETELY RENOVATED

Available for Immediate Delivery

ONE BALLS

- '41 Derby\$215.00
- Kentucky 200.00

PIN BALL MACHINES

- Belle Hop\$ 75.00
- Captain Kidd 80.00
- Defense 85.00
- Flat Top 150.00
- Horoscope 65.00
- Jungle 75.00
- Spot Pool 70.00
- School Days 60.00

Terms: 1/3 Deposit, Balance on Delivery.

Bilmore Distributing Co.

823 Randolph St. CHICAGO 7, ILL.
All Phones: Haymarket 3695

BRAND NEW WINGS
5-Reel Cigarette Game
WINGS is a great favorite with cigar counter proprietors, as WINGS greatly increases the profit per pack. Player receives one spin of the reels for his coin. Special window on side shows last coin played. The award plate reads as follows: 3 of a kind—1 pack, 4 of a kind—5 packs, 5 of a kind—10 packs. Specify 1¢ or 5¢ play. ALSO NEW WYANKEES, POK-REEL, and KLIX machines. Price for any machines listed—\$24.50 Ea. \$22.50 Lots of 6. F.O.B. Chicago.

Abco NOVELTY Co.
113 W. RANDOLPH ST. HAYMARKET 3695 CHICAGO 7, ILLINOIS

NOW DELIVERING

Dynamite . \$334.50	Superliner. \$322.00
Spellbound. 325.00	Draw Bell. 477.50
Victory Special	Write

USED EQUIPMENT

Idaho ... \$185.00	Victory ... \$ 79.50
Suspense .. 250.00	Monloklor . 65.00
Keep 'Em Flying .. 140.00	7-Up 49.50
Star Attraction 69.50	Rock-Ola Standard Phono 300.00

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LEON TAKSEN COMPANY
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Phone: POPlar 5-3638

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EXCLUSIVE **TRADIO** DISTRIBUTOR
in
ILLINOIS

SEE **TRADIO** AD
PAGE 131

WANTED
ANY QUANTITY
Rock-Ola Three Up 1-Ball Automatic Payout.
Write, Wire or Call
AUTOMATIC AMUSEMENT CO.
216 Second St. Lakewood, N. J.
Phone Lakewood 6-0332

COIN CHANGERS

Attractive • Fast • Efficient

Highly polished chrome finish. Die cast and precision machined. Weighted non-slip base. Automatically dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves with a flick of the finger.

- MASTER MODEL\$27.50
- JUNIOR MODEL (2 5¢ Tubes) .17.50

F. O. B. Seattle
(Distributor Discounts)

Northwest Sales Co.

Bell-o-Matic Distributor
3144 Elliott Ave.,
Seattle 1, Wash.



**SALESBOARDS— All Orders Shipped
Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.60
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢ stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

WANTED
GENCO BANK ROLLS
WURLITZER SKEE BALLS
Highest Prices Paid.
Curtis Coin Machine Co.
3033 Hamilton Detroit 1, Mich.
Phone TEmple 2-4140

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For Groetchen Typers



We Use Finest Aluminum
Standard Thickness • Satin Finish

PRECISION DIES

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Money Back Guarantee.

\$8.50

Samples on request.

Per 1,000

METAL TYPEWRITERS

Completely Refinished and
Rebuilt like new.

\$275.00

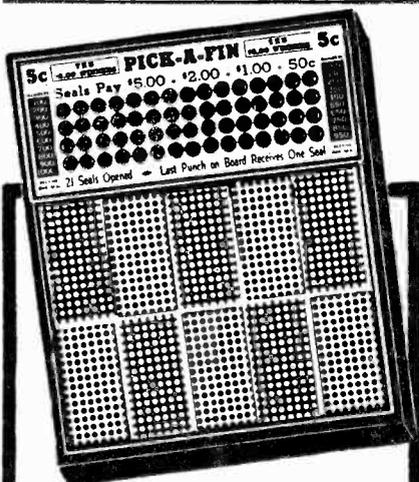
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MAX GLASS

DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.



1200 Holes—Avr. Profit. \$33.05
60 Sewed Seals

Ten Spots 5c

1200 Holes—Avr. Profit. \$31.16

\$25 Special \$25

1200 Holes—Avr. Profit \$137.07

SUPER CHARLEY 25c

1200 Holes—Avr. Profit. \$84.50

CROWN PRODUCTS

322 E. COLFAX AVE.
SOUTH BEND 24, INDIANA

FIVE DAYS' TRIAL

- 1 Columbia Gold Award, Fac. Rebuilt \$ 60.00
- 5 Double Safes, Refinished, Perfect . . . 75.00
- 1 Mills 25c Gold Chrome, Like New . . . 245.00
- 1 Saratoga Race Horse, 1-5-10-25, New . . . 35.00
- 1 Mills 10c Silver Chrome, 2/5 P.O., . . . 245.00
- 1 Exhibit Air Circus 119.50
- 2 Keep 'Em Bombing, Counter, New . . . 10.00

Wanted—Dixie Bell and Do-Re-Mi.
Write Us for Anything You Want.

NORMAN DEE

PHONE 800 CUMBERLAND, MD.

- A.M.I. Topflight, newly overhauled and refinished . . . \$300.00
- Bolaway 70.00
- Topic 85.00
- Liberty 135.00

JACK MARTIN CO.

353 N. Vine Wichita 13, Kan.

An Unusual Opportunity

To Buy . . .

. . . one of Chicago's largest distributing organizations. Large stock of equipment on hand. Long and well-established name of outstanding reputation. Plus a 3-story building in the very heart of Chicago's coin machine sales district. Complete deal priced at approximately \$55,000.00 cash. Only those with this amount need apply.

Sale only being made due to fact present owner desires to confine his entire interest to his coin machine manufacturing business.

WRITE OR WIRE

BOX 768, THE BILLBOARD

155 N. CLARK ST.

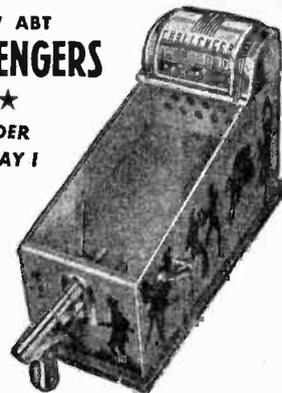
CHICAGO 1, ILLINOIS

NEW ABT CHALLENGERS

★
ORDER TODAY!

Quick Delivery

\$65.00



THOMAS NOVELTY CO.
1572 Jefferson St. PADUCAH, KY.

Five Gott. Grippers, \$12.50; one View-o-Scope, \$12.50; three Jumbos, C.P., \$85.00; one Mills Square Bells, \$65.00; one Mills 12-Record, \$65.00; four Wurl. 120 Wall Boxes, \$15.00; one Bally Air Force, \$65.00; one 12-Record Rock-Ola, \$95.00; one Bally Rapid Fire, \$85.00; one Exhibit Flagship, \$25.00; Lady Luck, one ball, \$15.00; Bally Stables, one ball, \$15.00; one Mills Q.T., 1c, \$20.00; one Pace 1c Slot, \$15.00; one Calle Roulette, slot, 5c, \$50.00; two 1c Whizz Balls, \$3.00; two Jumbos, F.P., \$65.00; six Penny Music Wall Boxes, \$5.00; one Converter, 110 V., D.C. to A.C., 270 Watts, \$25.00, 1/3 deposit.

LAMAR NOVELTY

BOX 189 LAMAR, COLO.



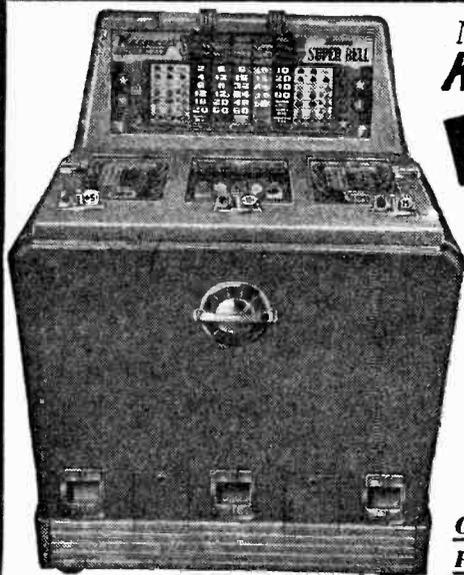
IT'S MERELY A MATTER OF DAYS

. . . And then you'll be able to see for yourself the matchless profit-making features of the three new machines created by Amusement Enterprises, Inc. They're the games coinmen everywhere are raving about . . . planning on . . . waiting for! You'll see them in just a few days more.

AMUSEMENT ENTERPRISES, INC.

GEORGE PONSER
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2 Columbus Circle, N.Y. 19, N.Y.
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NOW DELIVERING
Keeney's NEW 3-WAY
BONUS
Super Bell

SMASHING ALL RECORDS for Console Earnings!

- ★ Takes in up to 5 coins thru each of three coin chutes.
- ★ Your choice: any coin chute combination.
- ★ EARNINGS FAR EXCEED THOSE OF ANY COIN MACHINE!

Get Your Order in Early for Prompt Deliveries. Act Today!

Exclusive Distributor for Louisiana, Mississippi, W. Tennessee

DELIVERING NOW:

- A—Keeney's 3-Way Bonus Super Bell, payout only.
- B—Keeney's 2-Way Bonus Super Bell, convertible free play or payout.
- C—Keeney's Single Bonus Super Bell, convertible free play or payout.



IMMEDIATE DELIVERY

We are the exclusive distributors for SOLO-TONE for the State of Louisiana. INCREASE YOUR COLLECTIONS 100 to 200%. CONTACT US FOR FURTHER DETAILS.

NEW GAMES FOR IMMEDIATE DELIVERY

Chicago Coin SPELLBOUND	SOUTH SEAS	\$269.50
United SEA BREEZE	FRISCO	259.50
Genco TOTAL ROLL (Write)	Chicago Coin GOALEE (Write)	
Other United Conversions, \$249.50		

USED EQUIPMENT

ARIZONA	\$195.00	SUPER BELL, Comb. ...	\$195.00
GRAND CANYON	195.00	LONG ACRE	250.00
STREAMLINER	195.00	THOROBRED	250.00
MIDWAY	125.00	PIMLICO	200.00
BIG PARADE	119.50	MAY BELL (5-5-5-25c, Like New)	250.00
KEEP 'EM FLYING	119.50	TRACK ODDS (Late Serial Over 11,000)	500.00
DEFENSE (Genco)	75.00	LONG SHOTS (Like New)	750.00
VELVET	54.50	PACES RACES	70.00
PLAY BALL	45.00	BAKER PACES, DD., J.P. (Over 8,000 Serial) ...	250.00
VICTORY	65.00		
STAR ATTRACTION	50.00		

SLOTS

25c BROWN FRONTS (2-5 Pay), Like New	\$165.00	NEW EXTRABELLS, 5c ..	\$200.00
5c BROWN FRONTS ...	125.00	NEW EXTRABELLS, 25c ..	225.00
25c BLUE FRONTS	125.00	EXTRABELL CABINETS ..	77.50
		5c BLUE FRONTS	100.00

1400 St. Charles **ROBINSON DIST CO.** Raymond 8649
New Orleans 13, La.

Buy NOW at the Old Prices

PACES POST-WAR BEAUTIFUL CHROME BELLS

5c	\$260	25c	\$310
10c	285	50c	510

A price increase on these machines has just been announced . . . so buy NOW at above prices. Wire 1/3 Deposit with Order, Balance C. O. D.

THE CALVERT NOVELTY CO.

708 N. HOWARD ST. (Vernon 3034) BALTIMORE 1, MD.

COINMEN YOU KNOW

Detroit:

(Continued from page 119)

with Joyland Amusement Company. He planned to leave again in a few days to spend two months on the road in Oklahoma and Texas. . . . Bruce Bryan, of the Batter-Up Company, has discovered that Lucille Ball does a nice job at playing one of their games in the new RKO-Radio film *The Dark Corner*.

The Henry Schmids, senior and junior, who were developing Automatic Golf as a new type of coin-operated game before the war, recently resumed experimental work on the machine and have moved their headquarters to New Baltimore, Mich.

Max Falk, of the Falk Sales Company, left on a trip thru his State territory last week. Mrs. Falk, who ran the business in his absence, was the victim of the prevalent "Detroit Cold." . . . Lois Rowlin, office manager of the Music Maintenance Workers' Union, left Saturday to be married. . . . Frank Yagiela, owner of the Classic Music Company, is celebrating his recent marriage to the former Helen Paluch, who was a nurse.

Meyer Seperstein, president of the Reliable Vending Company, is devoting more time to his other business interests with the vending machine business going along smooth.

Chris Koutoulakis, who operates a route of cigarette venders, has taken Violet McDonald in as partner in the All United Amusement Company of which she will be active manager upon the withdrawal of his former partners, Elmer Nagy and Edwar Hagen. . . . Andrew B. Hamer, of the Sunny Jack Music Company, leaves soon for a duck hunting expedition in upper Canada.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!



Put Yourself in Our Shoes— Kick 'Em Around a Bit . . .

SEE INSERT AT PAGE 67



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERIES

Holes	Name	Profit	Price
600	5c Diamond Dust	Def. \$11.00	\$.95
1000	1c Clg. Bd. Grille, 28-28-30 Pk.75
1000	25c Charley	Def. 50.00	.98
1000	5c Nickel Charley	Def. 17.00	.88
1000	25c J.P. Charley	Avr. \$50.00	\$1.15
1000	25c J.P. Charley, X Thick		52.04 1.49
1000	25c J.P. Charley, Thin		52.04 1.19
1000	5c J.P. Big Forty, Seal		24.25 1.49
1000	5c J.P. Home Run		27.00 1.89
1000	5c J.P. Bingo, Jumbo		23.37 1.79
1200	25c J.P. Texas Charley, Seal 102.28		1.98
1200	25c J.P. Texas Charley	\$102.28	\$2.29
1000	5c J.P. Hot Stuff Grille		27.00 2.79
1000	5c J.P. Wanna Dough, Grille 27.00		2.89
1184	5c J.P. Win-a-Fln Jumbo		34.20 2.39
1000	5c J.P. Beat This Card, X Tk. 33.00		2.59
1800	5c J.P. Lulu, Seal, X Tk.		31.75 2.89
1000	5c J.P. Black Gold, X Tk., Gril 28.00		3.39
2180	5c Tab Rd. Wh. Blue Tickets \$38.50		\$1.29
2470	5c Rd. Wh. Blue Singles		36.00 1.59
2280	5c J.P. Ticket Deal	Avr. 44.00	2.89
120	Baseball Books, Sgls., Am., Nat. Dz.		1.95
120	Tip Tickets, Books, Sgls., Dz.		1.98
Grand Prize Boards, Real McCoy Boards, Etc. SEND FOR CATALOG.			

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

FOR SALE

NEW CHAMP	\$ 55.00
INVASION	95.00
FLATTOP	165.00
MIDWAY	95.00
5-10-20	95.00

One-Third deposit, balance shipped C. O. D., F. O. B. Omaha.

WASHINGTON SALES CO.
118 S. Ninth St. Omaha, Neb.

CIGARETTE MACHINES

REAL BARGAINS

READY FOR LOCATION

National 9-30	\$62.50
DuGrenier W's, 9 Col.	55.00
DuGrenier 7 Col. Mod. S. Ea.	30.00
Rowe Aristocrats, 6 Col. Ea.	22.50
Postage Stamp Mach., 2 Col. Ea.	14.50
Cigarette Sales Registers, Ea.	1.00
Penny Pusher, new, \$47.50	
Du Grenier Champs, 9 & 11 Col.	80.00
U-Need-a-Pak, Round Mirror, 8 Col.	35.00

What Have You to Sell?

Half Deposit. Phone: BA 9-0606

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2717 N. Park Ave. Philadelphia, Pa.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

40 1941 model light cabinet jackpot Dominos.

30 Bakers and Pace Racers, light and dark cabinets, old and late models.

150 Slots, new models, exception of two weeks' use.

5c, 10c, 25c, 50c Mills Cherry Bells and Brown Fronts, Jennings DeLuxe and Super DeLuxe models. Pace latest models.

Will sell right for quick buyer that will come to Virginia Beach and inspect same, as is.

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ORIGINAL JAR-O'-DO TICKETS

ARROW SPECIALS

A-1 MACHINES - - - READY FOR LOCATIONS
ARCADE EQUIPMENT **PIN GAMES**

Air Raider	\$100.00	A.B.C. Bowler	\$ 59.50
Convoy	145.00	Action	119.50
Evan's Tommy Gun	89.50	Big Chief	49.50
Keeney Submarine	75.00	Bright Spot	37.50
Operator's Astroscope with little man	100.00	Bosco	85.00
*Seeburg Rifle Range, Bartender and Maid 'N' Monster Conv.	145.00	Glamour	42.50
Stand	15.00	Four Roses	54.50
Shoot the Chutes	79.50	Head Liner	27.50
Sky Fighter	109.50	Invasion	95.00
Western Super Strength Tester with Stand and A.B.T. slot	32.50	Jeep	75.00
World Series Rock-Ola	89.50	Jungle or G. I.	59.50
* New Paint Job.		Lone Star	35.00
		Miami Beach	64.50
		Midway	129.50
		Progress	49.50
		Rotation	20.00
		Roller Derby	30.00
		Sea Hawk	44.50
		Seven Up	49.50
		Score Card	59.50
		Ten Spot	42.50
		Vogue	25.00
		Zig Zag	54.50

SPECIAL

Under Sea Raider, like new ... \$244.50
 Smiley Counter Game, new, in Original Carton

COUNTER GAMES

Marvels	\$ 19.50
American Eagles	15.00
Mercury	13.00
Liberty	13.00
Sparks	19.00
36 Game	5.00
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Tally	5.00
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BIG ARCADE MONEY-GETTER JETER BASEBALL PITCHING MACHINE AND BATTING CAGE

(About 30"x14") Complete
 Write for Price

TERMS: 1/3 Deposit With Order, Balance C. O. D.

Prompt Shipments on WIN-A-FIN Deals, \$2.00 each. Original JAR-O'-DO AND LA-TA-DO Tickets at Factory Prices. Operators, Jobbers, Don't Fail to Write for New Low Prices on Tickets.

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WRITE FOR LIST AND PRICES

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UNIVERSAL'S TICKETS AND BINGO DEALS

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**SENSATIONAL
ONCE-IN-A
LIFETIME**

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Satisfaction guaranteed or your money back in full

★ RECONDITIONED ★ **ONE BALLS** ★ REBUILT ★

CLUB TROPHY, F. P.	\$169.50
'41 DERBY, F. P.	189.50
PIMLICO, F. P.	229.50
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WURLITZER 600 VICTORY CABINET Completely Reconditioned **\$395.00**

• Exclusive **BALLY** Distributor •
 SOUTHERN ILLINOIS EASTERN MISSOURI WESTERN KENTUCKY
NOW DELIVERING—BIG LEAGUE—5 BALL FREE PLAY

Member Coin Machine Industries—Reference United Bank & Trust Co., St. Louis
 Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft

J. ROSENFELD CO.
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MILLS BLACK CHERRY BELL
MILLS GOLDEN FALLS, HANDLOAD
MILLS VEST POCKET BELL

ALSO DELIVERING

WILLIAMS DYNAMITE, 5-Ball F. P. (Northern Illinois and Wisconsin)

EXHIBIT FAST BALL, 5-Ball F. P.

CHICAGO COIN SPELLBOUND

GENCO WHIZZ — Finest Skill Game There Is!

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MAIN CLOCK GEARS FOR MILLS SLOTS

(Owl 75-B) **\$2.50 ea.**

SHORT PINION IDLER GEAR FOR MILLS SLOTS

(279CSP) **\$1.50 ea.**

Complete Service on All Parts for Mills Machines

GUARANTEED RECONDITIONED EQUIPMENT

Consoles

1940 Galloping Domino, J.P.	\$159.50
1941 2-Tone Galloping Domino, J.P.	249.50
Bally Club Bell	229.50
Baker's Races, DD	249.50
Buokley Track Odds (No DD)	349.50

SPECIAL

MILLS JUMBO, F. P., \$99.50

Slots

5¢ Jenn. Silver Club Special	\$149.50
10¢ Jenn. Silver Club Special	159.50
5¢ Jenn. Silver Sky Chief	149.50
Columbia, J.P.	89.50
5¢ Mills Bonus Bell	225.00
25¢ Mills Club Console	295.00
10¢ Watling Rotatop	89.50
Vest Pocket Bell, Bl. & Gold.	49.50
5¢ Watling Rotatops	89.50

Write for complete list: Parts and Reconditioned Equipment of all kinds.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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are "Unconditionally" Guaranteed!
YOUR MONEY BACK IF NOT COMPLETELY SATISFIED!

COLORS SOLID—through and through—not sprayed or painted!

New Clear, Transparent PLASTIC WINDOWS for your model 850 program holder \$5.00 per set

WURLITZER Each

800 Top Corners	\$16.50
800 Lower Sides	13.50
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800 Top Centers (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
800 Top centers (onyx)	4.00
600, 500 Top Corners	4.50
700 Top Corners	7.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
850 Peacock Glasses	3.50
950 Lower Sides	10.50
24 Top Corners	1.00
24 Lower Sides	4.00
41-61-71 Top Corners	4.50

ROCK-OLA Each

Standard, Master, Deluxe or Supers:	
Top Corners (Solid Red, Yellow or Green)	\$12.75
Lower Sides (Red or Yellow) ..	12.75

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:	
Lower Sides (Solid Red, Yellow or Green)	14.50
"Hi-Tone" Grille Pilasters	2.25
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SHEET PLASTICS

20" x 50"—Pliable—Per Sheet.	
50 Gauge, Red, Yellow, Green or Clear	\$12.50



If You Don't See What You Want . . . Ask For It! We May Have It In Stock!

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ORDER NOW! YOU CAN'T BEAT OUR PRICE!

WURLITZER		ROCK-OLA	
Wurlitzer 61 C.M.	\$149.50	Rock-Ola Standard	\$310.00
Wurlitzer 616	189.50	Rock-Ola DeLuxe	320.00
Wurlitzer 71 C.M.	189.50	Rock-Ola Master	330.00
Wurlitzer 616 Lite-Up	210.00		
Wurlitzer 71 C.M. & Stand	225.00	MILLS	
Wurlitzer 24	289.50	Mills Throne	\$225.00
Wurlitzer 600 Rotary	335.00	Mills Empress	310.00
Wurlitzer 42/24 Victory	335.00	WALL BOXES	
Wurlitzer 600 K	375.00	Buckley Lite-Up, 24 Sel.	\$ 12.00
Wurlitzer 500 K	385.00	Wurlitzer #125, 5-10-25c	17.00
Wurlitzer 42/600 Victory	395.00	Rock-Ola Box, Fits All Models	15.00
Wurlitzer 700	495.00	Packard Box	22.50
Wurlitzer 700 or 750 E	575.00	Buckley Chrome Lite-Up, 24 Sel.	12.50
Wurlitzer 800	599.00	Seeburg Wall-O-Matic, WS1Z	9.50
Wurlitzer 850	610.00	Seeburg 24 Sel., Wall-O-Matic	25.00
Wurlitzer 430 Speaker & 5-10-25c	79.50	Seeburg 20 Sel., Wall-O-Matic	35.00
Box		PARTS	
New Universal Amplifier with Tubes. Fits Wurlitzer, Rock-Ola and Seeburg Phonos except Hi-Tone—\$39.50.		Seeburg SD 24-12 Adapter and GSRI	
SEEBURG		Selection Receiver	\$49.50
Seeburg Envoy, ESRC	\$415.00	Wurlitzer #304 Stepper	14.50
Seeburg Remote (Gem) Cellar Job	295.00	Wurlitzer R.C. Transmitter	7.50
Seeburg Regal	299.50	Wurlitzer 5-10-25c Coin Chute	24.50
Seeburg Classic	365.00	Wurlitzer Main Gears	3.95
Seeburg Vogue	365.00	Lock (New) and Key, #1726	.89
SEEBURG HI TONE, 8800 ES	395.00	Lock (New) and Key, #1133	.89
Seeburg Crown in 8200 Victory	375.00	Bulbs, 7 1/2, 15 Watt, 120 to Case.	
SEEBURG HI TONE, 8800 ESRC	475.00	Per Case	11.50
		Wurlitzer #130 Adaptor	27.50
		Seeburg Power Supply, SPS-1Z	7.00

TUBES — IN STOCK
30, #1B5, #5Z3, #45
\$1.00 EA.

1/3 With Order. Bal. C. O. D. Write—Phone—Wire

NEW YORK DISTRIBUTING CO.
632 10th AVENUE PHONE: CIRCLE 6-9570 NEW YORK 19, N. Y.

COINMEN YOU KNOW

Twin Cities:
(Continued from page 119)

larity. Oscar Truppman, of Bush Distributing, said his firm has had a run on such games because of this sudden spurt in interest. Truppman, incidentally, spent several days at the Aircon factory in Kansas City, Mo.

Congratulations are in order for Sherman MacFarland, shop foreman at LaBeau Novelty Company, whose wife gave birth two weeks ago to a daughter, their third child and second girl. . . . About the same time Jesse Waddell, of St. Charles, Ia., was becoming a father for the third time, too. He was mighty happy because the baby, a girl, is his first daughter. He has two sons. . . . At Silent Sales Company business has been humming, but good, especially on new consoles and five-balls, Bennie Freidman reports. Jean Alpert, of the Silent Sales office force, is back from a vacation visit in Chicago.

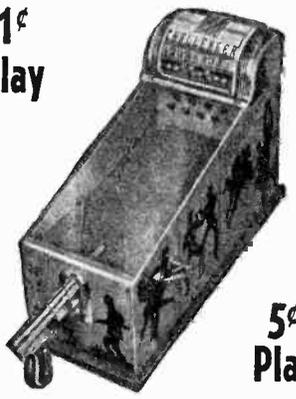
Solotone has taken quite a hold in the North Dakota territory, with such communities as Minot, Jamestown, Grand Forks and Bismarck accepting the machine with open arms. . . . Beverly Hork, record girl in the new record department at Bush Distributing, has made quite a study of the record business and is well on the way to being recognized as one of the better-versed experts on what makes a good record and why. She also has a knack of telling which record will be a nickel-grabber, and operators are coming to depend on her judgment quite frequently.

Recent visitors to the Twin Cities market were Tom Cady, Grand Forks, N. D.; Bob Westrum, Van Specialty Company, Bismarck, N. D.; Oscar Sundem, Montevideo, Minn.; Bill Hattletstad, Cottonwood, Minn.; Ed Kubes, New Prague, Minn.; Rube Kyles, Alma, Wis.; Kaiser Savard, Red Lake Falls, Minn., and Ted Schoone, Luverne, Minn.

Florence Eisenstadt, bookkeeper for Nathanson Tobacco Company, has resigned to wed Sam Dubin, of Chicago. She will reside in the Windy City. New chief bookkeeper at Nathanson's, succeeding Florence, is Russell Arnold. . . . Standard Cigar & Tobacco Company, jobbing firm here, has taken additional space on the second floor of the Colonial Warehouse. The firms present offices and warerooms are situated on the first floor of the building. Bernard Slater, firm president, reported his company's growing business has resulted in the expansion. . . . I. Karon, in the wholesale tobacco business for a number of years and formerly associated with Nathanson Tobacco Company, has opened his own jobbing firm in Minneapolis under the name of Terminal Sales. He maintains his business in the warehouse of Stillman Grocery Company. . . . Jacob Berkinsky, operator of Mill City Candy & Tobacco Company, has moved his establishment to larger quarters in Minneapolis.

MAIL ORDER TODAY FOR NEW A. B. T. CHALLENGER

1¢ Play



5¢ Play

\$65.00 EACH

LOTS OF 25 . . . \$60.00
LOTS OF 50 . . . 55.00
LOTS OF 100 . . . 50.00

1/3 Deposit With Order

MAX BROWN *Wants*

SEND US YOUR CARD

YOUR BUSINESS CARD We will place you on our mailing list for special price offers. Immediate delivery on all the latest new games

Special Prices! Hot New Games!

UNITED GAMES REDUCED TO \$225!
New, in cartons!

YOU'LL LIKE THE WAY WE DO BUSINESS

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The VENDING MACHINE CO.
FAYETTEVILLE, NORTH CAROLINA
U. S. A.

SPECIAL ATTENTION NEW JERSEY OPERATORS

WE HAVE ALL NEW BALLY GAMES AND A COMPLETE LIST OF MECHANICALLY PERFECT GAMES.

WRITE—WIRE—PHONE TODAY!

PALISADE SPECIALTIES COMPANY
498 Anderson Ave., Cliffside Park, N. J.
Phone: Cliffside 6-2892-3

FOR IMMEDIATE DELIVERY!

