

The Billboard

OCTOBER 26, 1946
25 CENTS.

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

"THE CROSBY STORY"

Chapter 1:

BING'S PREMIERE PROGRAM
EXCLUSIVELY HOOPERATED

Chapter 2:

REVIEWING THE BATTLE—
CBS-MBS-NBC VS. ABC-BING

Chapter 3:

THE BINGSDAY PROGRAM

Plus

VIEWS: FROM NEWSPAPERS . . .
FROM MOVIE NAMES . . .

SPONSOR: EXIT CHEESE . . .
ENTER PHILCO

ADDENDA:

WHAT'S YOUR "CROSBY"? . . . NEW
ERA IN PROGRAMS? . . . BACK-TO-
BACK SEGMENTATION AS A WINDFALL
TO LISTENERS. (ALL THE ABOVE ON
PAGE 3 AND RADIO-MUSIC DEPTS.)



Is Bing's Boffo Beam
Indicative?
See "The Crosby Story"

WILL THESE DELIBERATIONS ALTER THE FACE OF U. S. RADIO?
NATIONAL ASSOCIATION of BROADCASTERS

October 21-24, Chicago

*November 2nd,
Columbia's key station
changes its call
from WABC to*

WCBS

For the listener, America's foremost station thus becomes unmistakably associated with the network which has made it great.

WCBS advertisers, local and national-spot, will profit from the explicit linking of station-call and network-call ... station program and network program ... station prestige and network prestige.

CBS network advertisers, too, will share new advantages from this reinforced identity between network program and local outlet. For instance: national program promotion, in whatever form, is now *automatically* translated into localized promotion for more than 13 million people.

Sponsors and agencies already have recognized the compelling logic in this change.

Some of them ask why we didn't think to make it years ago.

We should have.

*Still 880 on your dial.
Still the key station of the
Columbia Broadcasting System*

On the same date, WABC-FM changes to WCBS-FM.
WCBW, Columbia's New York Television Station, changes to WCBS-TV.



BINGLE'S TRANSCRIBED TINGLE

All But Legit Socked in Pitt Power Strike

PITTSBURGH, Oct. 19.—The Nixon Theater, legit house, was the only one in the entertainment field doing business during the past week as the city staggered aimlessly into its fifth week of a paralyzing power strike with no relief in sight. Anna Lucasta was the lure that brought \$28,000 into the Nixon till during the past week while niteries and burly were doing about 50 per cent of their average business. Nixon's manager, Eddie Wappler, also reported a heavy advance sale for *The Magnificent Yankee*, opening Monday (21).

A slight relief was felt Tuesday (15) when 200 of the normal 400 trolleys and busses were put back into service, but a saboteur fired a rifle shot into one of the company's generators Wednesday and 100 trolleys had to be taken off to conserve power.

The hotels are still deadlocked in strike negotiations with the hotel and restaurant employees, Local 237, and the eight largest hotels are closed to everyone but permanent guests.

The niteries are standing by watching their dwindling beer supplies as a jurisdictional union dispute has made it almost impossible to procure any local lager.

Det. L&E Reported Reopening; Penob Club To Shutter

DETROIT, Oct. 19.—Fate of two major local night clubs changed this week, with reports from apparently authentic sources that Lee 'n' Eddie's, shuttered for three months, would be opened within a few weeks by new owners. Group is reportedly headed by David Taxie, who is a new name in the field here, and not otherwise identified. Plan is to reopen under the new name of Bel-Aire.

Meantime, the Penobscot Club was slated to be closed Monday (21) by order of the State Liquor Control Commission. Move is latest in a long series of maneuvers, with the commission now making the ruling after being upheld in its right to do so a few weeks ago by the State Supreme Court. Meanwhile, there was the further possibility of court action in the matter, as a hearing on the commission action is scheduled for Wayne County Circuit Court here November 1.

Maxine Sullivan to Vanguard

NEW YORK, Oct. 19. — Unusual booking will send Maxine Sullivan into Village Vanguard, Greenwich Village nitery, October 31.