12 Seeburg	\$ 99.50	39 Rock-Ola	\$349.50
Rex, Seeburg	239.50	Throne, Mills	229.50
King, Seeburg	249.50	Argentine	64.50
61 Wurlitzer	149.50	Big Parade	99.50
71 Wurlitzer	199.50	Bolaway	49.50
312 Wurlitzer	149.50	Champs	54.50
616 Wurlitzer	199.50	Four Roses	49.50
616 Victory Model	299.50	Hi-Hat	59.50
Wurlitzer	149.50	Horoscope	49.50
412 Wurlitzer	349.50	Knockout	39.50
600 Wurlitzer	199.50	Majors, '41	59.50
20 Imperial	199.50	Monickers	34.50
Rock-Ola	239.50	Red, White, Blue	44.50
20 Monarch		Sea Hawk	59.50
Rock-Ola		Zig Zag	

UNITED

All Machines Ready for Location

SEND US A LIST OF YOUR REQUIREMENTS

ALL ITEMS GUARANTEED

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846 Commonwealth Ave.
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EXCLUSIVE TRADIO DISTRIBUTOR
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Massachusetts, Maine,
Connecticut, Rhode Island,
Vermont, New Hampshire

SEE **TRADIO** AD
PAGE 131

WE ARE NOW DELIVERING BRAND NEW EVANS BANG TAILS, FREE PLAY, CASH PAY and COMBINATION P. O. and F. P. CONSOLES

Exclusive EVANS Distributor For Northeastern California

WILLIAMSON DISTRIBUTING COMPANY
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PUSH CARDS

Largest Stocks. All Popular Sizes and Types. Fine Cards — Low Prices — Fast Service.

FREE Catalog Write

W. H. BRADY CO., MFGRS.
CHIPPEWA FALLS, WISC.

Vealoh's Panther

WHILE THEY LAST

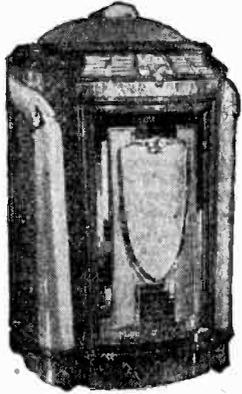
The best Universal Amplifier ever built. Originally made for Uncle Sam. Fits everything but Seeburg Hi Tones—with tubes.

\$39.50

V. P. Distributing Co.
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FLORIDA'S MOST PROGRESSIVE DISTRIBUTOR

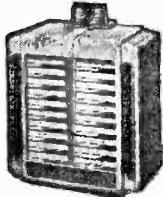
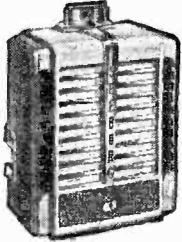
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Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1946

and
SCIENTIFIC SOUND DISTRIBUTION

provide efficiency of operation demanded by locations . . . beauty and clarity of reproduction required for successful Music Merchandising.



Exclusive Seeburg Distributors in Florida

ORDER **Gottlieb SUPERLINER** TODAY!

★ MAGIC BUTTON ★ STREAMLINE DESIGN ★ JET-PROPELLED EARNINGS!

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THE COLONEL SAYS



"Do business with these two boys down South. The South's largest distributors under one roof offer you unexcelled ONE-STOP SERVICE. For new or used coin equipment—or parts—just grab your phone—ask for Camp or Stone."

NOW DELIVERING

EXHIBIT Fastball . . . \$330.00

CHICAGO COIN Spellbound 325.00

GOTTLIEB Superliner . . 322.00

BALLY Big League 299.50

GENCO Whizz (It's Hot) 189.50

GENCO Total Roll 525.00

DAVAL'S Buddy 33.00

GOTTLIEB 3-Way Gripper 39.50

Columbus Peanut and Gum Vendors

BUY FROM DIRECT FACTORY DISTRIBUTORS

A UNIVERSAL AMPLIFIER

We manufacture this time saver and sell it under a positive 60-day money-back guarantee. Write for our distributor price.

\$39.50

SAMPLE



SOUTHERN AMUSEMENT CO.

628 MADISON

MEMPHIS, TENN.

PHONE 5-3600

SPECIALS IN CONSOLES AND SLOTS

The following machines have just been taken off location because territory was closed and are in A-1 condition and ready for operation . .

- Keeney Super Bells, 5c Comb., F. P., C. P. \$250.00
- Keeney Super Bells, 25c Comb., F. P., C. P. 300.00
- Keeney Super Bells, Twin 5c and 25c Comb., F. P., C. P. 500.00
- Bally Club Bells, 5c Comb., F. P., C. P. 200.00
- Bally High Hands, 5c Comb., F. P., C. P. 150.00
- Paces Racers, 5c (Reconditioned) 200.00
- Paces Racers, 25c (Reconditioned) 225.00
- Paces Reels, 5c Comb., F.P., C.P. 100.00
- Jennings Silver Moon, 5c Comb., F. P., C. P. 100.00
- Jennings Silver Moon, 5c Comb., F. P. Only \$ 75.00
- Mills Jumbo Parades, 5c, F.P. Only 50.00
- Mills Blue Fronts, 5c (Reconditioned) 125.00
- Mills Brown Fronts, 5c (Rebuilds) 150.00
- Mills Brown Fronts, 25c (Rebuilds) 200.00
- Mills Silver Chromes, 25c (One Cherry P. O.) 200.00
- Mills Gold Chrome, 50c (Reconditioned) 250.00
- Mills Vest Pocket, 5c, Blue and Gold Write
- Groetchen Columbla Bells, 5c-10c-25c Conv. 100.00

NEW JENNINGS 5c STANDARD CHIEFS . . . \$299.00

EVANS TOMMY GUNS \$100.00

NEW COLUMBIA BELLS \$145.00 CONV. 5c-10c-25c

WE ARE DISTRIBUTORS FOR THE STATE OF FLORIDA THE ACE COIN COUNTING MACHINE \$139.50

PIN TABLES

- Star Attraction \$50.00
- Majors '41 50.00
- Towers 50.00
- Entry 50.00
- Silver Spray 50.00
- Jungle 70.00
- Defense 80.00
- Four Aces 90.00
- Zig Zag 50.00

TERMS—1/3 DEP., BAL. C. O. D.

FLORIDA AMUSEMENT CO.

2019 Blvd., Hollywood, Fla. Phone 160

HOW

You can INCREASE your PROFIT with your OLD Bally Rapid Fire Guns!!!

Are your guns ready for the coming big season? Do they look clean and ready for TOP MONEY? If not—here's your chance to recapture those big earnings with a BRAND NEW idea . . .

3 MOVING TARGETS!!
"JUNGLE FURY"

A COMPLETE UNIT WITH

- ELECTRIC MOTOR
- 3 PHOTO ELECTRIC EYE MOVING TARGETS
- SCENERY IN 14 GORGEOUS COLORS
- CAN BE INSTALLED ON LOCATION IN 25 MINUTES!
- LOCATION TESTED
- A GUARANTEED MONEY MAKER

PRICE \$69.50

Or . . . Send us your Rapid Fire Guns . . . freight prepaid, and we will make the complete installation, recondition and re-finish like new with our special Marble Glo effect! . . . Price \$124.50 (plus parts).



All prices F. O. B. Chicago. Terms: 1/3 Down, Balance C. O. D.

OPERATORS SAY "JUNGLE FURY" IS LIKE A NEW GAME!

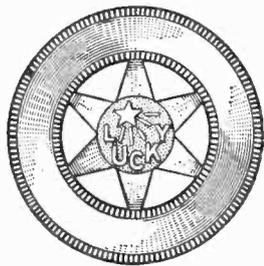
COIN MACHINE AMUSEMENT GAMES, INC.

1335 E. 47th St. Phones: Kenwood 5556-7 Chicago, Ill.
ONLY 10 MINUTES FROM THE LOOP ON THE OUTER DRIVE.

"SINCE 1905"

Harvard Identification Medal Machines
New Models Available
 Soon
 Prompt factory service on all Harvard
 Equipment

Harvard Deluxe Medals



Especially Manufactured for
EMBOSSED PRINTING
 SEVERAL DESIGNS AVAILABLE

Write for Free Samples
HARVARD AUTOMATIC MACHINE CO.
 Jamestown, N. Y., U. S. A.

**COINMEN
 YOU KNOW**

Chicago:

(Continued from page 119)
 service school schedule is coming along fine. In the East, he conducted a week-long session with mechanics and customers of Runyon Sales Company, together with Runyon headmen Abe Green, Barney Sugarman and Jack Mitnick. Pacific Coast schools, in co-operation with M. S. Wolf Distributing Company, include sessions in Los Angeles, San Francisco, Portland and Seattle. San Francisco and Los Angeles branches are having their schools this week, with Portland's set for September 22-23, Seattle's for September 25-26.

Sam Kogen, president of Vendit Corporation, has returned from Washington. Trip was all business, said the candy vender exec. . . . L. C. Force, assistant sales manager for AMI, is back from a trip to the home factory in Grand Rapids, Mich. At a local industry show, sponsored by the Junior Chamber of Commerce, Force presided over firm's exhibit, which incidentally, provided music for the event.

A Southern flavor to the stories coinmen tell was given this week by Clarence Camp, of Southern Music Company, Memphis. Camp, who looks hale and hearty at his 41 years of age, tells how he is a star first baseman for the Stewart Coffee Company baseball team in his town. The team is semi-pro, according to Camp, who told his story to friends at Dave Gottlieb & Company. . . . Other visitors this week included Ed Shaffer of Shaffer Music Company, Columbus, O. . . . Sol Gottlieb returned this week after a business trip to St. Louis, Omaha and Kansas City, Mo. Irving Ovitz, of Automatic Coin Machine, reports that their new modern

office has been 90 per cent completed and has already been visited by such friends as Fred Griling and his son who were in town for a few days. Ben Jacobson, operator with Western Music Company, also stopped in town to see the fancy decorations and look over machines. . . . In town for a short visit was J. H. Gardiner, of Rock Island.

Ed (The Georgia Peach) Heath, of Heath Distributing Company, Macon, Ga., and a friend to many Chicago coin men, was in town this week and visited pals at O. D. Jennings. Using the Jennings office to establish a family reunion were Phil Burgeson and F. Burgeson, cousins. Both are in the coin business. Phil is located in Minneapolis, while his cousin is in Barrington, Ill. . . . Ray Vollmer, a distributor from Elkhart, Ind., dropped into town this week on business.

Other visitors included Alfred Gamble, a distributor from East Lansing, Mich. . . . Archie La Beau, of La Beau Novelty Company in St. Paul, was also in town this week. . . . Jesse Wellons, in town for a few days, told friends that when he says he is from Hollywood he means Florida. . . . Returning again to the Windy City on business was Fred Andersen, of Cliffside Park, N. J. He took another glance at conditions here.

Dick Manhardt, Sr. was making the rounds of the coin machine capital with his son, Dick Jr. The Mills Novelty had a host of out-of-town visitors, including C. A. Camp, of the CNP Sales Company, Memphis; Marvin Gland, Terre Haute, Ind.; Bill (Sphinx) Cohen, Silent Sales Company, Minneapolis; Duluth's Mickey Alpert; George Gessert, Milwaukee, and Meyer Marcus, Markepp Company, Cleveland.



**ON ANY
 LOCATION
 It's**

DYNAMITE

**WILLIAMS'
 NEW
 5 BALL GAME**

Distributed in
 Penna. and New Jersey by

SCOTT-CROSSE COMPANY

1423 Spring Garden St., Phila. 30, Pa.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

WANTED

**GENCO
 FREE PLAY GAMES**

★
 Send Us Your
 List at Once

P&S MACHINE CO.

3017-19 N. SHEFFIELD AVENUE
 CHICAGO 14, ILLINOIS

MECHANIC WANTED

Experienced Man on Phonographs and Pin Games, must know Seeburg Remote. Write, giving Age, Reference and Full Details. Route in Pittsburgh and surrounding area. Address

The Billboard BOX D-315, Cincinnati 1, Ohio



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

**NEW ENGLAND OPERATORS-ATTENTION
 USED EQUIPMENT**

SLOTS		CONSOLES	
5 5c Glitter Gold Q.T. (like new)	\$115.00	1 High Hand	\$125.00
4 Jennings F.P. Venders	95.00	2 Super Tracktime	200.00
PIN GAMES		1 Keeney Super Bonus Bell	Write
Knockout	\$100.00	6 Big Tops, F.P.	95.00
5-10-20	90.00	2 Jumbo Parade, Comb.	160.00
Marines At Play	70.00	1 Jumbo Parade, F.P.	65.00
Miss America	40.00	4 Jennings Silver Moon, F.P.	75.00
Action	110.00	NEW MACHINES	
Victory	65.00	COLUMBIA DELUXE CLUB,	
Bosco	70.00	IMMEDIATE DELIVERY \$209.50	
Captain Kidd	60.00	Bally Victory Special	661.50
Bombardier	75.00	Bally Draw Bell	477.50
Big Parade	115.00	Keeney Bonus Bells	Write
Stars	55.00	Watling Rotatop	Write
Eagle Squadron	65.00	Fast Ball Pin Game	330.00
Jeep	95.00	Super Liner Pin Game	322.00
Legionnaire	45.00		
Torpedo Patrol	65.00		
Genco Play Ball	165.00		

TERMS: 1/3 Down, Balance C. O. D.

INTERSTATE COIN MACHINE CO.

314 Locust St.

Springfield, Mass.

DAN GOULD OFFERS —

COIN MACHINE PARTS

DUFFY'S

\$249.50 F. O. B. CHICAGO
 IMMEDIATE DELIVERY

LIBERAL TRADE ALLOWANCE
 ON YOUR OLD GAMES.
 STATE WHAT YOU HAVE.
 1/3 Deposit With Order, Balance
 C. O. D.

- Anti-Split Leg Reinforcements.
 Per 100 \$5.00
- Rock-Ola Motor Belts. Ea.60
- Leg Levelers. Set of 4.60
- Suction Cups, Large. Per 100. . . . 3.50
- Keeney 28 Volt Bulbs. Ea.20
- Chilco Gun Bulbs. Ea.48

WRITE

FOR OUR CATALOG
 PARTS and SUPPLIES

DAN GOULD ENTERPRISES

5049 W. FULLERTON AVE.
 CHICAGO 39, ILL.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!



**BRAND
 NEW
 GOTTLIEB
 3-WAY
 GRIPS
 \$39.50**

THOMAS NOVELTY CO.
 1572 Jefferson St. PADUCAH, KY.

MILLS NEW POST-WAR MACHINES

**ORDER TODAY
IMMEDIATE
SHIPMENT**

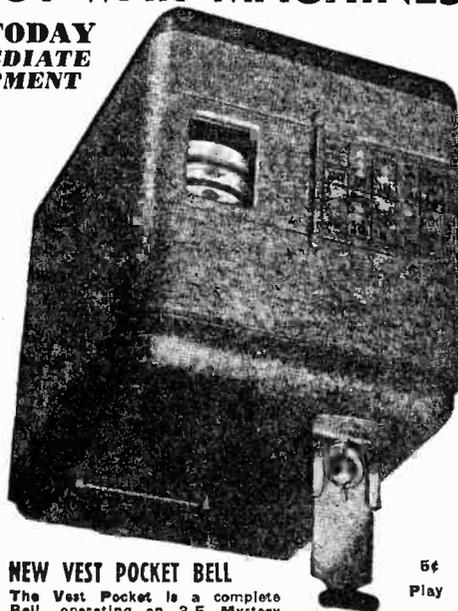


BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually slows and sparkles with brilliant dashes of Silver, Black, Red and Green.

Write For Prices

NEW SAFE STANDS \$27.50
Send 1/3 Deposit With Order.



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

5¢ Play

\$74.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Mr. Juke Box Operator

I guarantee that in one week your Juke Boxes will take in enough additional money to pay the cost of "Talking Gold" Plastic Grille Cloth.

signed: *Al Bloom*

"TALKING GOLD"

Gives your machines more Flash, more beauty per dollar of cost than any money you've ever spent before to enhance the looks of your Juke Boxes.

For Full Particulars and **FREE SAMPLE** Mail Coupon

DISTRIBUTORS: Some exclusive territories are still open. Write on your letterhead for our 100% Co-Operative Deal.

SPEEDWAY

PRODUCTS, INC.

502 W. 45th ST.

N.Y. 19, N.Y.

AL BLOOM President
PHONE: Longacre 5-0371

Speedway Products, Inc.
502 W. 45th Street
New York 19, N. Y.

I'm interested in your unusual guarantee. Send me complete details and FREE sample of "TALKING GOLD" Plastic Grille Cloth. My letterhead is enclosed.

NAME

Address

City State

EVANS

Symbol of Superiority
in
CONSOLES

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET • CHICAGO 7, ILLINOIS

UNITED

Exclusive Distributors for Wisconsin and Peninsula of Michigan for —

CHALLENGER '47 PHONOGRAPH

EVANS TEN STRIKE AND CONSOLES

WRITE FOR PRICES on Goalee, Lite League, Bowl-a-way, Surf Queen and Champion Hockey

WANTED—GENCO PLAYBALLS

4 QUALITY BUYS OF THE WEEK 4

- Evans Lucky Lucre, '41\$ 99.50
- Wurlitzer Twin 12 Unit 245.00
- Double Safe Stands 59.50
- Single Safe Stands 14.50

**NOW DELIVERING
BALLY'S
BIG LEAGUE
\$299.50**

WRITE TODAY FOR OUR PRICE LIST — Terms: 1/3 Certified Deposit

Wisconsin's Leading Distributors

UNITED COIN MACHINE COMPANY

6304 W. GREENFIELD SPRING 8446-8447 MILWAUKEE 14, WISC.

REMEMBER THIS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED
PERFECT FIT • GUARANTEED

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

Determine Right or Left as You Face Phonograph

ROCK-OLA MODELS Each

- Standard, Master, DeLuxe or Super
- Top Corners\$12.75
- Lower Sides 12.75
- Top Door Plastics 6.75
- The Above Available in Solid Red, Yellow, Green.

COMMANDO Each

- Top Corners\$ 8.00
- Top Center 7.00
- Long Sides 12.75
- Combination Yellow & Red Color Scheme.

SEEBURG MODELS Each

- "Hi Tone"—Model 9800, 8800, 8200, Lower Sides\$14.50
- "Cadet"—"Major" Top Corners 2.50
- "Classic"—"Colonel" Top Corners 6.00

WURLITZER MODELS Each

- 24 Top Corners\$ 1.20
- 24 Lower Sides 4.00
- 61-71-41-800-500 Top Corners 4.00
- 700 Top Corners 7.00
- 700 Lower Sides 9.50
- 700 Back Sides 8.50
- 800 Top Center, Right or Left Red 8.00
- 800 TOP CORNERS 16.50
- 800 Back Sides, Green 9.50
- 800 Lower Sides 13.50
- 750 Top Corners 8.75
- 750 Lower Sides 8.75
- 750 Top Center 4.25
- 750 Middle Sides 2.00
- 850 Top Corners 9.50
- 850 Lower Sides 8.75
- 850 Top Center 11.00
- 950 Lower Sides 10.50

MILLS

- Available in Red, Yellow or Green
- Throne—Empress Top Corners Each \$14.00
- Throne—Empress Lower Sides 14.00

SHEET PLASTIC 20"x50"—Non-Brittle, Pliable.

60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet \$14.50.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!

ORDER FROM YOUR NEAREST DISTRIBUTOR!

ACME SALES CO.

505 W. 42nd ST. New York 18, N. Y. LO. 3-4138



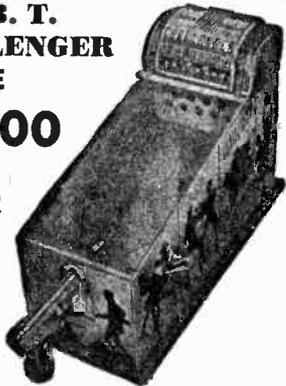
BUY FROM MARKEPP

IT'S SAFER

NEW GAMES FOR IMMEDIATE DELIVERY
GOTTLIEB Superliner **BALLY Victory Special**
CHICAGO COIN Spellbound **BALLY Big League**
BALLY Surf Queen **EXHIBIT Fast Ball**

A. B. T. CHALLENGER
SAMPLE \$65.00

WRITE FOR QUANTITY PRICES



Daval's GUSHER



New Jack Pot or Bonus Counter Game — Hand Load. A Real Money Maker.

Order from Markepp Now. **\$54.00**

Also—American Eagle and Marvel Cigarette 1¢ and 5¢ play. Write for prices.

NEW AND USED ARCADE EQUIPMENT

NEW Love Analyst \$225.00	EXHIBIT Merchant-man \$ 45.00	BALLY Rapid Fire, Conv. \$125.00
NEW Superroll, 10-ft. Skee Ball 349.50	CAIL-O-SCOPE Picture Machine 20.00	EVANS Ski Ball 98.00
SEEBURG Target, Conv. 98.50	CHICAGO COIN Hockey 175.00	Anti-Aircraft 25.00
Bowling League 125.00	CONSOLES — ONE-BALLS	BALLY Defender 125.00
Jennings 4-Star Chief, 5¢ 95.00	Blue Front \$150.00	KEENEY Air Raider 125.00
Jennings Chief, 5¢ 85.00	Jumbo Parade, P.O. 89.50	NEW Lite League 425.00
Calles, 1¢ 40.00	Jumbo Parade, F.P. 89.50	NEW Revolve Around (Single Safe) \$165.00
Roll-A-Top Watling, 10¢ 85.00	High Hands Comb. 135.00	NEW Revolve Around (Double Safe) 225.00
SEEBURG Rex Wireless Hideaway \$305.00	MUSIC	Galloping Domino (1940) 149.50
SEEBURG Hi-Tone 8800, RC 595.00	MILLS Empress \$325.00	WURLITZER 600 R \$375.00
ROCK-OLA Moderne Corner Speaker 45.00	MILLS Throne 295.00	ROCK-OLA Play-master Spectravox 385.00
	WURLITZER Vio 24 395.00	WURLITZER 412 150.00
	WURLITZER Vio 500 K 450.00	WURLITZER 616 195.00

ALL MACHINES CARRY MARKEPP GUARANTEE

THE MARKEPP COMPANY

(M. M. MARCUS & SONS)
 HENDERSON 1043

4310 CARNEGIE AVE. CLEVELAND 3, OHIO

CAR TRIPPE Price Plus Guaranteed Satisfaction

Always A SQUARE DEAL WITH IDEAL

ALL A-1 RECONDITIONED ARCADE EQUIPMENT

A.B.T. Target Skill (Early Model) \$ 17.50	Int. Mutoscope (With Stand) \$ 29.50	Seeburg Chloken Sam \$109.50
A.B.T. Target Skill (Model F) 22.50	Int. Mutoscope L. Sign Counter 29.50	Seeburg Gun (Bar-tender) reprod. 169.50
Ace Bomber (Mutoscope) 219.00	Keene Air Raider 129.50	Seeburg Gun (Photo Elec. Rifle Range) reprod. 169.50
Atomic Bomber (Mutoscope) 495.00	Keene Anti-Aircraft 39.50	Skee Ballette 69.50
Bally Bull 59.50	Keene Submarine 79.50	Skee Jump (reprod.) 59.50
Bally Rapid Fire 119.50	Keene Targarette 69.50	Shocker Advance Electric, 1¢ 15.00
Barrel O' Fun (Exhibit) 89.50	Kicker & Catcher 32.50	Skee Barrel Roll (new) 399.50
Battling Practice (Scientific) 109.50	Knotty Peak (without Stand) 89.50	Sky Fighter 189.50
Bicycle Speed Tester 125.00	Liberator 215.00	Striking Clock (Counter Model) 49.50
Card Vendors (Exhibit) with base 25.00	Lift O Graf 169.50	Super Bomber (Evans) 235.00
Card Vendors (Metal Int.) 2 for 5¢ 39.50	Lion-Head (Electric Shocker, 1¢) 39.50	Stoner's Races 89.50
Champion Hockey 209.00	Love o Meter 129.00	Test Pilot (Cabins Only) 10.00
Chicago Coin Hockey 175.00	Mills Panoram 295.00	Texas Leaguer 42.50
Chuck O Luck 5.00	Mystic Eye (Exhibit) 139.50	Tokyo Gun 89.50
Circus Romance 249.50	Pike's Peak 19.50	Tricks (Genco) Pin Ball 22.50
Donkey Strength Tester 139.50	Viewing Show 49.50	Undersea Raider (used) 289.50
Egyptian Mummy Exhibit 119.50	Penny Coin Counter (Abbot motor Driven) 85.00	United Nations 79.50
Evans Ten Strike (New) 372.50	Periscope 189.50	Western Strength Test 32.50
Evans Tommy Gun 89.50	Plantellus (without side signs) 39.50	World Series (Rock-Ola) 89.50
Fireman (Int. Thigh-O-Graph) 100.00	Poker & Joker 79.50	Your Future Home 29.50
Grip Tease 39.50	Rameses (Exhibit) 129.50	Zingo 119.50
Hockey (Seeburg) 109.50	1 Reel for Mutoscope (new) 18.50	
Ideal Soccer Football—New 395.00	1 Reel for Mutoscope (used) 10.00	

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE
 ALL ITEMS SUBJECT TO PRIOR SALES
 TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

IDEAL NOVELTY CO.

Phone Franklin 5544
 2823 Locust St
 St. Louis 3 Mo.

COINMEN YOU KNOW

Kansas City:

(Continued from page 119)

tive for Automatic Coin, is making the Southern Kansas area now, Roose reports.

Cecil Jackson, veteran operator of music and pins in the Unionville (Mo.) area, was a week-end visitor in K. C., looking for some new phonographs. Harry I. Schwimmer, exec secretary of Hobies, Inc., Kansas City organization of pinball operators, and Zor Gershon, owner of Wonderland Arcade, can hardly look a play manuscript in the face these days. They have just finished reading nearly 700 play scripts this summer. Both are active in Kansas City's well-known Resident Theater, which has been conducting a contest for a new play to produce on Broadway. Schwimmer says that, altho they offered \$1,000 cash prize plus all royalties, they still haven't found a suitable play. Gershon is president of the Resident Theater Production Company, which raised \$25,000 to finance New York production of the script, if they find one. Right now, tho, both are busy with plans for the coming season when they plan to stage four adult and three children's productions at their playhouse out on Linwood.

Tom Gershon, general manager of Wonderland, left this week for Washington for a three-week stay in the East. A lawyer as well as arcade operator, Gershon will combine legal business with his pleasure. . . . Ed Moler, of Ottawa, Kan., also was calling on Kansas City distributors this week to get the latest news on new machines.

New Orleans:

(Continued from page 119)

include Baton Rouge's A. B. Johnson and the Z. & G. Novelty Company at Alexandria. . . . J. H. Peres Distributing Company reports new juke boxes are bringing in bigger receipts. Poydras branch manager, O. C. Marshall, and General Manager Charlie Wicker will be traveling soon.

Ed Dupagnier, manager of A. M. Amusement, is back from Indianapolis where he learned about new features of late model juke boxes. . . . Andy Monte added a 35-foot craft to his maritime equipment. . . . John Asphrodites is in Georgia enjoying a well-earned vacation. . . . Philip Pace, son of Jules Pace, has joined the Dixie Coin Machine Company as general manager. Erstwhile professional baseball twirler, Joe Valenti, will now start pitching for the same firm as assistant manager. Incidentally Papa Pace has not confirmed reports that he will retire once the "boys" learn the business.

Kramer Coin Machine Company has its remodeling well under way. Expansion will double disk sales department. . . . Lee Christmas, son of the noted soldier of fortune, is bringing cheer everyday to the Louisiana Amusement office. . . . Now that his new recorder is installed Joe Mancuso, J. & M. Amusement Company, is doing a brisk sideline business cutting transcripts for local radio stations. Ben Robinson is back from his trip to Chicago, where he checked latest developments in the coin machine capital.

SLOTS—CLUB BELLS

Original—Satisfaction Guaranteed

2 10¢ Blue Front Paces 3/5 P.O.	\$ 65.00
1 10¢ Blue Front Pace, Slug P., 3/5 P.O.	35.00
1 1¢ Pace Comet	35.00
1 5¢ Mills Wolf Head	50.00
1 5¢ Pace Club Bell (Refinished)	100.00
1 10¢ Pace Club Bell (Refinished)	110.00
1 50¢ Pace Club Bell (Refinished)	245.00
3 5¢ Mills Smoker Bells	50.00
1 5¢ Mills Vest Pocket, B.G.	32.50
1 1¢ Evans Bang Tail Console '39	90.00
1 Paces Races Black Cabinet	49.50
1 Paces Races Oak Cabinet	125.00
Mills Stands—No keys or locking bars	2.50
Mills Stands—No keys	7.50
Mills Stands—Complete	10.00
1-BALL PAYOUT	
7 Freakness DeLuxe	\$ 22.50
3 Track Odds	55.00
3 Pace Makers	55.00
1 Bally Grand National (New) Crating Extra	115.00
COUNTER GAMES	
25 1¢ Smileys (New)	\$ 12.50
2 1¢ Penny Packs	7.50
2 5¢ Champion Chip, P.O.	32.50
1 5¢ Grandstand Cig. Reels (Jenn.)	25.00
1 1¢ Ex-Ray, Chip Payout Ball Gum	19.50
4 1¢ Tally Divider Model	8.50
1 Grip Machine	10.00
20 1¢ or 5¢ Liberts (New)	22.50
750 5¢ Thick Colored and Lulu Boards	1.50
MUSIC	
1 Mills Throne with Packard Adaptor, complete	\$300.00
1 Wurlitzer P 12	150.00
1 Wurlitzer 412	150.00
1 Seeburg Hideaway System Wireless, R.C., excellent condition	295.00
6 Seeburg Wireless Bar Boxes	49.50
2 Seeburg 8800 R.C. E.C.	575.00
1 Universal Amplifier (New)	32.50
1/3 Deposit With Order, Balance C. O. D.	

UNION SALES CO.

409 N. Adams St. Green Bay, Wis.
 All Phones: Howard 2995

MUSIC SLOTS CONSOLES

YOU NAME IT WE'VE GOT IT

WRITE — WIRE — PHONE FOR LOWEST PRICES ON MARKET

FOREIGN BUYERS

Send your name for our mailing list today for all the best in Guaranteed Used Equipment.

H. Rosenberg Co., Inc.

625 Tenth Ave. New York 19, N. Y.
 Longacre 3-2479

FOR SALE

EZI PICKINS

200 5-Cent 2400 Size
 60 Hole Protected

Take All for **\$500.00**

Send Deposit

HOLBROOK SALES

HUNTINGTON, IND.

FOR SALE

MILLS 1-2-3
 FREE PLAYS
\$42.50 EACH

1/3 Deposit, Balance C. O. D.
 WE BUY, SELL AND EXCHANGE
 Phone: Jefferson 1644
 3147 Locust St. St. Louis 3, Mo. **IDEAL NOVELTY CO.**

MUSIC

Seeburg Rex	\$175.00
Mills Empress	290.00
Mills Throne	290.00
Rock-Ola Commando	525.00
Rock-Ola 12	90.00
Wurlitzer 616 Lite Up	185.00
9 Model 100, 30 Wire Wurlitzer Wall Boxes, For all	40.00
Wurlitzer 412	110.00

PINBALLS

All Americans	\$ 30.00
Four Roses	40.00
Seahawks	40.00
Blonde Plastic Bumpers	25.00
Zig Zags	40.00

DUFF'S RECORD SHOP

24 E. Piccadilly St. Winchester, Va.

NEW GAMES

SURF QUEEN
 BIG HIT
 SPELLBOUND
 GOALEE
 SOFT-BALL QUEEN
 FRISCO
 CATALINA
 MILLS WEST POCKET BELLS

SLOTS

5¢ Blue Front	\$120.00
10¢ Blue Front	130.00
25¢ Blue Front	140.00
5¢ Brown Front	130.00
10¢ Brown Front	140.00
5¢ Bonus Bell	190.00
25¢ Bonus Bell	210.00

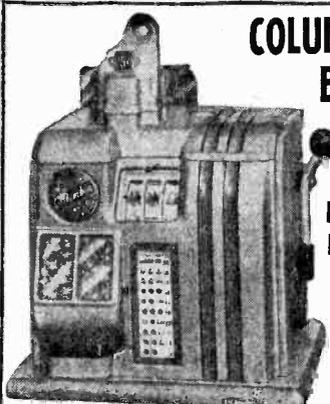
Special . . .

JOCKEY CLUB	\$225.00
Venus	\$ 70.00
Big Top	150.00
Hollywood	155.00
Gun Club	79.50
Longacres	350.00
Mystic	35.00
5¢ Super Ball Comb.	250.00
5 & 5¢ Twin Super Ball	300.00
Keene Texas Leaguer	35.00

WE HAVE ALL MILLS SLOT AND JUMBO PARTS

Lewis COIN MACHINE SERVICE

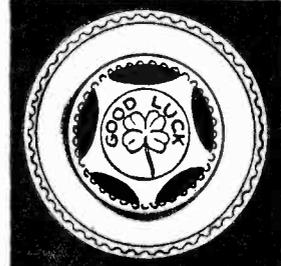
3924 W. Chicago Ave. • Chicago 51 • Belmont 7005



COLUMBIA BELLS
NEW IMPROVED MODELS
Changeable right on Locations to 1-5-10-25¢ Play.

IMMEDIATE DELIVERY ORDER NOW. WIRE OR WRITE FOR PRICES.

METAL TYPER DISCS
WRITE US FOR THE BEST



DISC PRICES
\$6.00 TO \$12.00 PER 1,000

STANDARD SCALE CO.
715 N. KINGSHIGHWAY, ST. LOUIS 8, MO.
Successors to the Groetchen Tool Co. in the manufacture of Metal Typer Name Plate Machines and Medals.

JAR DEALS
BINGO
1000-1050-1200-1250 Tickets
Also R. W. B. Tips, Baseball and Combination Ticket Deals.
Furnished single or stapled, 5 single tickets per pack. Special Deals and Payout Labels Made to Specification.
Write for Catalog & Lowest Prices TO OPERATORS, JOBBERS AND DISTRIBUTORS
WORTHMORE
Mfrs. of "FAIR PLAY" Tickets
1825 S. Michigan Ave.
Chicago 16, Ill., Dept. B

FOR SALE
New and Used
SKEE BALL ALLEYS
EMPIRE COIN MACHINE SALES
799 Coney Island Ave. Brooklyn, N. Y.
Phone Buckminster 7-7300

FOR SALE
Arizona \$165.00
Brazil 165.00
Catalina 175.00
South Seas 220.00
Suspense 245.00
Used Records, Each08
Above Machines on location and in EXCELLENT CONDITION.
REDD MUSIC CO.
145 Central Ave. Laurel, Miss.

THE FINEST EQUIPMENT AT THE LOWEST PRICES! THIS WEEK'S SPECIALS



AL SEBRING

TEN STRIKE, F.P.	\$175.00
WURLITZER 750E	595.00
HI HAND, COMBINATION	145.00
BAKER'S PACERS, DAILY DOUBLE	195.00
SUPER BELL, 5c COMBINATION	225.00
KEENEY SUBMARINE GUN	75.00
SEEBURG BLACK LITE GUN	175.00
PACE SARATOGA	75.00
MUTOSCOPE SKYFIGHTER	195.00
CHICAGO COIN HOCKEY	195.00
SUPERROLL SKEEBALL	275.00
BOB TAIL, TOTALIZER	105.00

MANY OTHERS! WRITE FOR COMPLETE LIST OF NEW AND USED MACHINES
Terms: 1/3 Deposit, Balance C. O. D.
SPECIAL ATTENTION GIVEN TO EXPORT ORDERS

BELL PRODUCTS CO.
2000 N. OAKLEY (HUMBOLDT 3027) CHICAGO 47, ILLINOIS
1002 BUCHANAN (FILLMORE 5273) SAN FRANCISCO 15, CALIF.

NATIONAL IS BACK IN ITS PRE-WAR BUSINESS—
Supplying You With the Cream of New and Used Machines!
Scientific Batting Practice \$99.50 | Scientific X-Ray Poker \$109.50
GET ON OUR MAILING LIST!
WANTED—USED JUKE BOX RECORDS—Write, telling us quantity you have for sale.
NATIONAL NOVELTY COMPANY 183 MERRICK ROAD
Cable Address: BATNOVCO, Merrick, L. I. MERRICK, L. I., N. Y.
Freeport 8-8320

WATCH
for our
SPECIAL ANNOUNCEMENT!

Will Pay Top Money for Any Mills Escalator Type Slots — 2/5 or 3/5 Pay
WRITE—WIRE—PHONE TODAY!
American Amusement Co.
4047 W. Fullerton Ave., Chicago 39, Ill.
CAritol 5300

MECHANIC
Reliable and sober, thoroly experienced on Pin Games, Music and Arcade Equipment, to work in successful Arcade in Washington, D. C. This is a good job for the right man.
BOX D-316
The Billboard Cincinnati 1, Ohio

THE ENTIRE TRADE IS BUYING TRADIO. Because...

only TRADIO IS EXPRESSLY DESIGNED FOR COIN OPERATION

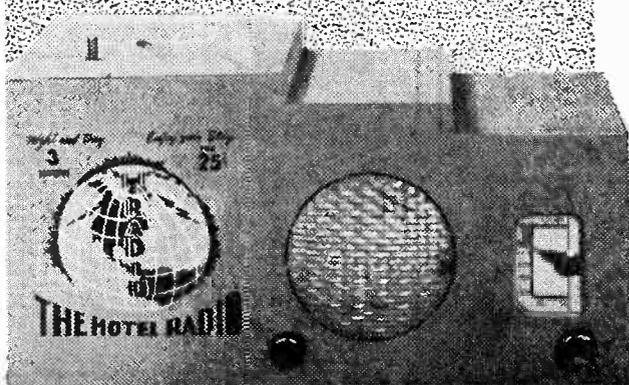
And — TRADIO Is Delivering Daily! Now's the time to obtain locations. To help you sign up the best of these immediately, TRADIO has geared its facilities to satisfy your needs at once! Order TRADIO today. Shipment will be made without delay.

TRADIO is being installed in increasing numbers by alert operators across the country, because it is recognized as their best buy in coin-operated radios. The reason is simple. TRADIO is not merely adapted for coin use. It is the only radio specifically engineered for coin operation. As a result, no other unit can offer these exclusive, profit-building features:

1. TRADIO is expressly engineered (not just adapted) for coin operation.
2. TRADIO is encased in an all-metal, permanent-finish cabinet. Can't warp. Can't buckle. Resists heat.
3. TRADIO is tamper-proof. Insurable in any location!
4. TRADIO boasts continuous timing. Timing device runs out "play-time" after TRADIO has been switched off.
5. TRADIO is designed for quick, yet permanent wall-mounting.
6. TRADIO sets are individually adjusted to the precise acoustic limits of each particular room.

Available in all colors, TRADIO will harmonize with any interior. Performance — trouble free! Reception — clear and true! Selectivity—all stations!
Order TRADIO today for immediate delivery. And, remember, don't say radio, say TRADIO.

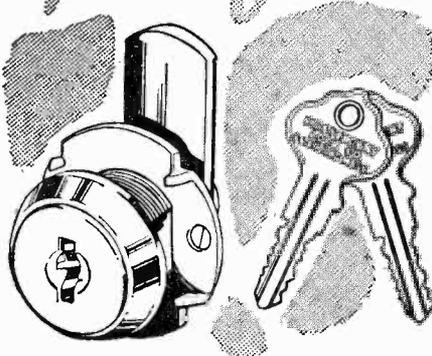
SALES HELPS ON REQUEST



TRADIO, INC.
ASBURY PARK, NEW JERSEY
PHONE: ASBURY PARK 2-1341

put a
HERCULOCK
on your profits

Good business means full coin-boxes—and full coin-boxes are a real temptation to the easy-money boys. You can protect your profits by using ILCO HERCULOCKS on all your coin machines. They're pick-resisting . . . shock-resisting . . . dependable; designed to give you tops in value and security.



No. 4750 Improved Herculo lock—pick-resisting design. "Shark tooth" keyway. Double-sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screws, and key. Cam movement 90 degrees. Thousands of key changes.



C-2

INDEPENDENT LOCK COMPANY
Fitchburg • Massachusetts

MUSIC		NEW GAMES	
Wurlitzer 51 C. M.	\$139.50	Spellbound	\$325.00
Wurlitzer 412	149.50	Superliner	322.00
Wurlitzer 616	269.50	Fast Ball	330.00
Wurlitzer 500	425.00	Big League	299.50
Wurlitzer 600	450.00	Whizz	189.50
Wurlitzer 780E	550.00	Gusher	54.00
Rock-Ola Master	395.00	Challengers	65.00
		Gottlieb 3-Way Grippers	39.50
FREE PLAY			
Big League	\$39.50	On Deck	\$ 39.50
Scoop	39.50	Strip Tease	89.50
Bombardier	99.50	Bordertown	49.50
Landslide	39.50	Three Score	39.50
Cadillac	39.50	Bubbles, new	175.00
Gold Star	59.50	Hi Hat	74.50
3-Up	49.50	Target Skill	49.50
Broadcast	\$59.50	Majors '41	59.50
Crossline	59.50	Barrage	39.50
Silver Skate	59.50	Victory	79.50
Showboaf	69.50		

WRITE FOR PRICES ON NEW NORTHWESTERN PEANUT MACHINES

INTERNATIONAL COIN MACHINE DIST.
2436 ST. CLAIR MAIN 5769 CLEVELAND, OHIO

Restaurant Crisis Nips Coin Trade

(Continued from page 99)

Ia., locked their doors September 16, staged a sit-down strike in one eating place which refused to close. Calling the owner "scab," the 60 strikers said that they would sit indefinitely until he closed his establishment.

Also in Iowa, Oskaloosa restaurant operators, 27 of them, shut their doors September 18, and said they would remain closed until relief is given. Here soda fountains and beer parlors were open, but refused to serve food.

Massachusetts restaurant closings centered around Boston, and mostly were in smaller surrounding cities, according to a spokesman of the National Restaurant Association here. Situation in New Jersey was unclear, he said, but reports were that a number of eateries had shut up shop.

Entire crisis was tied in with the meat industries campaign against price ceilings for their products. Because of the return of controls on meats, OPA decided to roll-back price ceilings on meat dishes served in restaurants to June 30 levels. Meanwhile, however, meat prices had advanced beyond June 30 levels, and restaurants were in the middle.

Donald F. Kiesau, executive secretary of the Chicago Restaurant Association, advanced additional reasons why members need price relief. In three years, he said, salaries for cooks are up from \$50 to \$100 a week; dishwashers' wages have risen from \$22.50 to \$50, and waiters have advanced from \$16 to \$24.

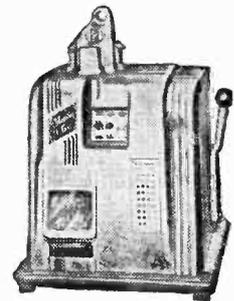
NEWS DIGEST

(Continued from page 99)

in the Middle West's farm belt area are expecting play on all type machines will be hypod by increased revenue from record crops.

SWINDLES—Vending machines, and swindles by unscrupulous agents involving vending machines, were the subject of a 15-minute broadcast over Mutual Sunday night from 7:30 to 7:45. Associations and leaders in the vending trade are co-operating to the fullest extent to warn of confidence men who have been known to use vending machines in their get-rich-quick schemes.

BRAND NEW



GROETCHEN SLOTS
1946 MODELS

CONVERTIBLE TO PENNY, NICKEL, DIME AND QUARTER PLAY

DeLuxe Club Model \$209.50
Chrome Columbia Double Jackpot Bell 169.50
Standard Columbia Double Jackpot Bell 145.00

REVAMPED MILLS SLOTS
Like New In Every Way



CHROME SPECIAL

Originated by us. No lemons on first reel, 80% to player.
5¢ Play, Pays 3 on One Cherry, 3 on Two Bars \$275.00
10¢ Play, Pays 3 on One Cherry, 3 on Two Bars 285.00
25¢ Play, Pays 3 on One Cherry, 3 on Two Bars 295.00
Ten-Day Free-Trial, Money-Back Guarantee. Liberal Trade-In Allowance on All Used Mills Escalator Models, 2-5 & 3-5 Payout. Order Sample Today—Write for Circulars.

WRITE FOR SPECIAL USED MACHINE LIST.

WANTED FOR CASH

Used Jennings Standard, DeLuxe and Super DeLuxe Chiefs.
Used Mills Original Black Cherry Bells.
Used Mills Original Escalator Model Slots.
Used Music Machines.
STATE LOWEST CASH PRICE IN FIRST LETTER.

TERMS: Cash In Full With Order OR 1/3 Deposit, Balance C. O. D.
Ref.: Dun & Bradstreet. Established: 15 Years.

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PACES REELS

CASH PAY MODELS **\$50**

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NEWLY REBUILT BLACK CHERRY BELLS • 2-5 or 3-5 PAY

★ 5c - 10c or 25c ★

In EXCHANGE for your OLD Mills Escalator model machines AND \$100

WOLFE MUSIC CO.

1201 WEST MAIN ST. OTTAWA, ILL.
RES. PHONE: 1302 SHOP PHONE: 1312

LONG RANGE LEAD GALLERIES

IMMEDIATE DELIVERY

on 8'x10'—2 MOVING ROWS
10'x12'—3 MOVING ROWS

BELL-CO MFG. CO., P. O. Box 353, Bellwood, Ill.

FOR SALE

1 Mills Three Bell, 5-10-25, looks like new \$700.00
1 Pace Races, rebuilt and never used 375.00
2 Jumbo Parade (Mills), 5¢ play 180.00

E. N. NEU
CARROLL, IOWA



You Tell Us
What's Important
To YOU . . .

SEE INSERT AT
PAGE 67

H & L DISTRIBUTORS
708 Spring St., N.W.
Atlanta, Georgia

EXCLUSIVE **TRADIO** DISTRIBUTOR
in ALABAMA

SEE **TRADIO** AD
PAGE 131

TOP VALUES

Slots

Each Machine Guaranteed Like New

12 5c Mills Brown Fronts	\$160.00
1 10c Mills Brown Fronts	165.00
2 25c Mills Brown Fronts	175.00
4 5c Mills Blue Fronts	150.00
1 5c Mills War Eagle, 3/5	135.00
1 10c Mills War Eagle, 3/5	145.00
1 10c Mills Bonus Bell	225.00
1 25c Jennings Chief	145.00
1 5c Watling Rolatop	95.00
1 5c-25c Bally Bell	150.00
5 5c Mills Chrome Vest Pocket Bells	55.00
4 5c Mills Blue & Gray Vest Pocket Bells	45.00

Consoles

1 Keeney 5/25c Two-Way Super Bell, Convertible	\$475.00
3 Jennings Silvermoon, C.P.	125.00
1 Mills Jumbo Parade, Convertible	150.00
1 Mills Jumbo Parade (Late)	125.00
1 Watling Big Game, C.P.	100.00
1 Watling Big Game, F.P.	125.00
3 Jennings Silvermoon, F.P.	125.00

Terms: 1/3 Certified Deposit, Balance C. O. D.

Automatic Amusement Co.
1000 Pennsylvania St. Phone 3-4508
EVANSVILLE, IND.

Trailer Camps Are Tabbed Locations for Coin Trade

CHICAGO, Sept. 21. — Lucrative opportunities for coinmen in trailer camp locations have been suggested by the announcement this week that 35,000 trailer coach homes will be built in the last three months of this year.

Announcement came from H. L. Bartholomew, president of Trailer Coach Manufacturers' Association, who said that about half of the coaches will be built under veterans' priorities in an effort to reduce the housing shortage.

May Mean Locations

Result of the trailer program may be an increase in the country's trailer population. This would mean, according to coinmen, a permanent location for coin machines at the camp site. Site often consists of a small tract of land along a highway with only toilet and washing facilities. Other facilities such as coin-operated washing machines, venders and jukeboxes for amusement could be installed.

Trailers produced will retail for not more than \$2,500 with minimum standard equipment and for less without the standard equipment. They will be available to veterans, educational institutions and local emergency housing organizations, Bartholomew said.

Coaches will be produced by approximately 100 manufacturers,

largely in the Middle West and on the West Coast. Under the Veterans' Emergency Housing program, trailer manufacturers are permitted to apply to the national housing agency in Washington, D. C., for priorities on scarce items such as hardwood flooring, lumber, millwork, construction plywood, etc.

Altho preference will be given to actual war veterans a number of other classes of persons also will have priority. These include wives of deceased veterans, United States citizens who served in the military forces of an allied nation during the war, Merchant Marines who have a certificate of continuous service and citizens who were interned or held prisoner by an enemy nation.

Camps Thrive

During the war trailer camp business thrived despite gas and tire shortage. Thousands of war workers lived in trailers with a typical camp having as many as 50 tenants. Pre-war bulk of trailer business, according to authorities, came from vacationists and tourists.

Since the war has ended, however, trailer manufacturers have urged their dealers to follow a policy of veteran preference in disposing of short quotas of the vehicles, Bartholomew asserted.

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... Distributed by an outstanding New England firm. We are proud to represent exclusively in the following territories the manufacturers listed below:

D. GOTTLIEB & CO.

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J. H. KEENEY & CO.

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WILLIAMS MFG. CO.

—New England (except Connecticut)

PERSONAL MUSIC CORP.

—New England (except Connecticut)

ALL

OUTSTANDING LINES

In New England—It's

TRIMOUNT!

Contact us for your requirements



TRIMOUNT COIN MACHINE CO.

40 WALTHAM ST., BOSTON, MASS.

Tel. LIBerty 9480

RUNYON UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

Non-Inflammable Rigid Material

Non-Brittle Expertly Molded

Shrink-Proof Perfect Fit Guaranteed

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

THIS AD IS YOUR ORDER BLANK. JUST INDICATE QUANTITIES, CLIP AD AND MAIL TODAY!
NEW! UNBREAKABLE! GUARANTEED! CLEAR!
TRANSPARENT PLASTIC WINDOWS FOR MODEL 850

PROGRAM HOLDER: \$5.00 PER SET

WURLITZER MODELS

24 Top Corners	Each \$ 1.20
24 Lower Sides	4.00
61-71-41 Top Corners	4.00
800 Top Corners	4.00
800 Top Corners	7.00
700 Top Corners	9.50
700 Lower Sides	8.50
700 Back Sides	16.50
800 Top Corners	13.50
800 Lower Sides	8.00
800 Top Center, Right or Left, Red	9.50
800 Back Sides, Green	13.50
800 Lower Sides	8.75
750 Top Corners	8.75
750 Lower Sides	4.25
750 Top Center	2.00
750 Middle Sides	9.50
850 Top Corners	8.75
850 Lower Sides	11.00
850 Top Center	11.00
950 Lower Sides	10.50

MILLS

Available In Red, Yellow or Green	Each
Throne—Empress, Top Corners	\$14.00
Throne—Empress, Lower Sides	14.00

ROCK-OLA MODELS

STANDARD, MASTER, DELUXE OR SUPER	Each
Top Corners	\$12.75
Lower Sides	12.75
Top Door Plastics	6.75
The Above Available in Solid Red, Yellow or Green	Each
COMMANDO	\$ 8.00
Top Corners	7.00
Top Center	12.75
Long Sides	12.75
Combination Yellow & Red Color Scheme	

SEEBURG MODELS

Each	
"Hi Tone"—Model 9800, 8800, 8200	Each
Lower Sides	\$14.50
"Classic"—"Colonel" Top Corners	6.00
"Cadet"—"Major" Top Corners	2.50

SHEET PLASTIC

20"x50"—Non-Brittle Pliable.
60 Gauge Red: Yellow or Green (Thickness of a New Half Dollar). Per Sheet, \$14.50.
IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE PROBABLY HAVE IT IN STOCK!
Terms: 1/3 Deposit With Order, Balance C. O. D., F. O. B. New York.
Remit Full Payment and Save C. O. D. Charges. Checks Acceptable.

RUNYON SALES CO.

127 W. RUNYON STREET, NEWARK, N. J.
593 10th AVENUE, NEW YORK, N. Y.
956 MAIN STREET, BUFFALO, N. Y.

United Airlines To Double Payloads in Sept. 16 Expansion

CHICAGO, Sept. 21.—United Airlines announced that its cargo fleet payload capacity would virtually double when it places two new four-engined all-cargo planes in service September 16.

Cargo liners, all-freight version of Douglas DC-4 230-passenger planes, will each carry a nine-ton load. Present fleet of eight twin-engined DC-3 all-cargo ships combined carries 20 tons.

Cargoliner 230s, so named because of their 230-miles-per-hour cruising speed, will fly one complete round trip schedule daily between San Francisco and Chicago. Connected service will be maintained with United's present two daily cargoliner 180 round trip flights between Chicago and New York.

Pilot shortage rather than lack of equipment has hampered expanding service on the new schedule, according to E. L. Dare, of United's cargo division. He also stated that the air cargo business has boomed since non-scheduled operators had entered the field.

Dare pointed out the need for both scheduled and contract operations. "All passenger planes carry cargo," he said, "but their main business is carrying people. Frequent passenger schedules provide shippers with connections where surface transports are necessary. All cargo schedules are devised to accommodate the

See Increase in Coin Play as Tennessee Woos Tourist Trade

NASHVILLE, Tenn., Sept. 21.—Coin machine trade members in this State are anticipating the opening of thousands of new locations for machines of all types as result of ambitious plans of the newly formed Tennessee Tourist and Development Bureau, it was announced recently.

According to Bob Peters, bureau president, State tourist trade may soon out-rank manufacturing and commerce as Tennessee's multi-million dollar industry.

"Thru the tourist and development bureau we plan to launch a campaign that will lead to the construction of hundreds of hotels, tourist homes and camps. In addition, we need filling stations, eating places and places of entertainment," Peters said.

To promote interest among the State's business and industrial lead-

ers, the bureau has set up a budget of more than \$9,000 for the coming year.

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"In 1941 tourists spent \$106,000,000 in Tennessee," Peters said. "By the end of 1946 they will have spent \$166,000,000 to make the tourist trade the No. 1 industry in the State.

"There's no limit to the amount of tourist trade this State could get if the people would wake up to their opportunities. We have the makings of a top tourist playground, but before this can be realized a lot of improvements and developments must be made."

Peters pointed out that the group will ask the State Highway Department and the State Department of Conservation to assist the tourist bureau by erecting markers at sites of scenic interest, constructing pull-off places along the roads, erecting better highway markers and improving the State's secondary roads.

"Tourist trade is worth more than all the minerals, mining and natural resources in this State," Peters asserted. "It will even top agriculture, which has run second to manufacture and industry in bringing money into this area. Within a few years tourist trade will out-distance even manufacturing and industry."

Peters said the new tourist group, which grew out of the Southern High-

land Tourist Association, will establish headquarters in Nashville, with branch offices soon to be opened in Knoxville, Chattanooga and Memphis. In addition, directors will be established in most towns of any size, Peters said.

Tour of State

Peters and a group of Tennesseans interested in tourist development recently completed a tour of more than a dozen cities in the State to promote interest in the project.

"We were received with open arms at every stop," Peters said. "If we can obtain the same co-operation in other towns, the State will be able to take full advantage of this growing trade."

Peters was accompanied on the tour by C. E. Brehm, acting president of the University of Tennessee; Harold Van Morgan, of the Tennessee Valley Authority; George Whitlock, of the State Planning Commission, and Paul Mathis, of the Department of Conservation.

Support of the bureau is centered in the Chambers of Commerce in individual towns and all officers are non-salaried. Vice-presidents include Carl Jones, of Johnson City, and George Thomas, of Nashville. Murray Johnson, of the Nashville Chamber of Commerce, is secretary. Vice-presidents will be named in Memphis and Chattanooga and directors will be chosen in a score of other towns.

Coinmen thruout the State are reported to be giving the new organization hearty backing because of the increase in coin machine play in other States which lead as tourist centers, according to spokesmen.

Exhibit's
FAST BALL

THE MOST POPULAR GAME ON LOCATIONS TODAY, MAKING DAILY RECORDS FOR BIG PLAY.

ASK YOUR NEAREST DISTRIBUTOR

Operators Price \$30.00

Virginia Tourist Trade Hit Record High This Summer

ABINGDON, Va., Sept. 21.—Tourist traffic in the mountains of Southwest Virginia has been at a record high level, according to representatives of the Southwestern Virginia Development Association meeting here this week.

Called by Homer K. Bowen, association executive secretary, the meeting heard reports from various communities and hotels. Hotels from the Shenandoah Blue Ridge section to Bristol and Cumberland Gap have been operating at capacity all summer and turning business away at a surprising rate, according to reports.

One resort hotel was reported extending its season to meet the demand, and a local inn has set up a special service to direct the overflow to residences and tourists homes. The Barter Theater here reveals that it now has attendance 200 per cent above pre-war level.

Minnesota Tobacco Tax Receipts Down \$3,000 for August

ST. PAUL, Sept. 21.—Tobacco tax paid the federal government by Minnesotans dropped \$3,000 in August, 1946, from the same month in 1945, according to Elmer Kelm, collector of internal revenue for this State.

In August of last year, tobacco tax collections totaled more than \$8,000, while last month's collections were only \$5,000.

Proponents of a State cigarette tax for Minnesota ran into opposition at a recent meeting of delegates of the League of Minnesota Municipalities, held at Eveleth, where opponents of such a measure pointed out that the tax would provide an opening wedge for a general sales tax.