Richard Dyer-Bennett will be on the same bill. Deal is surprising because Miss Sullivan generally plays uptown clubs and Vanguard is considered a springboard to name class. Dyer-Bennett, who has appeared several times at the Vanguard, is currently at the Blue Angel.

The Crosby Story

Entire Trade Watching Bing And Philco Plattery Show As Public Taste Challenge

NEW YORK, Oct. 19.—Concurrent with the NAB convention in Chicago—that association's first post-war trade-wide meeting and one of the most vital in radio's history—*The Billboard* is devoting the major portion of the radio section of this issue to the most important programing development in years—the Philco-Bing Crosby transcribed series. The entire radio industry—networks, agencies, talent, sponsors—as well as showmen in related fields, long has been concerned with this new venture with a degree of interest seldom attending other premieres. The "Crosby Story" is important for many reasons. It may be the forerunner of many such programs, recorded by radio and picture names alike. Reactions of top pix and air names are given in one of the radio section stories. It is important because it is the first major advance—to a big-time pancake series. What that public reaction is, as shown in a special study made exclusively by C. E. Hooper, Inc., for *The Billboard*, also is published in this issue. This same survey treats another key subject, namely, the effect of the Crosby program on the audiences tuning in—or tuning out—other networks.

Most Important Development Since RCA-NBC Divorcement

For the American Broadcasting System no more serious pivotal development has taken place since the day when, as the Blue Network, it was divorced from RCA-NBC. Since that divorce ABC has been pitching hard to gain equal standing with CBS and its one-time sister web. If, in turn, ABC now delivers a top Hooperated show, on a week night, as it has Sundays with Walter Winchell, it will obviously find itself in a much better sales position than ever before. It may also help considerably in spiking the claim that ABC stations lack the power and dial locations to deliver consistent audiences.

The "Crosby Story" means plenty to CBS and NBC—and to a lesser degree Mutual—as well. CBS and NBC have been involved in a programming dog fight for some years. Crosby on ABC, virtually a dark-horse entry, now hits both other webs smack between their Wednesday evening eyes. NBC, particularly, has consistently spurred its advertisers to bolster weak programs, and chances are that in view of that policy, NBC will not take a weakie (See ENTIRE TRADE on page 8)

"Love That Gov.," Hayes' New Theme

NEW YORK, Oct. 19.—While the majority of showbiz names enlisted to aid in the November elections are on the Democratic side (*The Billboard*, October 19), the Republicans are handpicking some headliners to sell their candidates.

Latest is Helen Hayes, who goes Dewey-eyed about the present N. Y. governor in the campaign mag *Bandwagon*, currently on the stands. Entitled *A Bit of Sunshine* and fronted by a glamorized photo of the actress, the article was written by Miss Hayes as a Dewey-appointed member of the board of visitors of the New York State Reconstruction Home. Dewey's interest in such institutions and the importance of women in political work are the main themes of the article, which is a strong plug for Dewey's re-election.

Autryized N. Y. Rodeo Busts Into Dream \$1,300,000 Peg

NEW YORK, Oct. 21.—A sensational 10-day box-office avalanche which began the middle of last week will send the "World's Championship" rodeo into the super-special class with a gross of \$1,300,000 when the finish tape is crossed next Sunday (27) at the Garden. This is an average of about \$24,500 per show for the 53-performance run of the cowboy classic which got underway September 25 and rides thru as the longest of its kind on record anywhere in the world.

Cain-Connelly Tiff Over AAA Meeting

NEW YORK, Oct. 19.—James M. Cain and Marc Connelly sizzled the atmosphere at the Gotham Hotel Friday afternoon (18) with a verbal exchange occasioned when Cain learned that a scheduled meeting of authors under the auspices of the Authors League to discuss American authors authority proposal, had been canceled because of illness of Elmer Rice, league's proxy. Rice was taken to the Lenox Hill Hospital Friday night (18).

Connelly, according to reports, claimed to represent Emmett Lavery, Screen Writers Guild proxy now in Hollywood, and allegedly refused to hold the meeting because of Rice's illness. Cain is said to have retorted that Connelly was alibing. Both al- (See Cain-Connelly Tiff on page 4)

The money job also gives the 21st renewal the all-time jackpot. It isn't the first million-dollar rodeo, however, because last year, the 20th in the series, with Roy Rogers starring, just managed to spill over into the charmed circle with a take of a few thousand bucks past the round socko mark. That was a 48-performance skein, however, the show for show still below this year's record pace. This year Gene Autry returned in the starring slot with his horse, Champion, after being absent since the 1942 show via an army hitch.