MUSIC

- 1 Wurlitzer 616.....\$210.00
- 3 Wurlitzer 616 Victory..... 325.00
- 3 Wurlitzer 24 Victory..... 340.00
- 1 Wurlitzer 700..... 625.00
- 1 Wurlitzer 750..... 650.00
- 1 Wurlitzer 750E..... 675.00
- 1 Wurlitzer 800..... 675.00
- 1 Wurlitzer 850..... 710.00
- 3 Wurlitzer 950..... 625.00
- 1 12-Record Seeburg..... 100.00
- 2 Seeburg Hideaways (Factory Built)..... 275.00
- 1 Seeburg Console..... 100.00
- 2 Seeburg 8800, R. C..... 525.00
- 1 '40 Super Rock-Ola..... 400.00
- 3 Rock-Ola Commando..... 495.00

ARCADE

- 2 Seeburg Hifler Guns.....\$ 75.00
- 15 Seeburg Guns (As Is)..... 50.00
- 2 Bally Rapid Fire..... 125.00
- 1 Hoot Mon Golf..... 60.00
- 1 1c Question Mark (Floor Model) 50.00
- 2 C C Hockey..... 145.00
- 1 Scientific Baffing Practice.... 89.50
- 1 Smlin' Sam..... 59.50
- 1 Skee Jump..... 59.50
- 1 Keeney Air Raider..... 84.50
- 1 Supreme Rocket Buster..... 89.50
- 1 Keeney Submarine..... 124.50
- 1 Mutoscope Punching Bag..... 114.50

PIN GAMES

- 1 Champ\$ 59.50
- 1 Dough Boy 49.50
- 1 Seven Up 59.50
- 1 Four Roses 59.50
- 1 South Paw 64.50
- 1 Air Circus 129.50
- 1 Big Top..... 159.50
- 2 Five, Ten and Twenty..... 129.50
- 1 Sky Chief 149.50
- 1 Shangri-La 129.50
- 2 Big Parade 119.50
- 2 Arizona..... 210.00
- 1 1945 Victorious 65.00
- 3 Gold Cup..... 49.50

ONE-THIRD CASH WITH ORDER,
BALANCE C. O. D.

**HERMITAGE
MUSIC COMPANY**

423 Broad St.
Nashville, Tenn.

Coinography

(Continued from page 101)
been opened," Tratsch said. American know-how, mass production and scientific advancements will soon enable the United States coin industry to far outstrip both British and European vending machine producers. Few men in this many-faceted business are as well qualified to speak authoritatively concerning it. Walter Tratsch, president of the A. B. T. Manufacturing Company, has been a vital part of the industry since 1902 when he became associated with F. W. Mills, brother of the late H. S. Mills, in Hoboken, N. J. There they operated a Penny Arcade, which featured as one of the attractions an automatic photograph machine which took pictures for 10 cents a shot.

Went to Panama

Later Tratsch and Mills operated a string of "Owl" and "Dewey" machines, old-time forerunners of the modern bell game. Tratsch worked as an operator at the St. Louis World's Fair and in 1908, during construction of the Panama Canal, he operated motion pictures for the amusement of the workmen.

The following year found Tratsch in Buenos Aires, Argentina, where he made arrangements to operate machines during the South American Fair celebrating the 100th anniversary of the Republic in 1910.

On his return in 1910 Tratsch opened his first plant on Clinton Street in Chicago. The firm specialized in repairing machines and in the making of parts for them. He produced the original "Dandy" vender, a small-sized pay-out machine. At the up-to-date offices the A. B. T. Company currently occupies, Tratsch still delights in showing the machine to visitors.

In 1913 itchy feet again got the better of him and he set off for California, where he joined forces with Charlie Fey, pioneer bell game inventor. Their friendship lasted until Fey's death several years ago and Tratsch still speaks proudly of their association.

Came to Fair

He returned from California in 1915 to renew with Jack Bechtol an acquaintanceship begun at the St. Louis Fair, where he also met O. D. Jennings for the first time.

Tratsch and Bechtol formed the Diamond Confection Company and shortly afterward the Southern Confection Company of South Carolina. The firm operated many types of machines on a large scale until 1921, when they were joined by Gus Adler, a long-time friend of Tratsch's, and formed the A. B. T. Manufacturing Company (from the first initial of the surnames of the three partners) with headquarters in Chicago. In 1923 Adler's interest was purchased by Bill Gray, for many years one of the largest operators of slot machines in the world.

In 1926 the firm produced a coin-operated target pistol, which is still remembered by operators as one of the sensational machines of the decade. A billiard game was developed in 1928, which was voted the most popular machine at the coin machine convention in Chicago the same year.

However, most of A. B. T. history is built around the coin chute developed by the firm. The coin chute and modern coin machine industry are closely inter-related. Until development of the chute, largest headache for operators and most perplexing problem confronting engineers was the huge annual loss caused by wholesale slugging of coin machines.

Devoted Loyalty

Tratsch has a devoted loyalty to the industry with which he has been so long associated. He has taken an active part in every organized move (See COINOGRAPHY on page 136)

It's CONDITION That Counts FOR WINNING PERFORMANCE



In coin machines, too! These are guaranteed to be in the best condition!

FREE PLAY

Air Circus.....\$109.50	Five-Ten-Twenty.....\$ 89.50
American Beauty (Rev.)..... 69.50	Sky Rider..... 89.50
Cover Girl..... 179.50	Snappy '41..... 59.50
Eagle Squadron..... 69.50	Spot Pool..... 54.50
Home Run '42..... 69.50	Star Attraction..... 54.50
Horsoscope..... 69.50	Supper Chubbie..... 49.50
Knockout..... 109.50	Tail Gunner..... 54.50
Legionnaire..... 59.50	Victory..... 69.50
School Days..... 54.50	Zig Zag..... 59.50
Sea Raider..... 59.50	Shangri-La (Gottlieb)..... 109.50
Shangri-La (P&S).....\$ 99.50	

SLOTS

5c Jennings Chief.....\$ 59.50	10c Mills Blue Front.....\$129.50
5c Columbia Bells, G. A..... 59.50	5c Mills Cherry Bell..... 139.50
5c Columbia Bell Cig. Reels... 49.50	10c Mills Roman Head..... 99.50
5c Mills Gold Chrome..... 189.50	5c Mills Melon Bell..... 99.50
25c Mills Gold Chrome..... 229.50	5c Waiting Rotatop..... 59.50
5c Mills Blue Front..... 109.50	25c Waiting Treasury..... 79.50

MULTIPLES AND CONSOLES

Dust Whirls.....\$249.50	Silver Moon, Comb. 5c.....\$129.50
Spinning Reels, P.O..... 49.50	Silver Moon, Tot., F.P..... 79.50
Whirlaway..... 229.50	Super Bell 5c Comb..... 209.50
Evans Pacers (1940)..... 199.50	Two Way Super Bell 5-5..... 289.50
Jumbo Parade, F.P..... 79.50	Galloping Domino (40) (Check Separator)..... 149.50
Paces Races, Black Cab..... 69.50	Keeney Four Way Super Bell, 5-5-5-25, Perfect..... 499.50
Paces Races, Brown Cab..... 99.50	Bally Club Bells.....\$139.50
Paces Reels W/Rails..... 89.50	Triple Entry..... 139.50

ARCADES

Bally Sky Battle.....\$ 99.50	Mutoscope Sky Fighter.....\$129.50
Bally Under Sea Raider..... 249.50	Mutoscope Photomatic, Late Model, Perfect..... 749.50
Keeney Air Raider..... 79.50	Scientific Batting Practice..... 79.50
Mills Panoram (best Solo-Vue Conv.)..... 369.50	Seeburg Ray-O-Lite (Rev.)..... 49.50
Chi-Coin Hockey.....\$159.50	

MUSIC

Seeburg Colonel, Refinished, Perfect.....\$429.50	Wurlitzer 42-24 (Vic. Cab.)....\$349.50
Seeburg Hi Tone 8200 R.C..... 579.50	Wurlitzer 24 Rec. Ill. Cab. (Rev.)..... 289.50
Rockola RM-16..... 169.50	Wurlitzer 600K..... 429.50
Rockola RM-16, Ill. Cab..... 199.50	Wurlitzer 700..... 529.50

Terms: 1/3 Down, Balance C. O. D.
All Phones: District 0500

MAIN OFFICE: 635 "D" STREET, N. W. WASHINGTON 4, D. C.

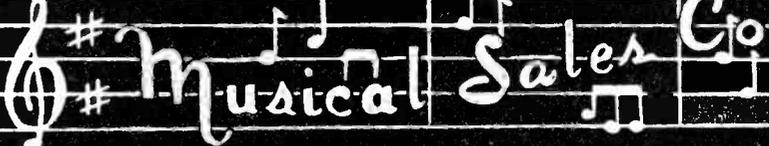


BRANCH OFFICE: 2505 N. CHARLES ST. BALTIMORE 18, MD.

To Be Sure, OPERATORS RELY on SEEBURG SCIENTIFIC SOUND DISTRIBUTION

Here's Why: . .

- The SEEBURG Symphonola "1-46" is yet to be matched for design and performance.
- New, simplified WALLOMATIC circuits are interchangeable with pre-war Symphonolas (and vice versa).
- Sound Distribution is specially "tailored" to each location.
- Simplified mechanism of the finest materials assure fully minimized maintenance.
- Add to this the brand of reliability the name SEEBURG implies and you know you're sure with SEEBURG.



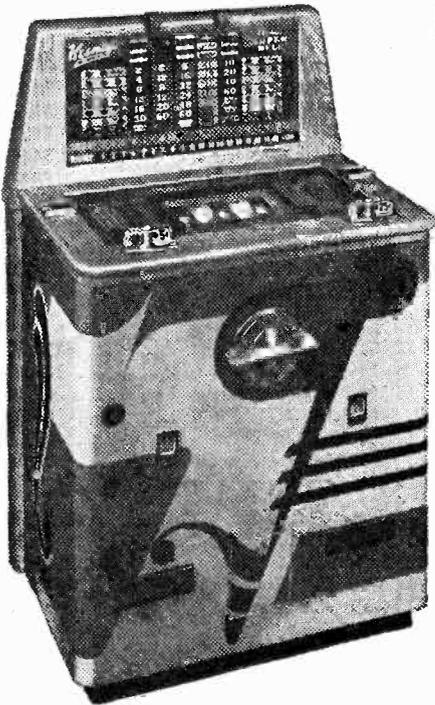
EXCLUSIVE SEEBURG DISTRIBUTORS

FOR MARYLAND-WASHINGTON, D. C.-VIRGINIA

140 W. MT. ROYAL AVENUE 415 W. BROAD STREET	BALTIMORE 1, MARYLAND RICHMOND 20, VIRGINIA
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LOOK!

Do you want Twins?



IMMEDIATE DELIVERIES

NOW POSSIBLE

With Increased Production of

Keeney's New 2-WAY BONUS Super Bell!

- ★ Furnished in any combination of 5c-10c-25c coin chutes.
- ★ Up to 10 coins possible every play.
- ★ Triple Scoring—players win on 1 to 3 rows across the reels.
- ★ Positive Advancing Odds flicker across Jumbo Lite-Up Scoreboard.
- ★ A 500 Bonus in addition to increased odds for Jackpot Winner on each of 3 chutes in which 5 coins are played.

Convertible: Free Play—Payout.

It will PAY you to own and operate this new 2-WAY Bonus Super Bell. Nothing like it ever before. Act today. Now!

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 1513 Oak St. KANSAS CITY, MO. Victor 8404-8405

Exclusive KEENEY Distributors in Illinois, Iowa, Missouri, Nebraska and Kansas

COINOGRAPHY

(Continued from page 135)

of the manufacturers of coin machines, and his wide acquaintance with the problems of the trade has made him a valued advisor and leader.

Tratsch foresees a real boom in coin machine exports when "the world finally becomes settled." His honesty obliges him to admit there is a great deal of over-optimism in regard to the near future.

"There is still a long period of production trouble before us," Tratsch said recently. "The war is over, and for that we are all grateful. But raw materials are still scarce and likely to remain so for quite a long time. That our boom will come within a few months is largely wishful thinking on the part of some members of the industry.

"However, by utilizing every resource at our command, by devising more economical methods of production and by continuous research and development with an eye to the future, the industry will emerge from its difficulties stronger, more sound and with greater prestige than ever before."

To newcomers in the industry, Tratsch also has a word of advice. "First study the field thoroly," he tells those who come to him for information. "Then study yourself. If you are the kind of man who is willing to take a fair chance, be willing to re-invest profits, work hard to keep equipment in good order and long hours to maintain contacts and make new ones, then you have an excellent chance of making good in the coin machine business."

According to his many friends in and out of the industry, Tratsch shows every indication of applying this advice to himself as well.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

WE ARE NOW DELIVERING PREMIER COIN MACHINE MFG. CORP. PREMIER BARREL ROLL PREMIER ALLEY ROLL

Available in 10 1/2, 12 1/2, 14 ft. sizes THE FINEST ALLEY OUT!

FIRESTONE GAMES, INC. TALLY ROLL

See Them on Display in Our Showrooms! WRITE FOR CIRCULARS!

- ★ SLOTS ★
- Columbia Bells \$145.00
- Columbia De Luxe Club Bells 209.50
- Paces De Luxe Chrome Bells, 5c 290.00
- Paces De Luxe Chrome Bells, 10c 310.00
- Paces De Luxe Chrome Bells, 25c 330.00
- Paces De Luxe Chrome Bells, 50c Write
- Paces De Luxe Chrome Bells, \$1.00 Write

WE HAVE NEW 12" Speakers & Baffles, \$15.00 ea.

ORDER TODAY! DAVE LOWY & CO. 594 10TH AVE., NEW YORK 18, N. Y.

ARCADE EQUIPMENT

Underseas Ralder, Like New	\$250.00	Exhibit Races	\$ 95.00
Hockey	135.00	Texas Leaguer, 1c	85.00
Bally Alley	30.00	Keeney Air Ralder	100.00
Supreme Bolascare	200.00	Rock-Ola World Series	75.00
		Batting Practice	60.00

ONE-BALL GAMES

Congo	\$35.00
1-2-3 (1939)	25.00
1-2-3 (1940)	60.00
Owl	25.00
1-2-3, Converted, \$10 Federal Tax	35.00
Gold Cup	30.00

CONSOLES

Baker Pacers, 5c or Check	\$200.00
Jumbo Parade, Combination	170.00
Super Bell, 5c, Combination	175.00

SLOTS

*Mills Black Cherry, New	\$ 95.00	10c Callie, Black	\$ 50.00
Mills 5c Blue Front	150.00	Jennings 5c Silver Moon Chief, 2/4 P.O.	95.00
Mills 5c Glitter Gold	170.00	Jennings 10c Silver Moon Chief, 2/4 P.O.	170.00
Mills 10c Glitter Gold	170.00	Jennings 25c Silver Moon Chief, 2/4 P.O.	198.50
Mills 5c Q.T., Green, Cherry Reels	65.00	Jennings 5c Chief	69.50
Mills 10c Q.T., Blue, Cherry Reels	89.50	Jennings 10c Chief	75.00
Mills Extra Bell	210.00	Jennings 25c Chief	145.00
5c Callie, Black	45.00	5c Dixie Bell	79.50
5c Rolo-top	65.00	10c Dixie Bell	80.00

PIN GAMES

Zig Zag	\$45.00	Yankee Doodle	\$145.00
Invasion	65.00	5-10-20	95.00
Burlesk (2)	@ 35.00	Arrow Head	19.50
Topic	50.00	Defense (Genco)	80.00
Olover	40.00	G.I. Joe	55.00
Target Skill	30.00	Home Run	45.00
Jungle	45.00	Liberty	145.00
Snappy	45.00	Strip Tease	110.00

WALL BOXES

200 Keeney Wall Boxes, Suitable for		2 Conductor Wire, Army Surplus, 30 Ft.	
Timed Music, No Locks	@ \$ 1.50	Lengths	15c Per Ft.
7 Beeburg 30-Wire, Old Type	3.00	1,000 Ft. 30 Conductor Coded	
Buckley 30-Wire	25.00	Cable @	20c Per Ft.
Wurlitzer Model 320, 2-Wire	10.00	1,000 Cans Yellow Enamel,	
Rock-Ola Bar Boxes	@ 5.00	Vita-Var @	.55c Per Qt.
Rock-Ola Wall Boxes	@ 5.00		

RAY BIGNER

1983-85 STATE AVE. Phone: WAbash 1994-1995 CINCINNATI 14, O.

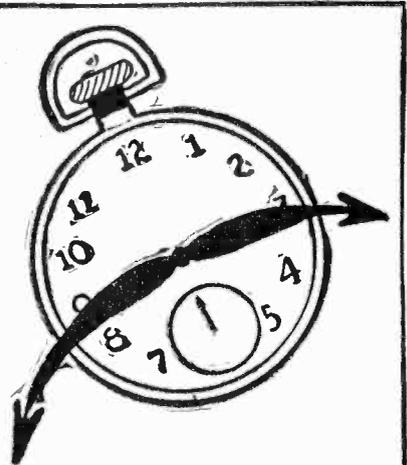


If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

SAMBERT DISTRIBUTING CO. 2114 MacArthur Boulevard Oakland 2, California

EXCLUSIVE TRADIO DISTRIBUTOR in NORTHERN CALIFORNIA

SEE TRADIO AD PAGE 131



Take a Minute and You're in It . . .

SEE INSERT AT PAGE 67

SPECIALS BY STEWART

- 1 Bally Racer (Arcade) \$ 50.00
- 5 Mills Quarter Scopes 55.00
- 1 Club Trophy (1 B. F. P.) 265.00
- 1 Blue Grass (F.P.) \$145.00
- 2 Baker's Pacers \$145.00
- 3 Bally Reserves (5 B. F. P.) \$20.00
- 1 5c Mills Bonus Slot \$195.00
- 1 10c Mills Bonus Slot 205.00

STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah

WANT COUNTER GAMES

Columbus, Northwestern and Victor Peanut Machines WILL PAY TOP PRICES

Will Buy Any Type of Machine Send Us Your List

VEEDCO 2113 MARKET ST. PHILA. 3, PA.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

Black Light Is Attraction at Chemical Show

CHICAGO, Sept. 21.—The subject of at least one exhibition at the Fourth National Chemical Exposition, recently concluded at the Coliseum here, was no mystery to visiting members of the coin machine industry. Among chief attractions at the show was a display of "black light" at the booth of the Black Light Products Company.

Altho to many the magic effect produced by "black light" was puzzling, it has become familiar to coinmen thru its wide use in manufacture and conversions of coin-operated machines.

Lamp Plus Chemicals

Thru the use of an especially manufactured "black light" lamp and chemicals developed by the firm, headed by Judith Richardson, startling effects have been produced on target game conversions, upon which it imparts a three-dimensional quality. Operators claim mystifying impression intrigues customers and hikes play on locations where "black light" is in use.

Firm has also received inquiries from bell game and juke box manufacturers, who are interested in the unusual decorative possibilities and eye-appeal offered by use of chemically formulated paints and finishes manufactured by the firm. Under the "black light," colors of the paints and finishes assume the iridescent quality which make them glow in the dark.

Miss Richardson heads a staff of consultants and research experts which works with manufacturers' engineers to develop new uses for "black light," and formulae to enable engineers to adapt the products to their own requirements.

Initially developed for use by the armed forces, hundreds of industrial uses for "black light" have been found. Automobile manufacturers and aircraft designers are planning to use the products for instrument panels. They point out that reflected light from ordinary bulbs impairs visibility at night, while "black light" would glow sufficiently to enable operators to see the instruments but not enough to have a blinding effect.

Theater Use

Motion picture theaters have found wide use for "black light." Hangings and decorative fixtures can be treated to reflect fluorescent color in the dark while at the same time images on the screen do not lose sharpness.

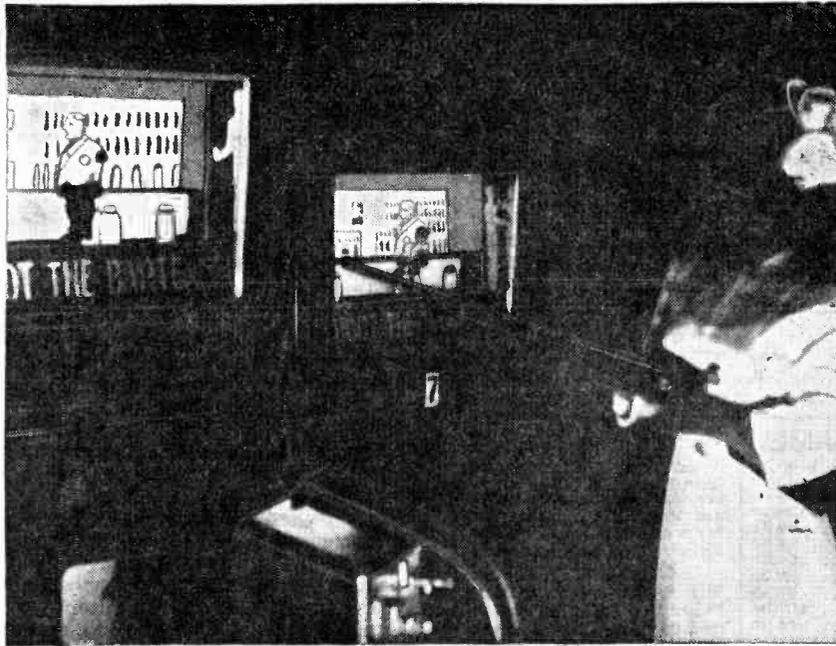
Firm also makes lacquers in many fluorescent colors which can be ap-

Butter Cooked Into Popcorn

CHICAGO, Sept. 21.—Cooking the butter flavor right into the popcorn as it is popped is now possible, says an announcement from the Freeman Food Products Company here.

Firm says it has a tested and proved product which comes in concentrated form and is to be mixed into the seasoning before the corn is popped. Announcement says that approximately one and one-half ounces of the concentrated butter flavoring should be mixed with 10 pounds of seasoning.

Its makers say that the new seasoning will blend with any seasoning, that none of its flavor is lost in heating and that it will not turn rancid or leave objectionable odors.



STARTLING EFFECTS thru use of "black light" are being developed by a number of coin machine manufacturers. This photo taken in total darkness except for black lighting, shows target game conversion worked out for Mercury Coin Machine Company, of Chicago, by Black Lights Products Company. Girl has black light make-up, dress treatment.

plied to any surface by brushing, spraying, dipping or other methods; invisible inks which can be seen only under "black light"; stamping liquids and numerous other products.

According to Miss Richardson, firm

is far advanced in the development of cosmetics of various colors which would produce bizarre effects when seen under "black light." It has also been used with great success in medical laboratories.

Kentucky Operators

Now Taking Orders and Delivering

- Williams Dynamite
- Packard Pla Mor Hideaway Phonograph
- Packard Boxes & Other Accessories
- Spellbound
- Surf Queens
- Big League
- Fast Ball
- Superliner
- Victory Derby
- Victory Special
- Bally Draw Bell
- A. B. T. Challenger
- Champion Hockey Goalee
- Lite League
- Mills Black Cherry
- Golden Falls
- Mills Vest Pockets
- Columbia Bells
- Evans Products
- Safe Stands

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.

669-671 S. Broadway, Lexington 20, Ky.

DAVID ROSEN

Music and Automatic Equipment

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
PHONE: STEVENSON 2258-2259



Dear Mr. Operator:

Just love that Rosen-guy! That personal touch of his is terrific—that soothing, salving, sonorous air he adopts is just itchy-witchy-switchy! (Stop! What am I saying? I just won't let him do this to me.)

You know, I watched Dave in action in the showroom the other day (it was one of the few times I've seen him get offa that plush swivel in his super-duper inner sanctum called the office) and . . . well . . . it's just remarkable the way he gets away with it. Some fellow dashed in needing a part in a hurry or he'd go into "Bankruptcy." as he put it. Rosen just looked at him with that knowing Rosen look . . . didn't say anything (he's afraid to in front of the help) . . . stuck his hand (with the finger out—he's high class now) into a jar and the situation was under control.

You know, that's only an example of the way Rosen works. I must admit it's good (you know why I say that—he learned how to read the ads). However, you have to give the guy credit for being on the ball all the time, for having everything an operator needs right at his finger tips, and he's injected that feeling into everyone who works in his place. All Rosen employees (there'll always be a Rosen —dadadaaaa) are trained to anticipate your every little desire (for cash!). They're told to "low pressure" you (Rosen heard a phrase) and to be sure you get what you need regardless of what lengths they must go to satisfy you (like making a perfectly good floor sample useless by removing a part you might need badly). But—that's Rosen—always hopped up—always one step ahead—just love his personal touch! You'll love it, too—if you listen to . . .

Ad Man



M. S. GISSER, Sales Manager

CONSOLES READY FOR ACTION

2 Sun Ray, F.P.	\$145.00
6 Paces Reels, Comb.	150.00
1 Totalizer, F.P.	110.00
1 Silver Moon, F.P.	110.00
4 Big Top, F.P.	110.00
1 Paces Saratoga Jr., P.O.	100.00
2 Big Game, F.P.	95.00
2 Late Mills Four Bells, 5c Play	450.00
2 Keeney Kentucky Club	110.00
4 Bally Club Bell, Comb.	210.00
6 Jumbo Parade, F.P.	95.00
2 Baker's Pacers, D.D., C.S., Factory Rebuilt	425.00
1 Keeney 5c-25c Super Bell	325.00
6 Buckley Track Odds, D.D. (Like New)	595.00

FREE PLAY GAMES

Barrage	\$ 39.50	Knockout	\$125.00	School Days	\$ 69.50
Boom Town	39.50	Landslide	39.50	Sport Parade	59.50
Champ	59.50	Marines at Play	125.00	Sky Ray	54.50
Dixie	54.50	1-2-3, Short Model	125.00	Sun Valley	125.00
Dude Ranch	49.50	Owl	64.50	Trailway	64.50
Eagle Squadron	110.00	Pan-American	54.50	Victorious	94.50
Flicker	89.50	Paratroop	94.50		
Glamour	44.50	Polo	35.00		
Hi Hat	79.50	Salute	58.00		
Invasion	125.00	Second Front	125.00		
Kismet	175.00	Star Attraction	74.50		

MUSIC

Wurlitzer 616	\$250.00
Wurlitzer 24	310.00
Wurlitzer 16 Victory Model	395.00
Wurlitzer 24 Victory Model	425.00
Wurlitzer 61	150.00
Wurlitzer 750 E	625.00
Wurlitzer 750 M	595.00
Rock-Ola '41 Super	410.00
AMI Singing Tower	325.00
AMI Highboy 40 Selection	395.00
AMI Top Flight	250.00
Seeburg Regal, ESRC	385.00
Wurlitzer R C, Twin 12	275.00
Rock-Ola Imperial 20 Cellar R C	275.00
Wurlitzer 24, Cellar R C	275.00

NEW EQUIPMENT ON HAND

VICTOR V Vending Machines	
ADVANCE VENDING Machines	
DAVAL 5c Cushers	
ABT Challengers	
GOTTlieb Grippers	
METROPOLITAN Card Vendors,	
1,000 cards free	
COLUMBIA Bells	
PACKARD Wall Boxes	
CHICAGO COIN Spellbound	
GOTTlieb Superliner	
EXHIBIT Fast Ball	
BALLY Big League	
GENCO Whizz	

ARCADE EQUIPMENT

Amusematic Lite-League (New)	\$425.00	Late Exhibit Counter Love-Meters,	
Battling Practice	115.00	2 on a Stand, Complete	\$ 85.00
Brand New Champion Hockey	289.50	Periscope	125.00
Keeney Submarine Gun	125.00	Pitchem and Catchem	125.00
Keeney Air Raider	115.00	World Series	95.00
Keeney Anti-Aircraft	85.00	Groetchen 10¢ Metal Typex	325.00
Evans Skee Balleto	95.00	Harvard Type 5¢ Metal Typex	125.00
Slightly Used Supreme Bolascro	275.00	Batter Up-Similar to Genco Play Ball	95.00
Factory Rebuilt Exhibit Vitalizer	125.00	Bally Torpedo Gun	110.00
Evans Tommy Guns	95.00	Mills Lobby Scale	49.50
Bally Rapid Fire	125.00	Drivemobile	265.00
Shoot Your Way to Tokyo	115.00	Ten Strike	85.00
6 Latest ABT Challengers (slightly used)	45.00	Panorams	365.00
2 Fire and Smoke	25.00	2 MILLS 25¢ GOLF BALL VENDORS	\$325.00

WE NEED ROLL-FRONT Mutoscope Diggers in ANY CONDITION, BUT WITH ALL PARTS. SEND US ALSO A LIST OF MUSIC YOU HAVE TO SELL... CONDITION AND PRICE. WE WANT TO BUY!!!

TERMS: 1/2 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021-25 PROSPECT AVE. Phones: PROspect 6316-17 CLEVELAND 15, OHIO

NOW DELIVERING

IN NORTHERN ILLINOIS AND RIVER TOWNS OF IOWA

PACKARD NEW 24-RECORD PHONOGRAPH, HIDEAWAY MODEL, #400 } \$450.00

Packard Pla-Mor Wall Box	\$38.95	"Out of This World Speaker"	\$159.50
Thirty-Wire Plastic Cable, Ft.	.27	Model 900 Speaker	49.95
One-Piece Bar Bracket	5.00	Model 800 Speaker	36.95
Twin Chassis Steel Cabinet	41.00	Model 700 Speaker	21.95
Single Chassis Steel Cabinet	35.00	Spot Reflector	8.50

ADAPTORS FOR HIDEAWAY UNITS

Single 24 for Wurlitzer	\$59.50	Twin 12 for Wurlitzer	\$71.50
Single 20 for Seeburg	59.50	Single 20 for Rock-Ola	59.50

ADAPTOR FOR FLOOR MODEL PHONOGRAPHS

FOR ALL CURVED FRONT CABINET SEEBURGS \$66.76

WORLD-WIDE DISTRIBUTORS

1014 N. ASHLAND AVE., CHICAGO 22, ILL. Phone: BRUnswick 2338-6878

FOR SALE

Rubber Cord, one million feet.	
20 Conductors, #19, rubber Insulated, about 1,000 ft. to a reel, 1/2 inch in diameter, 5 colors. Price 14¢ per foot.	
10 Conductors, #19, rubber Insulated, about 1,300 ft. to a reel, 1/2 inch in diameter, 5 colors. Price 8¢ per foot.	
4 Conductors, #18, rubber Insulated, about 1,300 ft. to a reel, 7/16 inches in diameter, 2 colors, stranded. 5¢ per foot.	
500,000 Ft. Brewery Cord, twisted, damp proof Paranalite, red and black, #10 stranded, 500 ft. to a coil. Price 6¢ per foot.	
50 Ft. Heavy Duty Extension Cords, with McGill guard and socket—\$4.50	
The same in 100 ft.—\$6.50.	

CLARK & HENKE ELECTRIC CO.

486 W. JUNEAU STREET MILWAUKEE 3, WISCONSIN

Better Trade Mark Laws To Aid Coin Biz

See More Protection

CHICAGO, Sept. 21.—Recent enactment of the Lanham Act by Congress after many years of legislative effort to improve and codify the trade mark laws is looked on as important to coinmen who believe trade marks and good will are of enormous value to their industry.

General result of the new law is to give increased federal protection to owners of trade marks in active use. It provides that any infringer of a registered mark, thru imitation or counterfeits, shall be liable to civil suit. The new law goes into effect next July.

These new provisions are broader than that given under the previous law, under which civil suit could be the remedy only if the infringing mark was in connection with a product of substantially the same kind.

Length of Use

One section of the new law provides that trade marks are generally incontestable after five years of use. According to Carlton Hill, technical adviser of the Illinois Manufacturers' Association, this gives assurance to the owners that after five years of use there will be no question of the original registerability by the patent office or courts.

The act permits registration of collective marks which may indicate the geographical origin of the product, such as Idaho potatoes. Also permitted are certifications of union labor workmanship as well as "service marks" such as titles, slogans, character names and distinctive features of radio or other advertising.

Despite the provisions of the new law, the owner still must guard against loss or rights thru oversight or negligence. An example, according to Webster's Dictionary, was that aspirin was "originally a trade mark," but does not now define it as such in general usage.

Become General

After the Bayer aspirin patent expired another drug manufacturer used the term. A court holding on technical grounds declared that Bayer had lost its exclusive rights to the

Cig Money

BERLIN, Sept. 21.—American cigarettes shipped from America to civilians or soldiers here have been accepted as legal tender by the Barter Shop established at 51 Leichardstrasse. The cigarettes are valued at 95 barter units, with each unit being valued at 5 cents. A tax stamped carton is worth \$4.75. Army P-X cigarettes, which bear no stamp, are not acceptable on the barter market.

term in consumer advertising.

Another example is cellophane. A decade ago a federal judge held that this name had been used as a general term and had thus lost its status as an exclusive trade mark.

After advertisers protect their trade names by the use of a footnote stating that their product is "registered United States Patent Office." Another safeguard on the patent-owner's part is to introduce a general term or synonym to describe the product in addition to its trade mark designation.

TOUCHDOWN!



LINE PLAY

The gridiron favorite from coast to coast... Features 1040 holes... 5¢ per sale... Takes in... \$52.00 Pays Out... 26.19 Average PROFIT... \$25.81 Thick Die-Cut Board.

Other smash SPORT hits are available for immediate shipment... Place your order TODAY!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO 7, ILL.

JAY MUSIC OFFERS

SEEBURG

HYTONE 8800, R.C.	\$515.00
HYTONE 9800	515.00
MAJORS	395.00
CADET	395.00
ENVOY	395.00
VOGUE	395.00
REGAL	325.00
MAYFAIR	325.00
CONCERT GRAND	285.00

WURLITZER

850	\$625.00
750	595.00
700	495.00
600	395.00
61 WITH STAND	149.50
71 WITH STAND	195.50
50	125.00

ROCK-OLA

COMMANDO	\$545.00
MASTER	350.00
STANDARD	350.00
IMPERIAL 20 RECORD	185.00
12 RECORD IN GEM TYPE	
LITE-UP CAB.	125.00

All Machines Guaranteed Clean and in A-1 Operating Condition.
1/3 Deposit, Balance C. O. D.

JAY MUSIC CO.

41 S. Main Street HAVERHILL, MASS.

HERE IS THE RED-BALL MACHINE THAT'S SWEEPING THE COUNTRY

IT'S NEW... IT'S PROFITABLE... A SENSATIONAL MONEY MAKER

RED BALL is not a pin game and is not a pool table. RED BALL is positively LEGAL everywhere. RED BALL is a beautiful, well-constructed machine of RED OAK, and the dimensions of the machine are 33 1/2 x 87" long. It is equipped with an electrical scoring device. RED BALL takes one minute and 25 seconds to play one game.

Ask any owner about the \$95.00 weekly receipts they get from RED BALL.

It will pay for itself in eight weeks!

Price: **\$395** F.O.B. Washington, D. C.

RED BALL GROSSES \$95 WEEKLY

NOW THE SENSATION COAST TO COAST ASK ANY RED BALL OWNER!..

See RED BALL on display at Exclusive National Distributors **HIRSH COIN MACHINE CORP.**
1309 New Jersey Ave., N.W., Washington, D. C.
Phone HObart 3170



GUARANTEED
THE GREATEST VALUE IN A HAND TRUCK AMERICA HAS TO OFFER.

HUNDRED POUND WEIGHTS BECOME OUNCES OF PUSH WITH FAMOUS HAND TRUCK.

OUR GUARANTEE
IF THIS HAND TRUCK IS NOT ABSOLUTELY CORRECT, PLEASE RETURN IT COLLECT.

44 inches high, all welded steel construction, four cross sections for extra weight, 5 inch solid cushion tread rubber wheels, convenient to take along in the car.

Were \$9.00
NOW ONLY \$7.75 EACH!
In Lots of 25, \$6.65!

CLARK INDUSTRIAL EQUIP. CORP.
428 No. 12th St. Philadelphia 23, Pa.




If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

TRADIO, INC. OF GA
201 Denmead St. Marietta, Ga.

EXCLUSIVE TRADIO DISTRIBUTOR in GEORGIA

SEE TRADIO AD PAGE 131

VICTORY CONVERSION VALUES

ON DECK	for Snappy	SKY RAIDER	for Big Parade
GIRLS AHOY	for Sea Hawk	TAIL GUNNER	for Ten Spot
MISS AMERICA	for All American	ARTISTS & MODELS	for Star Attraction
GLAMOR GIRLS	for Sport Parade	SEA RAIDER	for Capt. Kidd
FOLLIES OF '46	for Hi-Hat	BASEBALL	for Seven-Up
BOMBARDIER	for Victory	BASEBALL	for Slugger
C.I. JOE	for Jungle	PLAY BALL	for New Champ
ARMY & NAVY	for Kneckout	PLAY BALL	for Old Champ

HERE IS WHAT YOU GET
NEW! Flashy, 14 Color Score Glass
NEW! Large Size Bumper Caps
NEW! Score Cards
NO MECHANICAL CHANGES

VICTORY GAMES
2140-44 Southport Ave. Chicago 14, Illinois
"America's Pin Game Conversion Headquarters"

COSTS YOU ONLY \$9.50 Each F.O.B. Chicago

NOTHING ELSE TO BUY

THE SUPER ROLL-DOWN SUPER TRIANGLE

ELECTROMATON, INC.
Manufacturers of Electro-Mechanical Amusement Devices
701-703 Monroe St., Hoboken, N. J. HOboken 3-1472



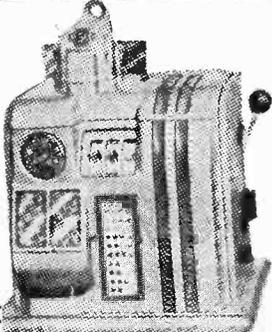

If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

COLUMBIA BELLS
Double Jackpot 1946 Models
\$145.00

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.



COIN CHUTE HEADACHES????

We can build to order Coin Chutes for any device handling U. S. or foreign coins. Write us your problems.

ELIMINATE SERVICE CALLS

Order today Heath Coin Chute Adapter Units for 500's, 600's, 24's, 412's and 616's. Quality merchandise, brass slides, easily and quickly installed. Satisfaction guaranteed. \$22.50 each. Write for quantity prices.

HEATH DISTRIBUTING COMPANY

217 Third Street Macon, Georgia
Phones: 2681 and 2682

ARCADE OUTFITTERS SINCE 1912
\$100.00 BUYS
Any One of These Pieces

Scientific Upright Baseball or Basketball; Keep Punching (Upright); Scientific Batting Practice; Hockey (2 players); Kirk Astrology Scale (Low Model).

All Machines Factory Reconditioned, Beautifully Repainted and Look Better Than New.

New or Rebuilt Amusement Machines—Any Make or Model—Munves Has Them All.

NIKE MUNVES
510-514 W. 34th St. N.Y. 1, N.Y. (Bryant 9-6877)

MONARCH LEADS AGAIN WITH

UNQUESTIONABLY
THE GREATEST BOWLING GAME OF THEM ALL
"SCORE-A-BARREL"

\$449.50 (10'6" model)

The only Bowling Game that features extra Barrel-Roll scoring enabling player to have a visual record of the number of barrels scored during the course of a game. Obtainable in longer lengths at \$20.00 per ft. extra. DISTRIBUTORS & JOBBERS!!! WRITE FOR AVAILABLE TERRITORY. ORDER YOUR SAMPLE TODAY—IMMEDIATE SHIPMENT.

BRAND NEW FACTORY RELEASES—IMMEDIATE SHIPMENT

ACE COIN COUNTER	\$139.50	GOTT. 3 WAY DEL. GRIPPERS \$	39.50
ABT CHALLENGER	65.00	GROETCHEN COLUMBIAS	145.00
ATOMIC BOMBER	495.00	LITE LEAGUE	Write
BALLY VICTORY DERBY	Write	MARVEL'S FRISCO	279.50
BALLY VICTORY SPECIAL	Write	MILLS VEST POCKETS	74.50
BALLY DRAW BELL, 5¢ Comb.	477.50	RED BALL	395.00
BALLY DRAW BELL, 25¢ Comb.	497.50	SPELLBOUND	325.00
CHAMPION DELUXE HOCKEY	Write	SUPERLINER	322.00
DAVAL'S GUSHER, J.P. & BONUS ..	54.00	SURF QUEENS	Write
EVANS BANGTAILS, J.P., C.P.O.	671.50	TOTAL ROLL	525.00
EXHIBIT'S FAST BALL	330.00	50¢ PACE DELUXE BELL	500.00
GENCO'S WHIZZ	189.50	1.00 PACE DELUXE BELL	600.00
GOALEE	525.00	VOICE-O-GRAPH	1495.00

BRAND NEW 1947 GROETCHEN COLUMBIA DELUXE BELL—NEW LARGE JACKPOT FINISHED IN LUSTROUS GOLD—DAZZLING & DURABLE—INTERCHANGEABLE PLAY

NEW MILLS BLACK CHERRY BELLS, 5c, 10c, 25c
NEW SUPER DELUXE JENNINGS LITE-UPS, 5c, 10c, 25c
NEW JENNINGS STANDARDS & BLACKHAWKS, 5c, 10c, 25c

WRITE FOR PRICES

PLACE YOUR ORDER FOR

BRAND NEW CHICAGO METAL DELUXE REVOLVE-A-ROUND—BURGLAR PROOF SAFE STANDS

SINGLE

Well constructed extra heavy steel cabinet. Modern streamline design. Beautiful 2-tone finish. Bottom compartment allows plenty of room for Storage or Weights. STANDARD Single Box Type Slot Stand

—SPECIALS—

USED SINGLE SAFE STANDS, IN GOOD CONDITION

EXHIBIT MERCHANTMEN, THOROUGHLY RECONDITIONED

EXHIBIT ROTARY MERCHANTISERS, IN BEAUTIFUL CONDITION

PILOT TRAINER, LIKE NEW

NEW MILLS 4 BELL CABINETS

Write for Special Close-Out Prices on Our Thoroughly Reconditioned

ARCADE EQUIPMENT	AUTOMATIC PAY-OUT	1-BALL MULTIPLE
AUTOMATIC FREE	CONSOLES	P.O. TABLES
PLAY CONSOLES	COUNTER GAMES	1-BALL MULTIPLE
REBUILT SLOT	5-BALL F.P. PIN	F.P. TABLES
MACHINES	GAMES	PHONOGRAPHS

FOREIGN TRADE!!! Our Foreign Sales Dept. welcomes the opportunity to be of service. Send for our beautifully illustrated folder and full particulars pertaining to all our coin-operated equipment. **CABLE ADDRESS: "MOCOIN."**

TERMS: 1/3 DEPOSIT, BALANCE C. O. D. OR SIGHT DRAFT

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

FOR OPERATORS WHO INSIST ON THE BEST



DISTRIBUTOR
FOR SEEBURG
PHONOGRAPHS
AND ACCESSORIES

MILWAUKEE COIN HAS NEW EQUIPMENT

FOR IMMEDIATE DELIVERY!

Good Used Equipment at Lower Prices!

S L O T S

Fully Guaranteed BLACK CHERRY BELLS, Orig. Mech., Club Handles, D.P. Sides and Front, Knee Action, 3/5 or 2/5.

5c	\$174.50	10c	\$194.50	25c	\$224.50
Mills New Vest Pockets	Write	Jenn. Master Silver Chief, S.P.,			
Mills Brown Fronts, compl. rebuilt,		10c			\$ 79.50
club handles, drill proof, 5c	\$139.50	Jenn. Silver Chief or Silver Club			
10c	\$149.50; 25c	Special, 5c			98.50
	179.50	10c			\$119.50; 25c
					149.50
Mills Blue Fronts, Hand Load, Serial		Jenn. Victory Model, 5c			119.50
No. Over 400,000, 25c	195.00	Pace All Star Comets, Comp. Refin.,			
Mills Orig. Gold or Silver Chromes,		3/5, 5c			69.50
Drill-Proof, Club Handles, Knee		10c			\$79.50; 25c
Action, 3/5 or 2/5 5c	189.50				125.00
10c	\$195.00; 25c	Pace Rocket or DeLuxe, S.P., 5c ..			69.50
	225.00	10c			89.50
Jenn. 4-Star Chief, Compl. Record.					
and Refin., 10c	79.50				

C O N S O L E S P A Y T A B L E S

Pace Club Consoles, 10c	\$125.00	Skylark, F.P. or C.P.	\$124.50
Caille Club Console, Late Mod., 25c	125.00	Bally Challenger	89.50
Bally Skill Field, 7-Coin Head ...	89.50	Race King	89.50
Pace Reels, 5c, Without Rails, A-1		Mills Big Race	49.50
Condition	69.50	Turf Champ	69.50
Pace Reels, 5c, With Rails, A-1			
Condition	89.50		
Pace Saratoga, 5c, Without Rails ..	69.50		
Keeney Super Bells, 5c, Like New	294.50		
The Favorite	49.50		
Rays Track, Late Serial Nos.	89.50		
Paces Races, Black Cabinet	89.50		
Evans Roll-Ette	89.50		
Lucky Lucre, New Type Head ...	149.50		

M I S C E L L A N E O U S

Seeburg Wireless Wallomatic, completely reconditioned with new 70L7 Tube

6 Seeburg 20 Wire Boxes, late type Metal Covers with 2 Adapters, Lot

Strips, S.P., C.H. or Club Special, Set of 3

20 Stop Discs, S.P., C.H., or Club Spec. or Cherry P.O. Set of 3

20 Stop Star Discs, hardened

Keeney Anti-Aircraft, Brown

Keeney Air Raider, like new

PHONOGRAPHS

Wurlitzer P-12, Completely Overhauled and Cabinet Resprayed

Rock-Ola 12 Record, Completely Overhauled and Cabinet Resprayed

1/3 Deposit, Balance C. O. D.

Milwaukee Coin Machine Co.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

CLEAN EQUIPMENT - - - IMMEDIATE DELIVERY —PRICED RIGHT—

NEW BOWL-A-BOMB

9-Foot Skee-Ball
\$199.50

NEW BOWLING LEAGUE

With Ball Return on 5 Hole
\$275.00

NEW REBUILT MILLS GOLD CHROMES

New Castings and Cabinets, New Parts and Knee Action.

5 5¢ Gold Chromes, 3/5 Pay

2 5¢ Black Beauty, 1-Ch. Gold Chrome. 185.00

1 5¢ Gold Chrome, 2/5 Pay

1 10¢ Gold Chrome, 3/5 Pay

We rebuilt these machines for our own use but never got to use them. They are all in perfect operating condition.

SPECIAL—LIKE NEW
12 25¢ Original SILVER CHROMES—Only \$225.00

ORIGINAL BROWN FRONTS

430-460,000 Serials

5 5¢ 3/5 Pay

1 5¢ 3/10 Pay

2 25¢ 3/5 Pay

CHERRY BELLS

1 5¢ 3/10 Payout

1 10¢ 3/5 Payout

BLUE FRONTS

Rebuilt by Mills Novelty Co.

1 5¢ 1 Che., 2/5

3 5¢ 3/5 Payout

WAR EAGLES

2 5¢ Rebuilt, 2/5

1 10¢ Rebuilt, 2/5

1 5¢ 2/4 Payout

1 10¢ 2/4 Payout

2 5¢ Skyscraper

TERMS: 1/3 Deposit, Balance SD/BLA. Shipment Sent by Truck Unless Otherwise Specified.

USED PIN-BALLS

Cleaned and Overhauled. Ready To Put on Location.

Victory

5-10-20

Clover

Texas Mustang

7-Up

Sky Chief

Landslides

ABC Bowler

Speed Demon, New Plastic Bumpers

New Champ

Venus

3-Score

Show Boat

G.I. Joe (Jungle)

Sluggo

ONE-BALLS

2 Contest

2 Whirlaway Stakes

1 Big Prize, F.P.

2 '41 Derby

1 Carom, P.O.

1 Derby Champ, P.O.

1 Grand National, P.O.

JUMBO LATE, P.O.

2 Jumbo, Late, P.O.

5 Super Bells, Cov.

1 Two-Way Super Bell, 5 & 5, P.O.

1 Hi-Hand, Cov.

1 Exhibit Jockey Club, P.O.

KEENEY ANTI-AIRCRAFT

Keeney Anti-Aircraft \$ 45.00

Model 500 U-Need-a-Pak, 15 Col.

PERFECT Q.T.'S

10 Blue, Like New

10¢ Green, Like New

2 14 Green

YES—WE HAVE NEW EQUIPMENT READY TO SHIP.

GOTTIEB

3-Way Gridders

Stage Door Canteen

Superliner

BALLY

Big League

Victory Special

MILLS

Vest Pockets

Black Cherry

Golden Falls, H.L.

Exhibit's Fast Ball

Marvel's Frisco

Rex's Spot Cha

JENNINGS SLOTS

Perfect Inside and Out

1 5¢ Silver Moon

1 10¢ Silver Moon

1 5¢ 4-Star

1 25¢ 4-Star

The 4-Stars have been refinished with a brown crackle finish.

2 5¢ Victory Chief

1 10¢ Victory Chief

1 25¢ Victory Chief

These 4 are 1 Cherry Pay.

1 5¢ Silver Club

1 5¢ Club Special

1 10¢ Silver Club

1 25¢ Silver Club

REBUILT BROWN

Rebuilt Brown

Blue and Gold

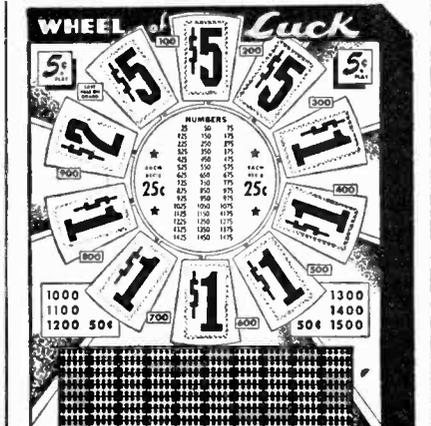
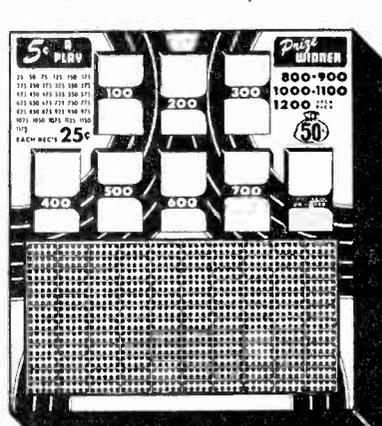
Chrome

New Silver & Gold

Brown Front, Blue Front or War Eagle Casting, Set \$7.50.

REAL MONEY BOARDS GET THE BIGGEST PLAY AND PROFITS

SELL THESE TWO SENSATIONAL BOARDS WITH REAL MONEY AND HAVE THE HOTTEST SALEBOARD DEALS OUT THAT REALLY REAP IN THE PROFITS. They can be filled in many different ways, coins or currency, small or large profits of any amount you desire. Set up Profits and Payouts to suit yourself. WINDOWS FILLED WITH COINS GIVE APPEARANCE OF A SLOT MACHINE JACKPOT, WHICH REALLY APPEALS TO THE PLAYERS.



Anyone can fill them. Open Back, Fill, Close and Tack. Simple as That.

PRIZE WINNER CUTOUT (1200 Holes) HAS EIGHT WINDOWS. PRICE: Each \$3.15. Lots of 6—\$2.85. Either Board can be run at 5¢, 10¢, 25¢ per sale. In ordering specify price per sale and proper price stickers will be included. Terms: 1/3 Deposit, Balance C. O. D.

WHEEL OF LUCK (1500 Holes) HAS TEN WINDOWS. PRICE: Each \$4.25. Lots of 6—\$3.95.

IDEAL SALES CO. 2823 LOCUST ST. ST. LOUIS 3, MO.

BLASTING ALL RECORDS!

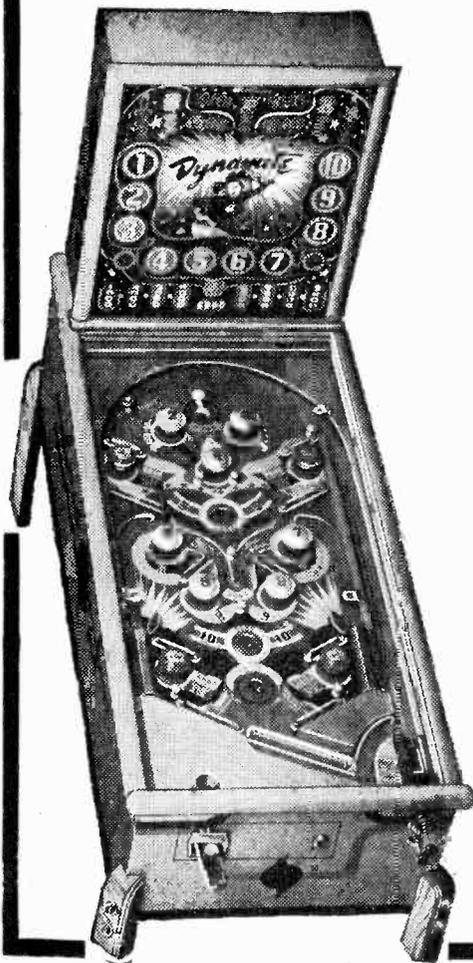
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**ATOMIC
KICKERS**

Place Your
Order With
Your Jobber
NOW!

Williams
MANUFACTURING
COMPANY

161 W. HURON ST.
CHICAGO 10, ILLINOIS
MEMBER CMI



**NEW EQUIPMENT
IMMEDIATE DELIVERY!**

- AMI MODEL A PHONOGRAPH
- AMI AUTOMATIC HOSTESS
- TELEPHONE MUSIC
- BALLY VICTORY SPECIAL
- BALLY CONSOLE HOLD AND DRAW
- CHICAGO COIN GOALEE
- EXHIBIT FAST BALL
- BUCKLEY'S NEW TRACK ODDS
- COMPLETE LINE VICTOR PEANUT VENDORS
- PERSONAL MUSIC
- MUNVES' SUPERROLL
- AMUSEMENT ENTERPRISES BANK BALL
- WILLIAMS DYNAMITE
- ELECTROMATON SUPER TRIANGLE

**WE ARE DELIVERING ALL RELEASES TO
DATE OF THE FOLLOWING RECORD LABELS:**

COSMO	CADET	20th CENTURY	4 STAR
EXCLUSIVE	MODERN	HAVEN	GILT EDGE
EXCELSIOR	LAMPLIGHTER	BEL-TONE	EMERALD

WRITE — WIRE — PHONE YOUR ORDERS

AMERICAN COIN-A-MATIC MACHINE CO.

1435 FIFTH AVENUE

PHONE: ATLANTIC 0977

PITTSBURGH 19, PA

Now Delivering **New**
**BUCKLEY
TRACK-ODDS**

7-COIN RACE HORSE CONSOLE

- **NEW TYPE PAYOUT**
WITH DOUBLE COIN TUBE
- **FREE WHEELING SPINNER**
WITH POSITIVE STOP ACTION
- **IMPROVED ODDS CHANGER**
WITH NEW TYPE CONTACT ASSEMBLY
- **7-SLOT SELECTIVE COIN HEAD**
INCORPORATING FIVE NEW DISTINCTIVE FEATURES PLUS ANTI-CHEATING IMPROVEMENTS
- **NEW JACKPOT PAYOUT**
PAYS UP TO 100 COINS FROM TUBE PLUS BONUS TOKEN

ORDER TODAY FOR PROMPT SHIPMENT

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

**NEW
GAMES!**

MARVEL'S
FRISCO
MARVEL'S
CATALINA

GOTTLIEB
SUPERLINER
CHICAGO
COIN
SPELLBOUND

EXHIBIT
BIG HIT
BALLY
SURF QUEENS
WRITE

PHONE! WRITE! WIRE!
RECONDITIONED FREE PLAY GAMES READY FOR IMMEDIATE OPERATION

Yankee Doodle . . . \$159.50	Home Run '42 . . . \$ 92.50	Gun Club \$ 79.50
Keep 'Em Flying . . . 144.50	TORPEDO PATROL 129.50	Towers 69.50
Hollywood 179.50	Spot Pool 72.50	Victory 79.50
Shangri-La (Gott.) . . 149.50	Shangri-La (P&S) . . 109.50	Ten Spot 59.50
Big Top 150.00	Marvel Baseball . . . 94.50	

COUNTER GAMES

1¢ & 5¢ Liberty Bells, F.R. . . . \$19.50	1¢ Daval Jiffy, Cig. Reels \$12.50
1¢ Mercury Cig. Reels 18.50	5¢ Bally Reserve, Cig. or F.R. . . . 10.50
1¢ to 25¢ Comb., Head or Tail . . . 8.50	

SPECIALS IMMEDIATE DELIVERY GUARANTEED

Keeney 5¢ Super Bell, Comb. \$275.00	'41 Derby Contest, 1 Ball 85.00	Longacre \$375.00
Keeney Twin Super Bell, 5-5 . . . 325.00	Dark Horse Owl 150.00	Blue Grass 150.00
Mills Cherry Bell, Chrome, 5¢ 225.00	Vest 'Pocket', Blue and Gold 45.00	Sport Special 150.00
		Mills 5-In-1 49.50

1/3 deposit with order, bal. C. O. D.

MID-STATE CO.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

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MIAMI, FLORIDA

135 Machines, 60 Phonographs, 75 Pinballs and Arcade. Nets \$800.00 a week at present, will double in season. Must be sold quick on account of health. Call, write or phone

H. COOPER, 2805 Sheridan Avenue, Miami Beach, Fla.

Phone 77705

BOWLING GAME BALLS

REGROUND AND LACQUERED—REFINISHED LIKE NEW

2 1/4" to 3 1/4"

\$25.00 per hundred

10-Day Service

MACOMB

MUSIC SERVICE

16700 NINE MILE RD. EAST DETROIT, MICH.



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ROCK-OLA

is
ready
at

SEACOAST

THE PHONOGRAPH OF TOMORROW

The NEW Rock-Ola Phonograph and Bar Boxes are here. Boasting brilliant design, mechanical perfection, plus a long list of specially engineered profit-making features, these Rock-Ola machines are enjoying increasing popularity and demand among the nation's leading operators.

Seacoast is making earliest possible Rock-Ola deliveries now. It would be wise to write, wire or phone your order today! Terms? Truly lenient, with all types of equipment taken in trade. And for a full stock of reconditioned coin machine equipment—any kind—bought or sold . . .

See Seacoast and You See the Finest

SEACOAST DISTRIBUTORS, INC.

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Exclusive Rock-Ola Distributor in Northern New Jersey
627-629 10TH AVENUE, NEW YORK 18, N. Y. PHONE LONGACRE 3-0740
Exclusive Rock-Ola Distributor in Greater New York



You Be
The Billboard
Publisher . . .

SEE INSERT AT
PAGE 67



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

COUNTER GAMES

6 Mercurys. Each	\$12.00
2 Champions. Each	22.50
1 American Eagle	15.00
1 Daval 21	5.00
1 Imp. As Is	2.00
1 A.B.T. Gun, Blue and White	22.00
1 A.B.T. Gun, Challenger	24.00
3 Pikes Peak. Each	20.00
4 Kickers and Catchers. Each	24.00

SLOTS

1 5¢ Calle, No Lemon	\$ 69.50
3 5¢ Watling Rotatops. Each	92.50
1 10¢ Watling Rotatop	97.50
3 25¢ Watling Rotatops. Each	135.00
1/2 Deposit, Balance C. O. D.	

ASSID

P. O. Box 582 Lansing 3, Mich.



If you want to purchase the best coin machines in the world, watch for this symbol for the name of the distributor in your territory!

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

THE TOP FAVORITE IN BOARDS
"JACKPOT CHARLEY"

NOW IN TICKET FORM!!

SALESBOARD IN A BOX!!!

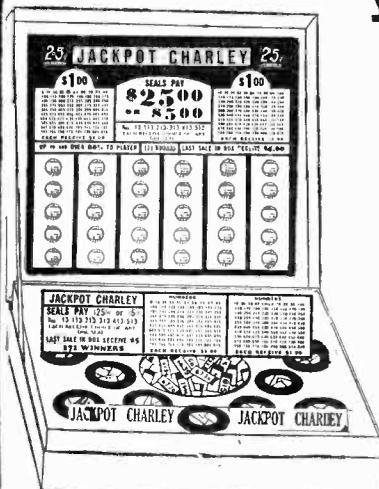
"JAR-O-DO" SCORES AGAIN BY TRANSFORMING THE ALL-TIME FAVORITE, "JACKPOT CHARLEY" BOARD INTO AN INCOMPARABLE BOX-STYLE DEAL!

★ ★ ★ ★
 IDENTICAL IN DETAIL AND PAYOUT TO THE SALESBOARD!

AN EXACT AND BEAUTIFUL REPRODUCTION OF THE FAMOUS BOARD YOU'VE ALL KNOWN AND USED FOR YEARS!

★ ★ ★ ★
 BETTER THAN EVER IN THIS "KNOCK-OUT" BOX STYLE—A HIT ON ANY COUNTER!

Be prepared! Write today for prices and literature—and get your order in early!



"JACKPOT CHARLEY"

25c per sale, 1,020 tickets.
 Jackpot contains 30 seals.
 1 Seal at \$25.00
 29 Seals at 5.00
 Each average 5.67
 Takes in 1,020 tickets @ 25c \$255.00
 Pays out (avg.) 203.02
 Profit (avg.) \$ 51.98
 (Also available in 1,080 size)

Universal Manufacturing Company

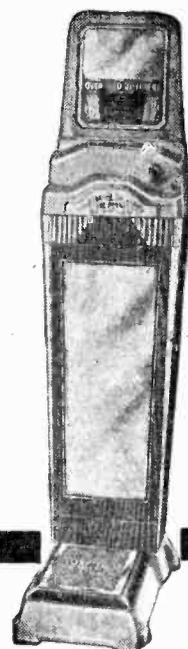
"WORLD'S FOREMOST MFR. OF JAR GAMES"

405-411 E. 8TH ST.

KANSAS CITY 6, MO.

ORIGINAL JAR-O-DO • ORIGINAL JAR-O-DO

NEW SCALES
 SOON



We Can Rebuild Your Old Scales and Make Them Look Like New

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

4650 W. Fulton St.

CHICAGO 44, ILL.

Est. 1889 — Tel. COLUMBUS 2770

Cable Address "WATLINGITE," Chicago

NEW MACHINES NOW BEING DELIVERED

GOTTLIEB SUPERLINER	\$322.00
CHICAGO COIN SPELLBOUND	325.00
EXHIBIT'S NEW FAST BALL	330.00
MARVEL'S FRISCO	249.50
TOTAL ROLL	WRITE
MILLS NEW BLUE & GOLD VEST POCKET	74.50
GOTTLIEB Improved DeLuxe GRIP SCALE	39.50
A. B. T. CHALLENGER, Beautifully Designed	65.00
VICTORY SPECIAL	WRITE
ACE COIN COUNTER	139.50
NEW SLOT STANDS	27.50

WANTED FOR CASH!

ROCK-OLA: 1938 Monarchs and Windsors, 1939 Standards and DeLuxes, 1940 Supers and Masters.

WURLITZER: 800—850—750E

SEEBURG: Classics, Colonels, Majors, 8800's, 9300's

Phonographs must be in excellent mechanical condition and appearance. No junk!

ACE COIN COUNTER

A Sensational New Counter . . . All New Design! Counts 1c, 5c, 10c, 25c. One Year Guarantee! Complete With Carrying Case and Money Tubes. **\$139.50**

RECONDITIONED 5-BALL FREE PLAY GAMES

Streamliner	\$190.00	Marines at Play	\$119.00	Bolaway	\$79.50
Catalina	179.50	Invasion	90.00	Kismet	79.00
Gottlieb Liberty	165.00	Argentine	89.50	Four Roses	72.50
Sky Chief	165.00	Topic	89.50	Spot a Card	72.50
Keep 'Em Flying	155.00	Defense	89.50	Sea Hawk	67.50
Hollywood	135.00	Venus	89.50	ABC Bowler	67.50
Yankee Doodle	135.00	Genco Victory	89.50	Ten Spot	64.50
Big Parade	135.00	Capt. Kidd	89.50	Eagle Squadron	59.00
Midway	129.50	Gun Club	89.50	New Champ	59.50
Four Aces	129.50	Texas Mustang	79.50	7-Up	57.50
5-10-20	129.50	Spot Pool	74.50	Big Chief	49.50
Knockout	129.50				

NATIONAL COIN MACHINE EXCHANGE
 1411-13 RIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

NOW!

NEVER BUILT BEFORE!

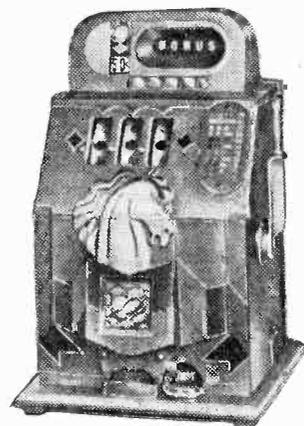
BONUS BELL

50¢ PLAY

\$475.00

INTRODUCTORY OFFER:

Your Money Cheerfully Refunded if Not Satisfied.



SPECIAL-10-50c SILVER CHROME BELLS

BUY 1 OR 10 AT LESS THAN HALF PRICE! WRITE

MILLS BONUS BELLS, 5c.	\$225.00	MILLS BONUS BELLS, 25c.	\$275.00
MILLS Q. T.'s REBUILT Blue 5c	\$ 75.00	Blue 25c	125.00
5c AND 25c PLAY Glitter Gold 5c	100.00	Glitter Gold 25c	150.00

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Revamped From ANY Gottlieb Game, Including Wire Bumper Models.

A NEW Top Money-Maker by ACTUAL TEST! Immediate delivery. Price \$249.50 F. O. B. Chicago

DISTRIBUTORS:

Ship us your game and wire for SPECIAL Conversion Deal.

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Just off Location Immediate Delivery

Seeburg 9800, R.C. E.S. \$525.00
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DOWNEY-JOHNSON COIN COUNTERS. \$177.50 F. O. B. Chicago

GLOBE COIN SEPARATOR. 290.00 F. O. B. Chicago

WE ARE NATIONAL DISTRIBUTORS TO THE COIN MACHINE TRADE

WE REPAIR ALL TYPES COIN COUNTERS, COIN CHANGERS and COIN SORTERS

WRITE FOR COMPLETE PRICE LIST

CHARLES (JIMMY) JOHNSON



GLOBE DISTRIBUTING CO.

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"Soft-Ball Queens"



- CONVERTED FROM
- Broadcast
 - Crossline
 - Attention
 - Pan-American
 - Vacation
 - Charm
 - Mystic
 - Crystal
 - Mascot
 - Silver Skates
 - Marines
 - Flicker

CHECK THESE SOLID VALUES FROM OUR NEW FACTORY:

- 4 WAYS TO WIN
- HIGH SCORE—RUNS—LIGHTS—SPECIAL FEATURE
- Location-tested
- Cabinets refinished in our own shop
 - NEW backboard
 - NEW playing field
 - NEW bumpers
 - NEW motor
 - NEW relay bank
 - NEW kicker
 - Colorful
 - Fast Action

IMMEDIATE DELIVERY!

\$279.50

A Few More Territories Still Open!
DISTRIBUTORS, WRITE!



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158 E. Grand Ave. Chicago 11, Ill.
SUPERior 9470

IMPORTANT ANNOUNCEMENT

JOE EISEN & SONS

JOE EISEN — BUDDY EISEN

Have Merged With

PHIL MASON — SID MITTLEMAN

of

AMERICAN COIN MACHINE COMPANY

... and the name

JOE EISEN & SONS

has been retained for the consolidation.

This is important news for coin machine operators. The merger brings under one roof all the enterprise and valuable experience gained during many years of association with the industry by these four well-known coinmen.

Therefore, the wide facilities and exceptional service for which both firms were recognized will now be even more complete.

EXCLUSIVE DISTRIBUTORS
In Metropolitan N. Y. and Northern N. J.
FOR
PACKARD MANUFACTURING CORP.

EXCLUSIVE DISTRIBUTORS
FOR
RED BALL
The only game licensed in New York City

JOE EISEN & SONS

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Phone: Circle 5-4957

NOW DELIVERING

IN MICHIGAN

NEW GAMES

Mills 5c Black Cherry Bell	\$248.00	Groetchen's Columbia, J. P.	\$145.00
Mills 25c Black Cherry Bell	258.00	Chicago Coin's Spellbound	325.00
Mills Box Stands	27.50	Exhibit's Big Hit	249.50
Keeney's 5c Super Bonus		Bally Surf Queens	WRITE
Bell	740.00	Gottlieb's Superliner	322.00
Mills Vest Pocket Bell	74.50	Exhibit's Fast Ball	330.00
Chicago Coin's Goalee	525.00	Marvel's Frisco	279.50
Genco's Total Roll	525.00	Genco's Whizz	189.50

RECONDITIONED EQUIPMENT

Mutoscope Sky Fighter	\$209.50	Mills 5c Blue Fronts, late	\$139.50
Periscope	129.50	Mills 10c Blue Fronts, late	149.50
Evans Tommy Gun, latest	119.50	Mills 25c Blue Fronts, late	159.50
Champion Hockey, F.S.	169.50	Mills Vest Pockets, Green	42.50
Williams Zingo	159.50	Mills Vest Pockets, B & G.	49.50
Bally King Pin	189.50	Used Slot Stands	19.50
Watling Big Game, F.P.	89.50	Wild Fire	59.50
Jennings Silver Moon, F.P.	114.50	School Days	69.50
Evans '40 Galloping Dominos, J.P.	175.00	Pan American	64.50
Evans Lucky Star	125.00	Sky Rider	119.50
Bally Club Trophy	209.50	Seven Up	67.50
Bally '41 Derby, F.P.	229.50	'41 Majors	69.50
Bally Record Time, F.P.	149.50	Metro	25.00

1/2 Deposit With Order, Balance C. O. D. or Sight Draft

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Auxiliary SPEAKERS**

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- 13 Bally Santa Anita \$ 79.50
- 1 Bally Undersea Raider (Floor Sample) . 299.50
- 2 Bally Kentucky 169.50

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STAMP MACHINES**

ONE BALL, C. P.

- 1 BALLY FAIRMONT \$325.00
- 1 BALLY JOCKEY CLUB 295.00
- 2 BALLY TURF KINGS 295.00
- 5 BALLY LONG SHOTS 150.00

ONE BALL, F. P.

- 3 CLUB TROPHYS \$195.00
- 2 SPORT SPECIALS 125.00
- 6 '41 DERBYS 195.00
- 4 PIMLICO 325.00

- 3 POLOS \$ 35.00
- 2 BIG CHIEF 53.50
- 2 CADILLACS 35.00
- 1 LONGACRES 395.00

CONSOLES

- 1 BALLY DRAW BELL \$477.50
- 1 GALLOPING DOMINO, Evans 199.00
- 1 MILLS FOUR BELLS 345.00
- 1 BUCKLEY TRACK ODDS ... 495.00
- BOX STANDS (No Locks) 10.00

MUSIC

- 1 ROCK-OLA COMMANDO .. \$525.00
- 1 SEEBURG VOGUE 495.00
- 1 WURLITZER 412 200.00
- 1 WURLITZER 616 295.00
- 1 WURLITZER 600-A 395.00
- 1 ROCK-OLA 12 RECORD 129.50

SLOTS

- 18 5c MILLS BLUE FRONT. \$159.50
- 5 10c MILLS BLUE FRONT. 179.50
- 3 25c MILLS BLUE FRONT. 199.00
- 6 5c BLACK CHERRY BELL 238.00
- 1 5c MILLS ROMAN HEAD 125.00
- 1 50c MILLS ROMAN HEAD 295.00
- 2 5c VEST POCKET 49.50
- 7 5c WATLING ROLATOP. 65.00

**C
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**A.
B.
T.**

TERMS: 1/2 Deposit — Balance C. O. D.

**ALL MERCHANDISE UNCONDITIONALLY GUARANTEED
RETURN IN FIVE DAYS IF NOT SATISFIED**

All Orders Subject to Prior Sale of Equipment Desired.

Phone — Wire — or Write

**SHOP
complete
equipped to
REFINISH
SLOTS--PHONOS--PINBALLS
Give us a try.
Quotations on request**

MULLINIX AMUSEMENT CO.

302 WEST VICTORY DRIVE

(Phone 3-6601)

SAVANNAH, GEORGIA

**NOTICE TO THE TRADE:
COPY CORRECTION**

In the Advertisement of **PACE MFG. CO.**

In the September 21 issue of The Billboard, the copy regarding
the weight of the

DELUXE CHROME BELLS Read:

"Pace Bells Weigh Only 25 Pounds—Others Weigh 50 Pounds
or More."

This Should Have Read: "Pace Bells Weigh Only 85 Pounds—
Others Weigh 50 Pounds More."

**THE THRILL
OF KINGS!**

THE "PLAYER APPEAL" OF THE
HORSE TRACK GUARANTEES
FASTER ACTION -- BIGGER PROFITS
\$10.00 TOP PAYOUT
\$13.80 PROFIT



DEPEND UPON WALSH
TO BE FIRST WITH THE
LATEST NEW BOARD
IDEAS. ... SEND FOR
CATALOG SHEET AND
PRICE LIST.

We can supply you regardless of size, style, number
of holes, payout or purpose. Write us your requirements.

THOS. A. WALSH MFG. CO.

201-207 SO. TENTH ST. OMAHA, NEBR.

COMPARE!

Pre-flight Trainer

ACE MOTORS, Inc.

3012 CENTRAL STREET
EVANSTON, ILLINOIS

SOUTHWEST DISTRIB. CO

3710 E. Anchem St.
Long Beach 4, Calif.

EXCLUSIVE TRADIO DISTRIBUTOR
in
SOUTHERN CALIFORNIA

SEE **TRADIO** AD
PAGE 131

SALE ON FIVE BALL FREE PLAY

Horoscope \$55.00	American Beauties .. \$ 80.00	Suspense \$225.00
Invasion 75.00	New Champ 60.00	Big Top 125.00
Venus 65.00	Catalina 145.00	4 Roses 40.00
Armada 25.00	Show Boat 55.00	Legionnaire 55.00
Gun Club 50.00	Big Time 40.00	Baker Defense 40.00
Victory 75.00	Home Run, '42 65.00	Pylon 30.00
Jeep 95.00	Five & Ten 90.00	Big Show 25.00
Belle Hop 50.00	Boom Town 40.00	Topper 20.00
Snappy 55.00	Spot Pool 55.00	Blonde 25.00
Knockout 95.00	Sky Chief 145.00	Trallway 40.00
Commander 65.00	Star Attraction 55.00	Bowlaway 55.00
Zig Zag 50.00	Defense, Genco 80.00	Sparky 25.00
Jungle 55.00	Oklahoma 185.00	Capt. Kidd 55.00
Hi Dive 65.00	Thumbs Up 80.00	Brite Spot 35.00
W o W 30.00	Short Stop 20.00	Venus 80.00
S Up 30.00	Sport Parade 40.00	Skyline 35.00

H. Z. VENDING & SALES CO.

1205-07 DOUGLAS ST. Phone: Atlantic 1121 OMAHA 2.

Hail \$ \$ \$ \$ \$

COLUMBIA BELLS

King of the Money Makers

OPERATOR'S PRICE
\$145.00

F. O. B. CHICAGO, ILLINOIS
All orders must be accompanied by one-half deposit, postal money order or certified check, balance C. O. D.

Action! Suspense! Thrill of a winner!
The Columbia Twin Jackpot Bell has a playing fascination all its own—no wonder it makes more money than bigger bells yet costs much less to buy.

New improved 1946 Columbia Twin Jackpot Bells are now ready for

IMMEDIATE DELIVERY

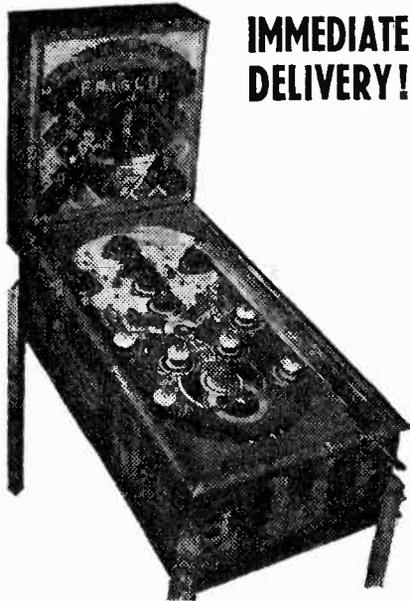


GROETCHEN TOOL & MFG. CORPORATION

RANDolph 2807 126 North Union Avenue, Chicago 6, Illinois

FRISCO

THE FREE PLAY GAME YOU'VE WAITED FOR



IMMEDIATE DELIVERY!

CONVERTED FROM
CHAMP
SEA HAWK
HOROSCOPE
SCHOOL DAYS
BELLE HOP
PARADISE
SPOT POOL
MIAMI BEACH
ABC BOWLER

DEPENDABLE PERFORMANCE

★
PRICE

ORDER FROM YOUR DISTRIBUTOR OR WRITE TO US

\$279.50

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Atlantic
TRIPLE TEST TAG

✓ Good Appearance
✓ Mechanically Perfect!
✓ Properly packed for shipment anywhere in the world!

IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!

No other Guarantee Like It!

Your Money Back Plus Freight Paid Both Ways If This Equipment Does Not Meet With Your Complete Satisfaction

SEEBURG

Rex	Write	Colonel, ES	Write
Regal	Write	8800, ES	Write
Vogue	Write	8800, RC	Write
Classic	Write	8200 Conversions	Write
Envoy, ES	Write	WS2Z Wireless	Write
Envoy, RC	Write	Wall-o-Matics	Write

WURLITZER

412	Write	600K	Write
71 Counter Model	Write	750E	Write
24A	Write	800	Write
500	Write	850E	Write

ROCK-OLA

Standard	Write	Master	Write
DeLuxe	Write		

WE HAVE THE MOST COMPLETE LINE OF REPLACEMENT PARTS FOR ALL TYPES OF AUTOMATIC PHONOGRAPHS. WRITE FOR ANYTHING YOU NEED!

Write, Wire, Phone for Prices and Full Information on any Phonograph Listed. Immediate Delivery Guaranteed!

Atlantic

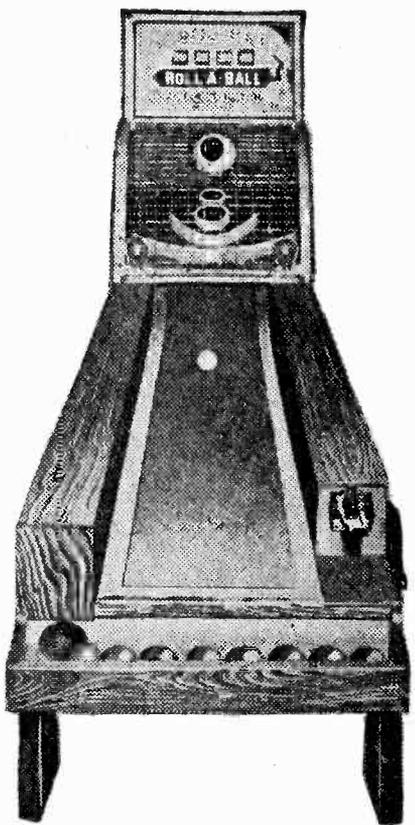
ATLANTIC NEW YORK CORP.
460 TENTH AVENUE, NEW YORK 18, NEW YORK

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ATLANTIC NEW JERSEY CORP.
27-29 AUSTIN STREET, NEWARK 5, NEW JERSEY

EXCLUSIVE Seeburg DISTRIBUTORS

FOR NEW HIGHS
IN PROFITS
New, Improved
**ROLL-
A-BALL**
BARREL ROLL
with
REVOLVING BARREL
Thrill-Skill Feature



LEGAL EVERYWHERE,
This Ultra Modern nine-ball Alley offers these up-to-the-minute features for top-o'-the-limit earnings!

NEW SIZE—
Now 10 ft. long!

NEW STREAMLINING—
Modern designed legs, plus new ball trough located in front of game, add beauty.

NEW MECHANICAL BALL RELEASE—
Trouble-free action reduces maintenance costs to a minimum.

NEW PRICE--
\$425.00

F. O. B. Poughkeepsie, N. Y.
ACT NOW!
Write, Wire, Phone for IMMEDIATE DELIVERY

JAFCO, INC.
JOHN A. FITZGIBBONS AL SCHLESINGER
453 WEST 47th STREET - NEW YORK 19, N. Y.
PHONE COLUMBUS 5-7996

FIVE BALLS		ONE BALLS		COUNTER MACHINES	
A. B. C. Bowler	\$ 69.50	Pacemaker	\$ 59.50	Smileys (New)	\$19.50
Bolaway	89.50	Sport Special	109.50	Penny Packs (New)	27.50
Bosco	89.50	One-Two-Three '40	69.50	Buddies (New)	33.00
Bombardier (Genco)	89.50	CONSOLES		"21's" (New)	14.50
Defense	89.50	Jumbo Parades	\$ 99.50	Klix (New)	14.50
Five-Ten-Twenty	109.50	High Hand	175.00	Penny Packs (Used)	9.50
Gun Club	69.50	Big Game	79.50	Zephyrs (Used)	9.50
G. I. Joe	69.50	Bobtaits	89.50	Amer. Eagles (Used)	12.50
Hollywood	149.50	Silver Moons	89.50	Sparks (Used)	12.50
Hi-Hat	89.50	Big Top	89.50	Mercurys (Used)	12.50
Keep 'Em Flying	129.50	Fast Time	69.50	Libertys (Used)	12.50
Liberty	139.50	Pace Reels (Comb.)	149.50	Imps (Used)	6.50
Metro	49.50	Club Bells	189.50	Cubs (Used)	6.50
Midway	99.50	Super Bells	249.50	Aces (Used)	6.50
Monicker	69.50	Saratoga	69.50	Yankee (Used)	9.50
Sink the Japs (7 Up)	49.50	Paces Races (Br. Cab.)	149.50	Klix (Used)	9.50
Snappy	62.50	PHONOGRAPHS		Poko Reel (Used)	9.50
Slugger	69.50	Rock-Ola '40 Super	\$425.00	Zingo (Used)	12.50
Star Attraction	64.50	24 Victory	325.00	Bingo (Used)	12.50
Sport Parade	49.50	9800 R. C.	595.00	Love Meter (Used)	15.00
Stage Door Canteen	179.50	Packard Plamor	Write	Pikes Peak (Used)	17.50
Topic	69.50	ARCADE		Pick a Pack (Used)	9.50
Victory	89.50	Rock-Ola '40 Super	\$425.00	"21's" (Used)	7.50
Wild Fire	59.50	24 Victory	325.00	Lucky Strike (Used)	9.50
Yankee Doodle	129.50	9800 R. C.	595.00		
		Topic	69.50		
		Wild Fire	59.50		
		Yankee Doodle	129.50		
		SLOTS			
Mills Bl. Cherry (New)	Write	Pace Comets, 10c (Used)	\$ 50.00		
Watling Rolatops (New)	Write	Jennings Chiefs (Used)	115.00		
Pace All Chrome (New)	Write	Jennings Bronze Chief (Used)	249.50		
Blue Fronts (Used)	\$135.00	Mills Vest Pockets (Used)	35.00		
Brown Fronts (Used)	150.00	Mills Club Consoles, 10c	175.00		
Q. T.'s (Used)	65.00	Mills Club Consoles, 25c	225.00		
Cherry Bells (Used)	150.00	Jenn. Club Consoles, 10c	125.00		
Rolatops (Used)	85.00	Pace Club Consoles, 5c	125.00		
Extraordinary (Used)	135.00	Pace Club Consoles (Fact. Reb.), 10c	175.00		
10c Black Cherry (Rebuilt)	225.00	Jennings Gooseneck, 50c	75.00		
Melon Bell (Used)	125.00				

Terms—1/2 Deposit, Balance C. O. D.
OHIO SPECIALTY CO.
539 S. Second Street Louisville 2, Ky.

TUBES and ACCESSORIES
Complete Line of Phonographs and Parts

SENSATIONAL! DO YOU NEED A NEW JUKE BOX?
We have newly remodeled and modernized Wurlitzer 616's in a complete Lite-Up style—Machine is completely transformed into a beautiful brand new appearance—Chassis has been completely overhauled. Order Today!
A TERRIFIC BUY! • \$335.00 EACH
IMMEDIATE DELIVERY!
The same job as above on **\$375.00**
WURLITZER 24'S
WURLITZER 600 ROTARY . . . \$395.00
10% DISCOUNT ON PURCHASES OF TWO OR MORE MACHINES

WE BELIEVE WE STILL HAVE THE LARGEST STOCK OF 12 RECORD PHONOS IN THE U. S. A.
WE MANUFACTURE MANY NEW NECESSARY WURLITZER PARTS AND HAVE A COMPLETE STOCK OF USED PARTS FOR ALL PHONOGRAPHS—SEND US YOUR ORDERS!!!
TUBES! TUBES! TUBES! SEND FOR COMPLETE CATALOG NO INCREASE IN PRICE!
Deposit Required With All Orders!

ALBENA SALES CO.
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ACE "Featherlite" COIN COUNTER
See your Distributor for further details
ACE COIN COUNTING MACHINE CO. • 3715 N. Southport • Chicago 13

CHICAGO COIN'S

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The
5 BALL NOVELTY GAME
THAT
SPELLS BIGGER PLAY AND GREATER RETURNS

GOALEE
The **GREATEST OF ALL ARCADE PIECES**

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD
CHICAGO 14, ILL.

LOS ANGELES

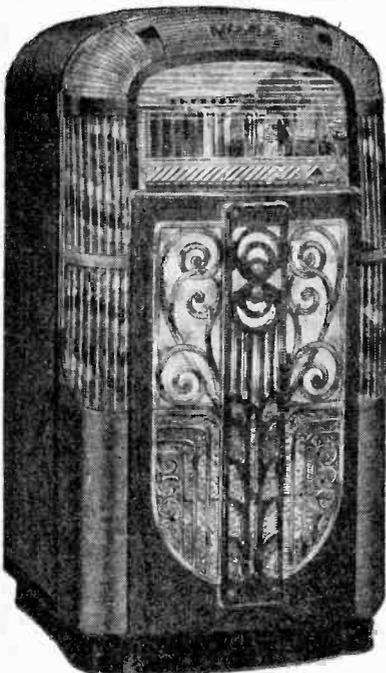
See
Wm. R. Happel
or
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BADGER'S BARGAINS

MILWAUKEE

See
C. A. Happel
or
H. E. Reimer

OFTEN A FEW DOLLARS LESS • SELDOM A PENNY MORE



ROCK-OLA
The Phonograph of Tomorrow Today!

EXPORT TRADE

Our New 1946 Coin Machine Catalog, just off the press, contains reconditioned phonographs and accessories, most complete coin machine catalog ever offered. Don't fail to send for your FREE copy today.

RECONDITIONED CONSOLES

LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST

KEENEY SUPER BELLS, 5c F. P., P.O.	\$259.50	MILLS FOUR BELLS, Late heads, 5-5-5-25c	\$650.00
KEENEY SUPER BELLS, 10c F. P., P.O.	289.50	MILLS FOUR BELLS, Late heads, 5-5-5-5c	550.00
KEENEY SUPER BELLS, 25c F. P., P.O.	289.50	MILLS THREE BELLS, 5c 10c 5c	695.00
KEENEY SUPER TWIN, 5c-25c F. P., P.O.	495.00	MILLS THREE BELLS, 5c 10c 25c	795.00
KEENEY SUPER TWIN, 25c, P.O.	350.00	MILLS FOUR BELLS, Orig. heads, 5-5-5-5c	395.00
KEENEY 4-WAY, 5c-5c-5c-25c	495.00	MILLS FOUR BELLS, Orig. heads, 5-5-5-25c	495.00
KEENEY 4-WAY, 5c-5c-10c-25c	595.00	BALLY CLUB BELLS, F. P., P.O., 5c	189.50
KEENEY 4-WAY, 5c-5c-25c-25c	595.00	BALLY HI HANDS, F. P., P.O., 5c	169.50
EVANS DOMINOES, Late, D.D. Jackpot	199.50	BALLY SUNRAYS, F. P. 5c	119.50
EVANS LUCKY LUCRE, 3-5c, 2-25c	199.50	MILLS JUMBO, Late, F. P. P.O.	179.50
EVANS LUCKY LUCRE, 5-5c	125.00	MILLS JUMBO, Late, P.O.	129.50
JENNINGS SILVER MOON, 25c, P.O.	175.00	MILLS JUMBO, Late, F. P.	119.50
BALLY ROLL'EM, 5c, P.O.	124.50	MILLS JUMBO, Orig. head, F. P.	89.50
BAKER'S PACERS, Late, Daily Double	199.50	MILLS JUMBO, Orig. head, P.O.	89.50
JENNINGS BOBTAIL, 5c, F. P.	89.50	PACE SARATOGAS, Late, 5c	89.50

PHONOGRAPHS

WURLITZER MODEL 780	\$495.00
SEEBURG 8800 NEW ROCK-O-LITE	495.00
ROCK-OLA COMMANDO	495.00
ROCK-OLA SPECTRAVOX, Playmaster	395.00
ROCK-OLA STANDARD NEW ROCK-O-LITE	395.00
ROCK-OLA SPECTRAVOX, Only	50.00
WURLITZER VICTORY 500	450.00
SEEBURG CLASSIC NEW ROCK-O-LITE	450.00
WURLITZER MODEL 616 NEW ROCK-O-LITE	239.50

RECONDITIONED SLOTS

BLACK CHERRY BELLS (Rebuilt) 5c	\$229.50
BLACK CHERRY BELLS (Rebuilt) 10c	234.50
BLACK CHERRY BELLS (Rebuilt) 25c	239.50
MILLS BLUE FRONTS (Refinished) 5c	159.50
MILLS BLUE FRONTS (Refinished) 10c	179.50
MILLS BLUE FRONTS (Refinished) 25c	199.50
JENNINGS CHIEF \$1.00	650.00
NEW MILLS VEST POCKET BELLS	74.50
MILLS VEST POCKET (Refinished)	49.50

BADGER SALES CO.

1612 W. PICO BLVD. LOS ANGELES 15, CALIF.
DRexel 4326

TERMS:
HALF DEPOSIT
WITH
ORDERS

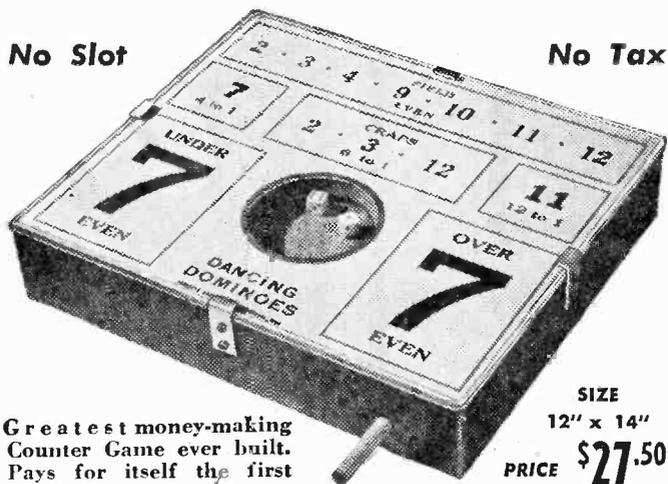
BADGER NOVELTY CO.

2546 NO. 30th ST. MILWAUKEE 10, WIS.
KILBOURN 3030

IDEAL COUNTER GAME

No Slot

No Tax



Greatest money-making Counter Game ever built. Pays for itself the first few hours of play.

SIZE 12" x 14"
PRICE \$27.50

HAWKEYE NOVELTY CO. 1754 EAST GRAND DES MOINES, IOWA

READY FOR IMMEDIATE DELIVERY

USED

Air Circus	\$100.00	Five-Ten-Twenty	\$110.00	Major, '42	\$ 50.00
Bosco	80.00	Cun Club	62.00	Repeater	45.00
Champs	60.00	Hi-Hat	62.00	Southpaw	60.00
Capt. Kidd	60.00	Knockout	100.00	Yanks	94.00
Casablanca	124.00				

NEW

Chicago Coin Spellbound	\$325.00	Gottlieb Super Liner	\$322.00
Exhibit Fast Ball	330.00	Williams Dynamite	329.50

.22 SHORTS WRITE FOR PRICE 70L7 TUBES. Ea. \$2.00

All prices F. O. B. New Haven—1/3 deposit—balance C. O. D.

FITZGERALD SALES
107 MEADOWS ST. • NEW HAVEN 10, CONN. • TEL: NEW HAVEN 7-0146

Salesman Wanted!

Prominent, old established Eastern distributor needs top-notch traveling salesman. Thickly populated territory, large following. Exclusive franchises for most important manufacturers of music, five balls, one ball, bells, counters, arcade, vending equipment. Top lines in each division call for real salesman who knows the business and who can earn real money. Permanent connection with fine future and excellent salary for right man. Write in full confidence, giving details of age, marital status, background and experience.

WRITE BOX D-312, THE BILLBOARD
Cincinnati 1, Ohio

CLOSING OUT BRAND NEW EQUIPMENT

7 MUNVES SUPERROLLS, REPACKED IN ORIGINAL CRATES—\$195.00 EACH

One-half certified deposit required.

HEATH DISTRIBUTING COMPANY

217 THIRD ST. MACON, GEORGIA PHONES—2681 and 2682

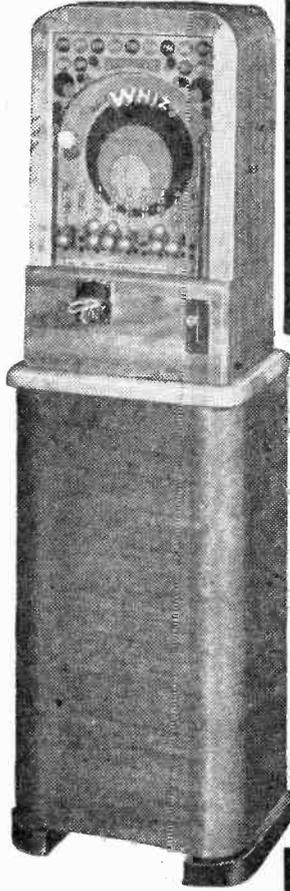
THIS WEEK'S

SHAFFER'S SPECIALS

WHIZZ

the finest skill game
there is...

by **GENCO**



WHIZZ is a NEW electrically operated FREE PLAY Skill Score Game packed with lots of ACTION, SPEED and PLAYER APPEAL!
WHIZZ can be operated as a FREE PLAY or NOVELTY Game . . . and a BIG money-maker either way.
It's the finest skill game ever made . . . It's compact . . . It's GENCO!

PHONE OR WIRE
YOUR ORDER
TODAY

PRICE
\$189.50
F. O. B. Factory
AND

PIN GAMES

AT PRICES THAT WILL AMAZE YOU

NEW CHAMP	\$ 44.50	PLAY BALL	\$44.50
AIR CIRCUS	99.50	LONE STAR	34.50
SINK THE JAPS	34.50	BAND WAGON	49.50
PIN-UP GIRL	99.50	GOLD STAR	44.50
STREAMLINER	179.50	YANKS	74.50
SPOT POOL	44.50	MONICKER	54.50
ZIG ZAG	59.50	SHOW BOAT	49.50
KEENEY "FORTUNE" ..	149.50	TEN SPOT	44.50
MARINES-AT-PLAY ..	69.50	EAGLE SQUADRON ..	74.50
1-2-3 (1939)	29.50	FOUR ACES	79.50
1-2-3 (1940)	39.50	INVASION	69.50
TORPEDO PATROL ..	89.50	GUN CLUB	49.50
BOLAWAY	54.50	BOMBARDIER	79.50
GLAMOUR	39.50	CAPTAIN KIDD	54.50
BOOMTOWN	39.50	HIT THE JAPS	39.50
KEEP 'EM FLYING ..	129.50	BOSCO	79.50
A. B. C. BOWLER ..	44.50	FLEET	44.50
SUSPENSE	299.50	SMACK THE JAPS ..	34.50
STAGE DOOR CANTEEN.	224.50	LANCER	29.50
CATALINA	WRITE	'44 VICTORIOUS ..	59.50
FRISCO	WRITE	CONGO	24.50
SOFTBALL QUEENS ..	WRITE	BAKER "DEFENSE" ..	34.50
SCHOOL DAYS	44.50	BARRAGE	44.50
MR. CHIPS	24.50	ACTION	114.50
TARGET SKILL	39.50	RED, WHITE & BLUE ..	34.50
DIXIE	39.50		

TERMS: 1/3 CERTIFIED DEPOSIT - BALANCE C. O. D.

ALL GAMES LISTED SUBJECT TO PRIOR SALE

SHAFFER MUSIC COMPANY

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1619 W. WASHINGTON ST. 2129 MAIN ST.
CHARLESTON, W. VA. WHEELING, W. VA.
Phone 63381 Phone 784

PACKARD DISTRIBUTORS, VA. AND N. C.

Packard Pla-Mor Wall Boxes	\$38.95	#700 Speakers	\$21.95
30-Wire Cable (Woven Cover). With Wall Boxes. Per Ft.22	#800 Speakers	36.95
One Piece Bar Bracket	5.00	#900 Speakers	49.95
#1000 Speakers (OUT OF THIS WORLD)			159.50

New Packard Hideaway Phonograph on Display

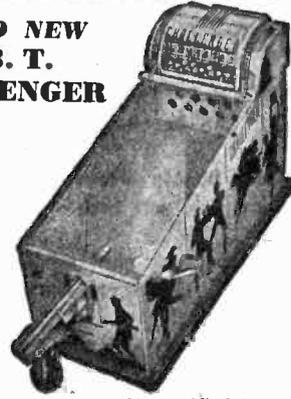
MILLS BLACK CHERRY BELL, 6-10-25¢ Play, 2/5 or 3/5 PAYOUT ON ONE CHERRY.	
MILLS VEST POCKET, F. O. B. FACTORY	\$74.50
ABT CHALLENGER TARGETS (SAMPLE)	85.00
ABT CHALLENGER TARGETS (LOTS OF 25)	80.00
AMERICAN SCALES, MODEL 403	169.50

USED AND RECONDITIONED

FIVE BALL FREE PLAY		ARCADE EQUIPMENT	
2 Knockout	\$119.50	2 Sky Fighter	\$175.00
1 Play Ball	79.50	1 Supreme Rocket Buster	129.50
1 Exhibit Leader	89.50	1 Super Torpedo	129.50
1 Sky Chief	182.50	3 Liberators	129.50
1 Monicker	69.50	1 Zingo	149.50
		1 Double Play	68.50

BRAND NEW A. B. T. CHALLENGER

1c or 5c
Play
Sample
\$65.00
Write for
Quantity
Prices



METAL SAFES

1 Single S.U. Revolvearound Safe (Uncrated)	\$100.00
2 Bally Single S.U. Revolvearound Safe (Uncrated)	75.00
2 Mills Jack in Box Single Stands (No Locks)	35.00

USED PHONOGRAPHS

4 A.M.I. Top Flight	\$225.00
3 Singing Towers, A.M.I.	300.00
1 Gem Hide-a-Way, Remote	250.00
2 Vogue Manual Selector	350.00
2 Wurlitzer 950	679.50

1/3 Certified Deposit, Balance C. O. D.

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 Broad Street, Richmond, Va.; Office Phones 3-4511, 3-4512, Residence Phone 5-5328

NEW WINNERS

ALL A-1 RECONDITIONED ARCADE EQUIPMENT

A.B.T. Target Skill (Early Model) ...	\$ 17.50	Mills Panoram	\$295.00
A.B.T. Target Skill (Model F)	22.50	Mystic Eye (Exhibit)	139.50
Ace Bomber	219.00	Pikes Peak	19.50
Atomic Bomber	495.00	Viewing Show	49.50
Bally Bull	59.50	Periscope	189.50
Bally Rapid Fire	119.50	Plantellus (without Side Signs) ..	39.50
Barrel o' Fun (Exhibit)	89.50	Poker & Joker	79.50
Batting Practice (Scientific)	109.50	Rameses (Exhibit)	129.50
Bicycle Speed Tester	125.00	1 Reel for Mutoscope, New	18.50
Card Venders (Exhibit), with Base ..	25.00	1 Reel for Mutoscope, Used	10.00
Card Venders (Metal Int.), 2 for 5c ..	39.50	Seeburg Chicken Sam	109.50
Champion Hockey	209.50	Seeburg Gun (Bartender), Repainted	169.50
Chicago Coin Hockey	175.00	Seeburg Gun (Photo Elec. Rifle Range),	
Chuck-o-Luck	5.00	Repainted	169.50
Circus Romance	249.50	Skee Jump (Repainted)	59.50
Donkey Strength Tester	139.50	Shocker Advance Electric, 1c	15.00
Egyptian Mummy Exhibit	119.50	Skee Barrel Roll (New)	399.50
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Int. Mutoscope L. Sign Counter	29.50	Undersea Raider (Used)	289.50
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Keeney Anti-Aircraft	39.50	Western Strength Test	32.50
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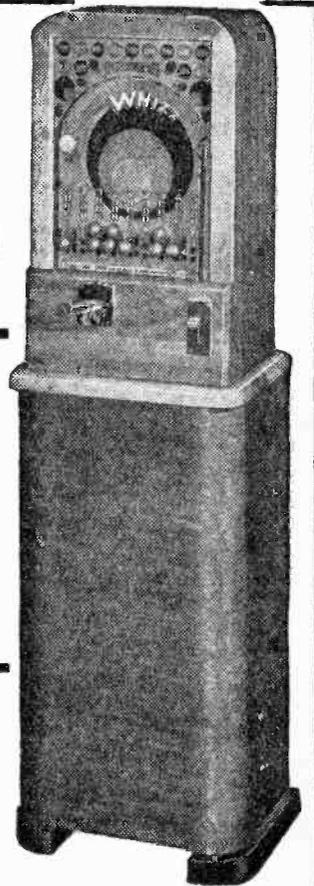


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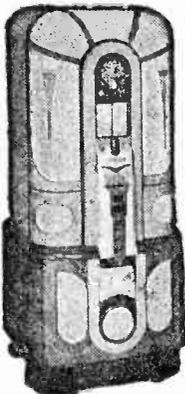


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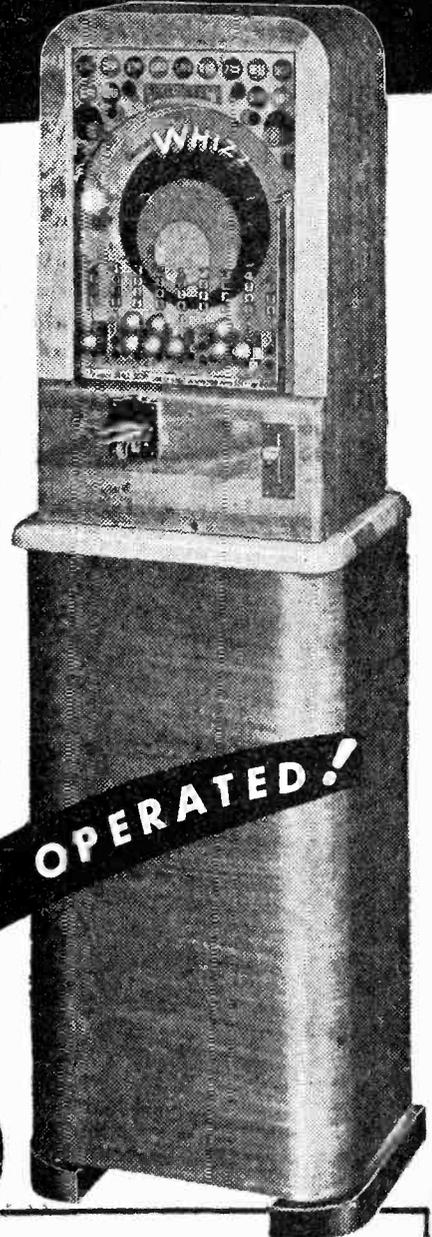
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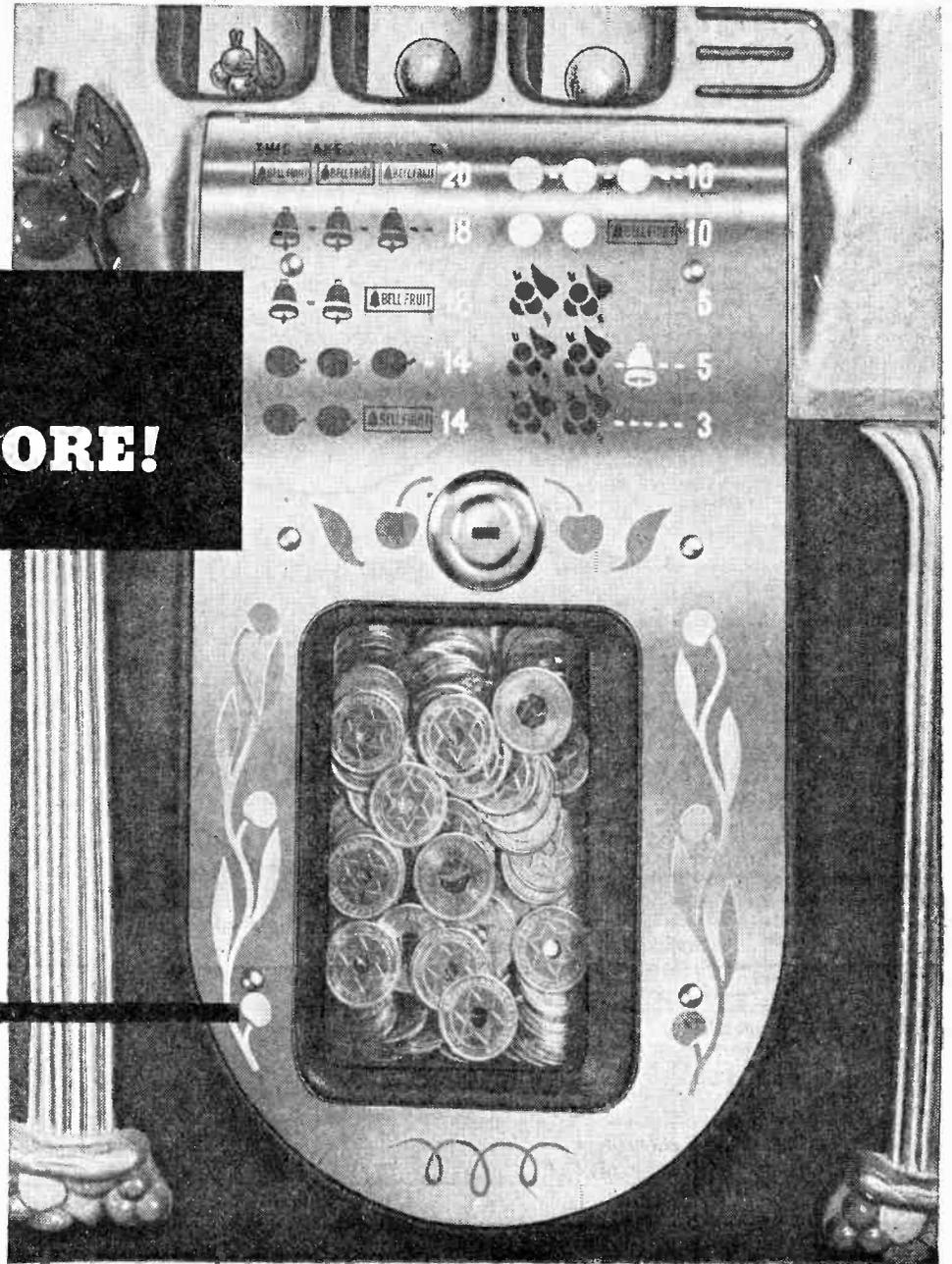
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more brings more!

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MORE BRINGS MORE!



Falls does away with this trouble, blocks any idle stretches from affecting your income; **ABSOLUTELY GUARANTEES** a full Jackpot at all times. And that Jackpot is a **MIGHTY POWERFUL ONE**, too. It's double the regular type — just about the biggest thing of its kind ever put on a Bell. Always remember, more brings more!

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Jenn. Victory Chief, 5c . . . \$125.00
 10c, \$140.00; 25c . . . 155.00
 Mills Gold Chrome, 5c . . . 175.00
 10c, \$195.00; 25c . . . 225.00
 5c Mills Black, H. L. . . . 175.00
 Vest Pocket Bell, Bl. & Gold 45.00
 Jenn. 25c Club Console . . . 185.00

GUARANTEED USED PIN GAMES

Knockout . . . \$129.50
 Stars . . . 119.50
 Air Circus . . . 135.00
 Yankee Doodle . . . 159.50
 Flat Top . . . 189.50
 Flying Tigers . . . 99.50
 Action . . . 119.50
 Sky Ray . . . 64.50
 Conquest . . . 49.50
 Frisco . . . 219.50
 Legionnaire . . . 69.50
 Midway . . . 139.50
 Hi Hat . . . 79.50

All used equipment listed is completely rebuilt and refinished!
 Terms: 1/3 Deposit, Balance C. O. D.

Headquarters for the Finest in New and Used Equipment

ATLAS

BRAND NEW GAMES FOR DELIVERY NOW!

FROM THE HOUSE OF ATLAS FRIENDLY PERSONAL SERVICE

Superliner	Victory Special
Spellbound	Total Roll
Fast Ball	Goatee
Big Hit	Bangfairs, J. P.
Surf Queen	Bakers Pacers
Frisco	Atomic Bomber
Victory Derby	Bank' Ball, 9'-10'
Genco Whlzz	



ATLAS NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARMITAGE 5005 · CHICAGO 47

Assoc. ATLAS MUSIC CO. 4704 CASS AVE., DETROIT 1
 Offices ATLAS MUSIC CO. 2219 FIFTH AVE., PITTSBURG 19
 ATLAS MUSIC CO. 221 NINTH ST., DES MOINES 9

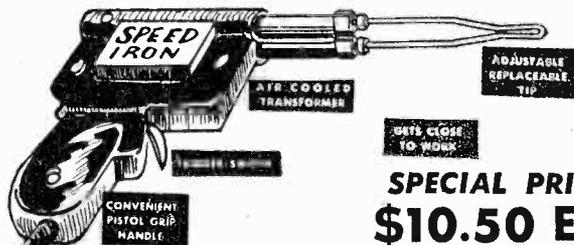
FRIENDLY PERSONAL SERVICE



PARTS SPECIALS

BRAND NEW COUNTER MODEL RECORD TRAYS

FITS 41-51-61-71 & 81 WURLITZERS **\$20.00 PER SET**

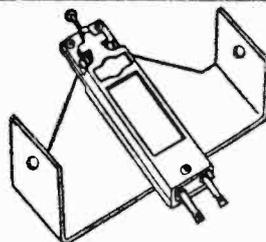


SPECIAL PRICE \$10.50 EA.

UNIVERSAL AMPLIFIERS

"Fits" 'Em All Except Hi Tones

COMPLETE WITH TUBES, VOLUME AND TONE CONTROLS **\$37.50 EA.** WHILE THEY LAST!



CRYSTAL CONVERSION KITS—\$4.00 EA.

Kit #1 fits all Seeburgs, round head.
 Kit #2 fits all Seeburgs, flat head.
 Kit #3L fits all Wurlitzers from Model 412 through Model 500 and 600.
 Kit #3S fits all Wurlitzers from Model 700 through Model 1015.

BALL SHOOTER RODS
 For all make Pin Tables (nickel plated). Each, 50 cents.

SPEAKER CONES
 For any Victrolas. 12" cones, \$4.50; 15" cones, \$5.00

Program Strips (red border).
 Write for prices and samples.

Collection Books, three copy type.
 Per hundred, \$8.00.

RAPID FIRE GUN CASTINGS,
 per set, \$12.00.

Fifteen inch long Screw Drivers
 (Every mechanic needs one). Each, Fifty (50) cents.

Bally, new type, for Surf Queens, etc., ball lifts and ball shooter rods. Each Fifty (50) cents.

Pin Table Glass, all sizes in stock.
 Write for prices.

HEATH DISTRIBUTING CO.

217 THIRD ST.

PARTS DEPARTMENT

MACON, GEORGIA

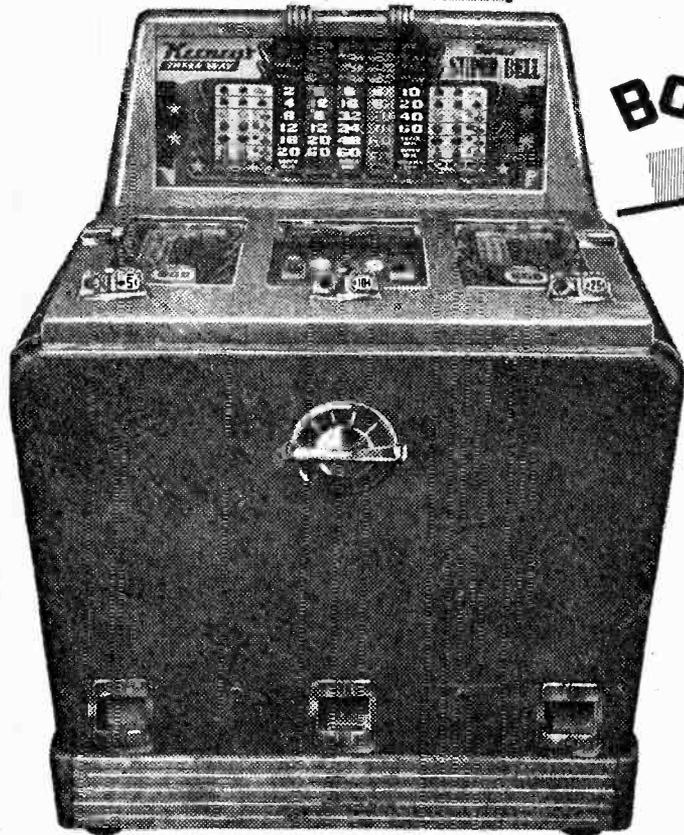
"NATIONAL DISTRIBUTORS FOR HEATH UNITS"

FOR EASY ENTRANCE INTO CHOICE LOCATIONS

Keeney's
ONE WAY
BONUS Super Bell

Keeney's
2-WAY
BONUS Super Bell

Keeney's
3-WAY
BONUS Super Bell
THE ARISTOCRAT OF CONSOLES



Keeney's deluxe 3-way Bonus Super Bell is a triple miracle of beauty and golden profits. Smart. Rich. Impressive. Styled to command and hold the best locations.

- Takes in up to 15 coins every play. (5 coins thru each chute.)
- Available in any combination of nickel, dime and quarter chutes. Standard model equipped with 5¢—10¢—25¢ chutes.
- Three people can play at the same time.
- Triple-scoring—players win on 1 to 3 lite-up rows that flash while reels are in motion.
- Positive odds advance across jumbo lite-up scoreboard for powerful long-distance flash.
- A 500 BONUS to jackpot winner on each of 3 chutes thru which 5 coins are played.

J. H. KEENEY & CO., INC.
THE HOUSE THAT JACK BUILT
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NOW MAKING DELIVERIES
OF THE NEW

DYNAMITE

The new Williams
DYNAMITE is just that!
Atomic Kickers insure
bang-up profits.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TO ASSURE RECEIVING
THE MILLS
NEW BELL MACHINES

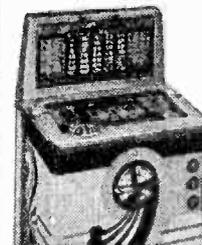
Place Your Order
Now for

Mills Black Cherry Bells } Regular &
Mills Golden Falls } Club Models

Immediate Delivery on

Mills New Vest Pocket Bells \$74.50 Ea.
Mills New Safe Stands 22.50 Ea.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



NOW SHIPPING
the new
KEENEY
THREE-WAY

BONUS SUPER BELL

Delivery on the Keeney Twin Bonus
Super Bell in Ten Days

BELL MACHINES

1c Q.T., Green	\$ 25.00	5c Mills Club Con-	\$189.50
5c Q.T., Glitter Gold	72.50	soles	
5c Brown Front	119.50	10c Blk. & Gold Chr.,	
5c Copper Chrome	135.00	H.L.	195.00
5c Silver Chrome	135.00	10c Q.T., Glitter Gold	130.00
10c Silver Chrome	155.00	10c Blue Front	105.00
10c Cherry Bell, 3/10	147.50	25c Blue Front	125.00
10c Brown Front	135.00	25c Gold Chrome	175.00
10c Jennings Four Star		25c Brown Front	150.00
Chief	80.00	25c Caille	40.00
10c Gold Chrome	160.00	25c Blk. & Gold Chr.,	
5c Gold Chrome	149.50	H.L.	215.00
5c Melon Bell	100.00	25c Blue Front, H.L.	150.00
		25c Copper Chrome	200.00

ARCADE EQUIPMENT

Ace Bomber	\$147.50	Sky Fighter	\$100.00
Astrology Scale	70.00	Scientific Batting	
Circus Romance	80.00	Practice	65.00
Drive Mobile, Original	150.00	Shoot Your Way to	
Drive Mobile (Tokyo		Tokyo	80.00
Raider)	150.00	Supreme Rocket	
Liberator	80.00	Buster	120.00
Night Bomber	142.50	Ten Strike, High Dial	80.00
Periscope	65.00	Trap the Japs, Conv.	69.50
Pitch 'Em & Catch 'Em	97.50	Yankee Doodle Girls	20.00
Shoot the Chutes, Conv.	77.50	Zingo	100.00

ONE BALL, FREE PLAY

Club Trophy	\$150.00	Thorobred	\$245.00
Pimlico	192.50	'41 Derby	150.00
Sport Special	75.00	Contest	67.50
Longacres	245.00	War Admiral, P.O.	100.00

PIN GAMES

Air Circus	\$100.00
Bosco	75.00
Big Chief	47.50
Clover	49.50
Casablanca, Used Revamp	125.00
Click	45.00
Flying Tigers	79.50
Fox Hunt	39.50
Grand Canyon, Used Revamp	150.00
Invasion, Used	
Revamp	70.00
Legionnaire	47.50
Monck	54.50
Pan American	43.00
Rotation	19.00
Streamliner, Used Revamp	185.00
Slap the Jap	37.50
Tail Gunner	45.00

OTHER NEW EQUIP.
MENT FOR IMMEDIATE
DELIVERY: SOLOTONE
BOXES, 1947 DELUXE
MODEL COLUMBIAS;
GROETCHEN COLUM-
BIAS, REGULAR;
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COIN COUNTERS,
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"JET PROPELLED" EARNINGS!

Superliner



Super APPEAL...
THE MAGIC BUTTON!
Super DESIGN...
NEW STREAMLINED CABINET!
Super PERFORMANCE...
CUTS SERVICE COSTS!
"THERE IS NO SUBSTITUTE FOR QUALITY"



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FIRST Showing



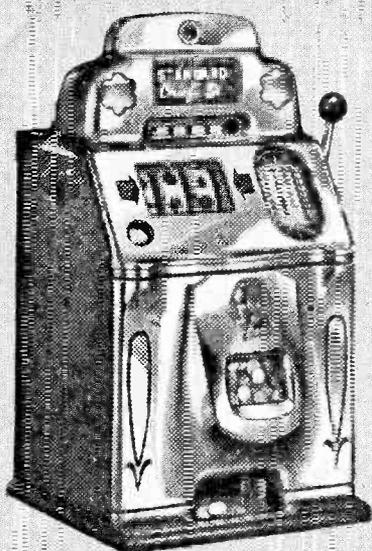
THE NEW FLASH HOCKEY GAME

- FASTER ACTION
- TOP PLAYER APPEAL
- ALL MECHANICAL ACTION
- PRICED RIGHT
- IMMEDIATE DELIVERY

Get on the Flash Hockey Band Wagon—Be the first in your territory to cash in on the big demand for legal equipment that is priced right and delivered where and when you want it.

\$249.50
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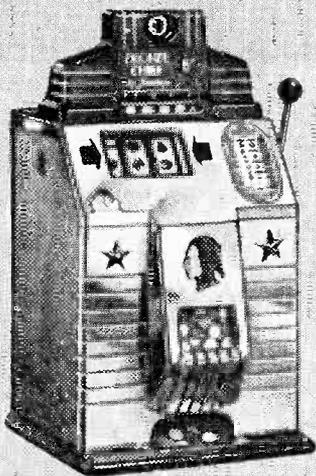
COINEX CORPORATION
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STANDARD CHIEF



SUPER DE LUXE CLUB CHIEF



BRONZE CHIEF

3 OF THE 75 JENNINGS DEALERS AND DISTRIBUTORS FROM COAST TO COAST

Lee Sales Co.

1835 S. Lafayette St., Fort Wayne, Ind.

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PRECISION IS OUR BUSINESS

Tops in Quality Workmanship



THE JENNINGS JACKPOT ASSEMBLY

The JACKPOT is fully automatic and self-locking . . . and attached directly to the mechanism

An ample reserve JACKPOT instantly re-loads the main JACKPOT when dumped

In FACT, there's no finer than a Jennings!

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

.....The Leader in the Field for over 40 Years.....



"CHATS WITH DOC"



Audiotronic

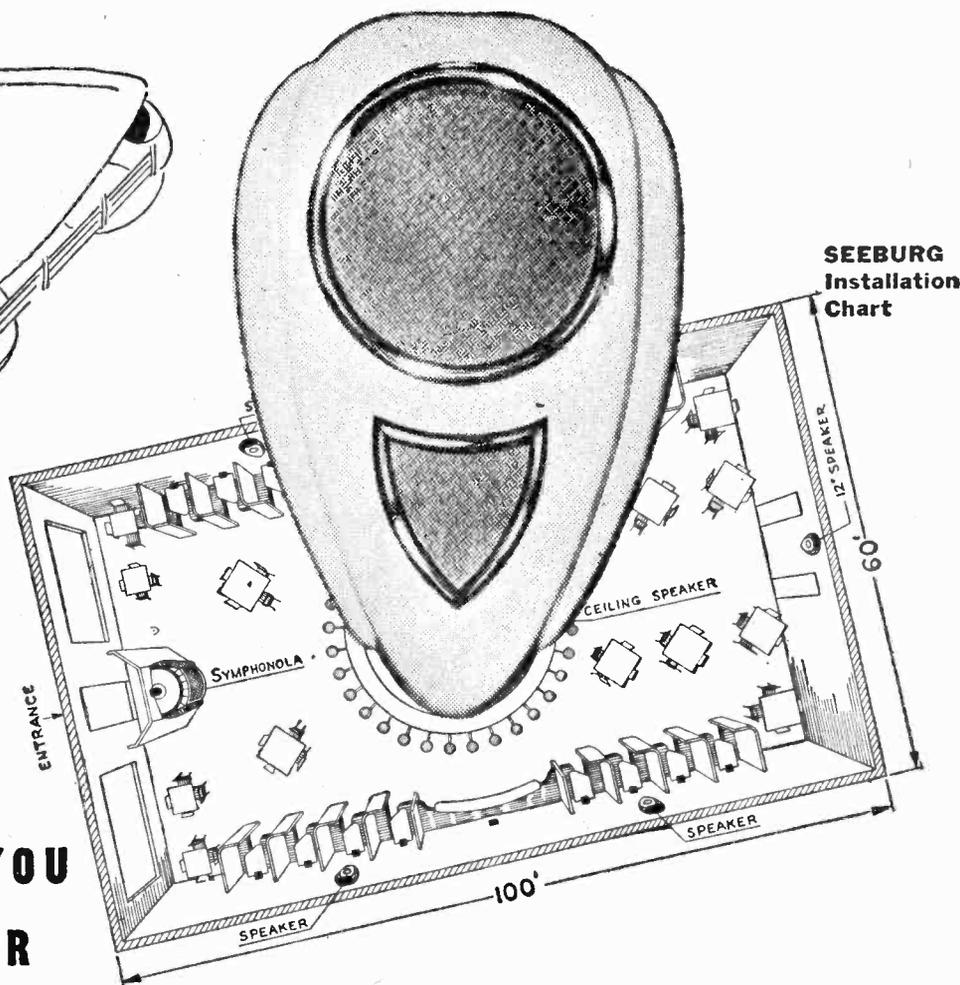
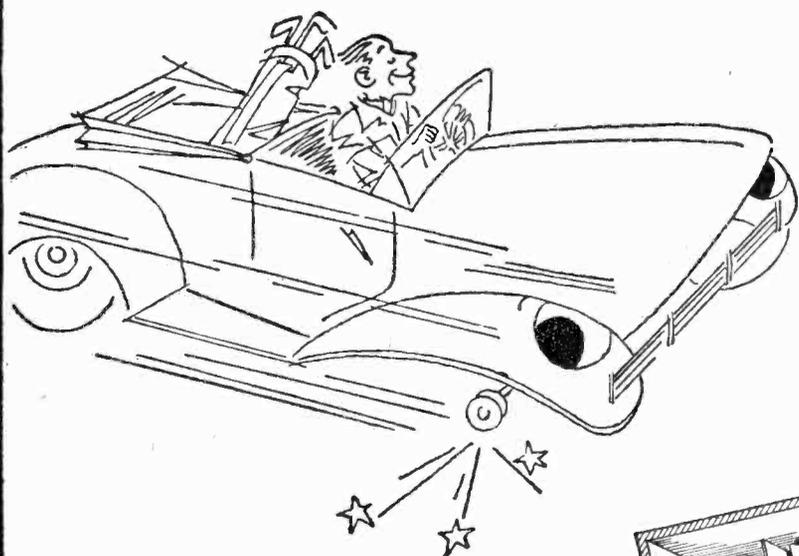


"The new Audiotronic Amplifier was developed by AMI to do ultimate justice to the musicians and artists who make records. The AMI audiotronic circuit doesn't favor lows over highs or highs over lows but, while

eliminating surface noises, exploits the rich, musical resources of the record and renders the music with startling reality and living tone." *DeWitt (Doc) Eaton*, Vice-Pres. and Gen'l Sales Mgr., **AMI Incorporated.**

AMI Incorporated

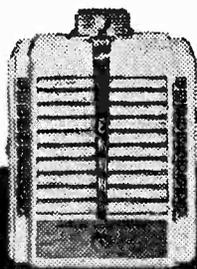
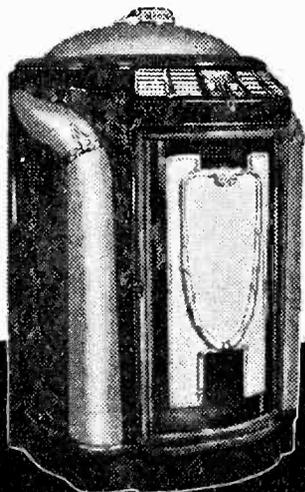
YOU WOULDN'T DRIVE YOUR CAR
WITH ONE WHEEL MISSING—



.. NOR SHOULD YOU
EXPECT PROPER

SOUND DISTRIBUTION WITHOUT THE
CORRECT NUMBER OF **Seeburg** *Speakers!*
DEPENDABLE MECHANISMS

Your installations are only as effective as your speaker arrangement . . because the MUSIC COMES OUT THERE. Seeburg Scientific Sound Distribution is a remarkable development and is getting an enthusiastic reception everywhere. It is imperative, for mutual benefit, that your installations be brought to full effectiveness by adding the correct number of Seeburg impedance matched speakers. (Consult S. H. Lynch & Co. for information.) Added attraction: They're most inexpensive.



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- ★ Houston .. 910 Calhoun
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- ★ New Orleans .. 832 Baronne
- ★ Memphis .. 167 S. Second
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S. H. LYNCH & CO.

Exclusive Southwest Distributors

**"SOUTHERN" IS DELIVERING
THE CREAM
OF NEW GAME PRODUCTION!**

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Superliner

...THE SUPER GAME!

★ Magic Button! ★ Streamline Design! ★ "Jet-Propelled"
Earnings!

**KEENEY'S NEW
3-WAY BONUS SUPER BELL**



**UP TO 15 COINS EVERY PLAY!
3 PLAYERS AT THE SAME TIME!
TRIPLE SCORING! POSITIVE
ADVANCING ODDS! 500 BONUS!**

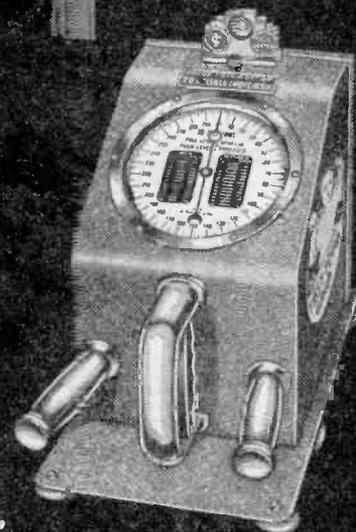
ORDER FROM YOUR NEAREST "SOUTHERN" OFFICE



**GOTTLIEB
Improved, DeLuxe
GRIP SCALE**

3-WAY STRENGTH TESTER

*Consistently Best
Since 1928!*



SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



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**DISTRIBUTORS FOR
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EXHIBIT FAST BALL

**DAVAL PRODUCTS
ACE COIN COUNTER**

LEARN THE TRUTH

OR

SUFFER THE

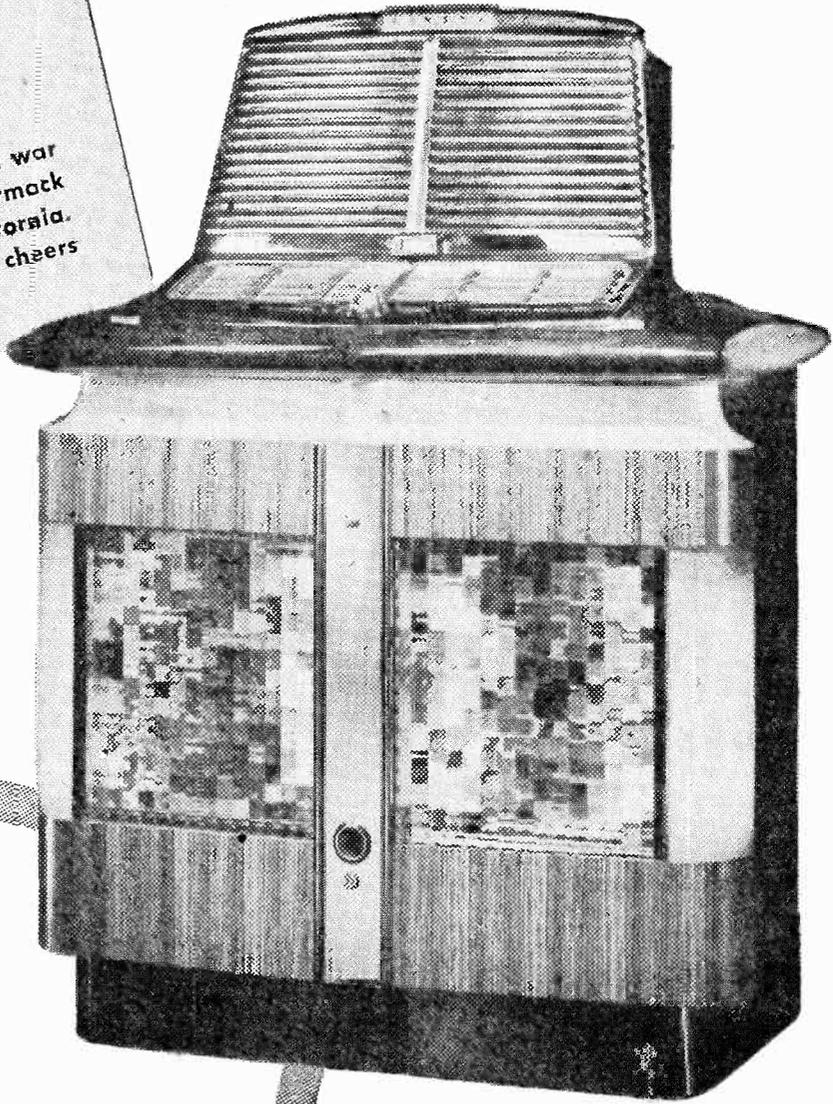
Consequences



Ralph Edwards on the Truth or Consequences radio show Saturday, Sept. 14, gave away a brand new electronic...

Aireon

to PFC. Ralph Benaventes, wounded war veteran, and his comrades at McCormack General Hospital, Pasadena, California. The beauty of the Aireon brought cheers of appreciation from the boys.



Everywhere Operators Are Discovering Their Locations Pay From 18% to 36% With the Amazing New Electronic Aireon

Find out now the truth about the greater play appeal of the fascinating new Electronic Aireon phonograph... or you'll suffer the consequences of losing large potential profits. Operators from coast to coast report that Aireon gets far greater play... that their profits are up 18% to 36% in every location where Aireon has replaced other machines. Just seeing the Aireon is believing! But when you hear the magic of its electronic music, you'll know why it's rapidly becoming the favorite of America's music loving millions!

Aireon

MANUFACTURING CORPORATION

General Offices: 1401 Fairfax Trafficway, Kansas City, Kans.
In Canada: Mafco Corp., Ltd., 4001 St. Antoine St., Montreal, Que.

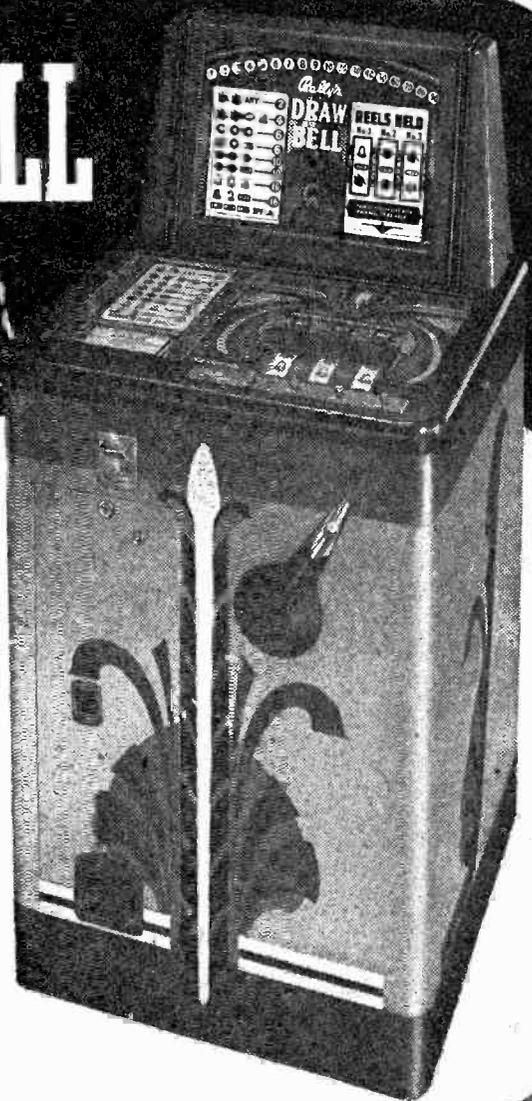
Bally's DRAW BELL

"Bell Fruit" Flash

New "Second-Spin" Feature

Trouble-Free Mechanism

DRAW BELL consoles on location week after week in widely scattered territory, in every section of the country, are consistently stealing the play from all other equipment . . . out-playing and out-earning pre-war and post-war consoles and bells. Fat collections and record-smashing profits prove that Bally's clever new second-coin second-spin feature is the most powerful and positive repeat-play stimulator ever created. Positive trouble-free mechanism cuts your service cost to the bone . . . insuring lowest operating costs and highest profits in the console class. Order DRAW BELL now for biggest profits you've ever known. *Specify Nickel or Quarter play.*



VICTORY DERBY

ONE BALL MULTIPLE PAY-TABLE

BIG LEAGUE

New 5-BALL HIT

VICTORY DERBY operators in every section of the country are turning in biggest collections in all pay-table history. Get your share. Order VICTORY DERBY today.



VICTORY SPECIAL
Your profit insurance in replay territory. Quickly convertible to one or five ball play . . . and a fast money-maker either way. For top profits in replay spots order VICTORY SPECIAL today.

Exciting 3-way score system and extra fast action insure fattest collections in novelty class. Sturdy, simple mechanism guarantees lowest service cost. Get your share of the big BIG LEAGUE money. Order BIG LEAGUE now.



REPLAY OR NOVELTY QUICKLY CONVERTIBLE



Bally MANUFACTURING COMPANY
DIVISION OF UNION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

ALL PLAY A PART

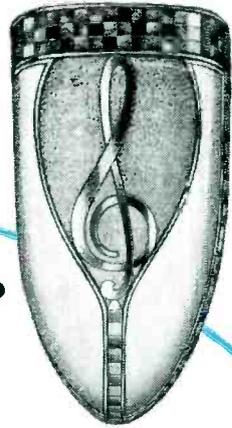
in Better Music Merchandising!



Seeburg Symphonola "1-46"

Here is the finest automatic phonograph ever built. It looks different—it is different. Two amplifiers permit Scientific Sound Distribution—music at just the right level throughout the location.

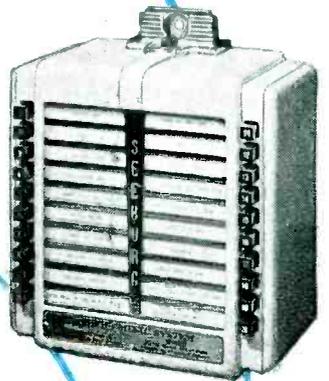
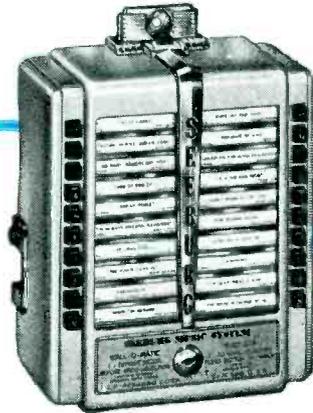
Mirror and Teardrop Speakers



Beautifully, newly designed of smooth, molded plastic with chromium trim. Impedance matched speakers assure perfect music reproduction.

Wireless and Wired Wallomatics

Non-breakable metal, ivory enameled case trimmed in chromium. Twenty selections visible at one time—no knobs to turn — no "blind" selecting from pre-arranged programs. A flood of illumination makes selection easy. On Wireless Wallomatics no cables to phonograph are necessary—just plug into an electric socket.



Remote Control Special

Where space will not permit the installation of a Symphonola "1-46", the Seeburg Remote Control Special may be installed. It has the same mechanisms as the Symphonola "1-46" and is adaptable for Wireless or 3-Wire Music Systems.



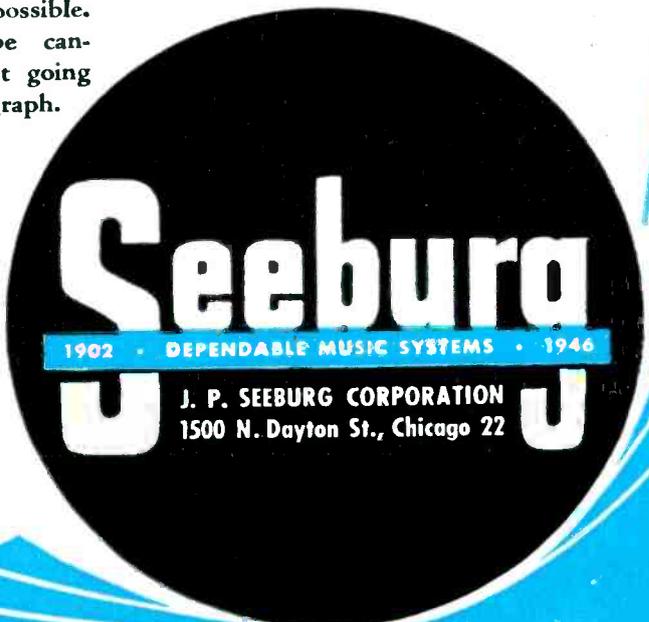
Dual Remote Volume Control Unit

Positive control of volume in Symphonola or wall speakers from a remote point is possible. Records may be cancelled without going to the phonograph.



"Be Sure — Buy Seeburg"

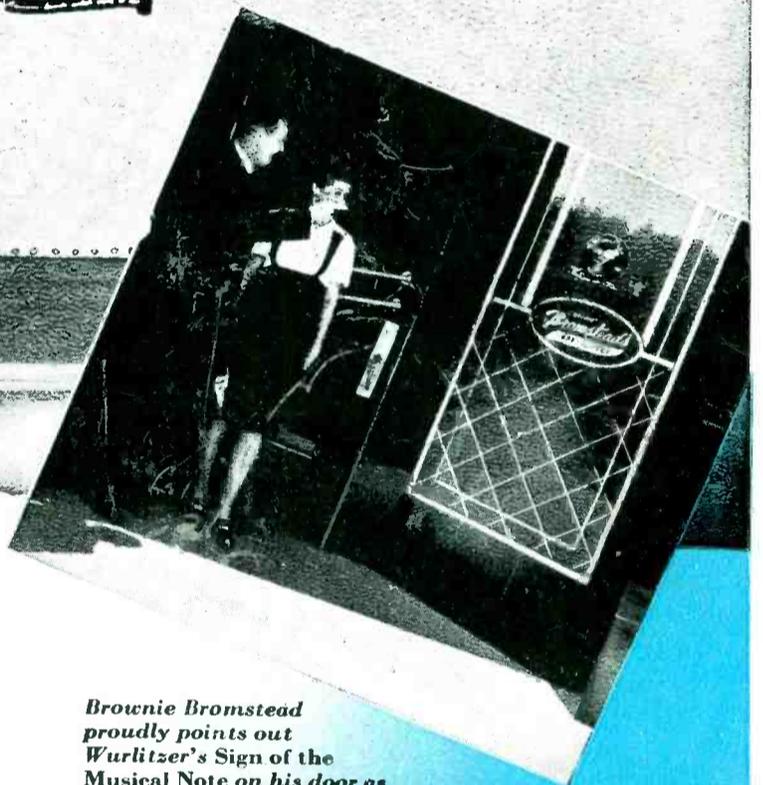
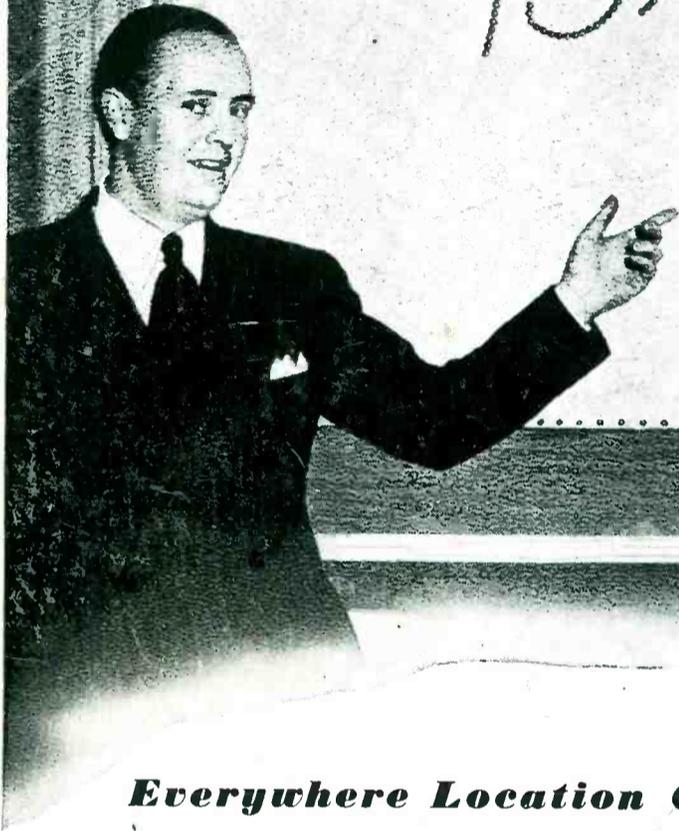
Music merchandising is more than just installing a phonograph. It includes every convenience to encourage selection plus Scientific Sound Distribution to assure music played as the public wants to hear it. Only Seeburg offers a truly engineered system — tailored to each location.



ON DISPLAY AT YOUR SEEBURG DISTRIBUTOR

"Nothing has ever popularized our place of business like Wurlitzer's Sign of the Musical Note" says C. S. Bromstead, popular Denver location owner

Bromstead's



Everywhere Location Owners Praise Wurlitzer's National Consumer Advertising Campaign

Brownie Bromstead proudly points out Wurlitzer's Sign of the Musical Note on his door as well as on his back bar.

◆ "My hat's off to Wurlitzer for launching the first and only national consumer advertising program in the industry," says Brownie Bromstead, owner of one of Denver's busiest Bar-Bufferets. And he adds, "Nothing has ever popularized our place of business like Wurlitzer's Sign of the Musical Note on our door. Patronage has increased. People stay longer, spend more while enjoying Wurlitzer Music."

Everywhere location owners laud Wurlitzer's national advertising. They praise its proven ability in influencing people to look for Wurlitzer's Sign of the Musical Note as identifying the place where they can have fun playing Wurlitzer Music.

No wonder Wurlitzer Factory-Approved Music Merchants face an ever increasing demand for Wurlitzer Phonographs—an ever growing profit opportunity. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.



Here's the Wurlitzer phonograph that helps keep Bromstead's Bar-Bufferet busy all the time.

*The Name That Means Music To Millions