It took both the rodeo and Autry a little time to go into the full force of its potentialities, teeing off in latter stages of last month and pushing hard the first few weeks before going into high gear. In first half of the cowpoke cluster the folks were ignoring the low-priced pews, and still are to some extent, setting their lush sights on anything near the \$6 top. From last week on in, they were unbending on lower-scaled tickets, an indication that they were back to apologize for not making up their minds soon enough. Two more good reasons why the round-up is in there busting records: The "forever Autry" lure has got around after the four-year hiatus, sparked also by his "back in the saddle again" network show (CBS) for the chewing gum set (Wrigley). No. 2 is the weather, pleasantly cool. Warmishness in early stages was the kiss of death to box office.

Cavalcadeo moves into Boston Garden from here for a short run at a tapered-down top of \$3.50, considered fancy enough for the Hub.



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Showbiz Ops Have Mixed Reaction on Price Boosts; John Q. Public Is Fall Guy

Radio View Rosy, Nitery and Music Glum, Legit So-So

WASHINGTON, Oct. 19.—Radio industry's formal request to OPA for decontrol of radio prices appears to have a better than even chance of getting OPA okay. Radio-set industry advisory committee will formally submit the request to OPA next week, insisting on immediate decontrol of radio sets from OPA without recourse to the prolonged procedure for formally petitioning the price agency.

NEW YORK, Oct. 19.—Now that the lifting of price controls has moved from conjecture to fact, and the promise of even further relaxing of the clamps is imminent, showbiz, like all other businesses in this country, is better able to take stock of its position and to evaluate the OPA-less future in respect to its dollars and cents.

Frankly, the outlook is anybody's guess. In some phases of showbiz, such as radio, the future has a rosy glow, with increased ad dough ready to be spent. On the other hand, in the nitery field and in the music field, the situation has many difficult wrinkles, and pubs and ops are quite candidly grim about the situation. In the legit field there appears to be little change expected; maybe a slight hike or two in plush-seat prices, but this is still problematical. In fact, the only thing on which all phases of showbiz agree is that, sans OPA, showbiz will cost more and more to operate, with help crying for more dough to offset the spiraling cost of living. Higher wages and costs mean less profits, unless showbiz can make John Q. Public divvy up the difference. That is where the problem comes, for the public may balk at paying too high for its entertainment.

Radio Is Happy

Radio is really quite happy about the whole thing. For one thing, the lid raising is certain to send borderline advertisers back on the air. Under tight controls, quite a few advertisers preferred to wait for the decontrol period before spending air dough. Ad agency execs foresee current situation leading to a price hike, with high levels gradually settling back, but leaving enough profit margin to make air advertising worth while. Besides, with newsprint continuing scarce, radio has a better chance to pull in more advertisers.

But radio execs are not unmindful of the fact that control lifting does not necessarily mean a sellers' market, because of the likelihood of a highly competitive selling situation. One indication of this is the recent sizable increase in installment buying; a type of buying which gives additional credence that consumer buying power has been dissipated of late. Nevertheless, taking all angles into consideration, radio staffers feel that optimism is justified and that the big buyers will be purchasing larger and larger blocks of what time is available, with a resultant boom by Christmas.

Thus far web billings have held up well, with major nets left virtually without any good evening time available. Daytime slots, however, still have time, and with production expected to get into its stride this winter, these slots are expected to find bank-rollers.

Indies, too, anticipate benefiting from the control loosening, with billions bouncing via increases in spot biz.

Legit Shows More Expensive

Legiters along the Stem and on the road are faced with the plain fact

that shows are going to be more and more expensive to put on and to maintain, even with the SRO sign out frequently during a run. Already production prices are touching the ether, and with the inevitable demand by help for more and more dough to satisfy living costs, the nut is going to be larger and larger. Actually, there is very little legit can do to effect much economy and still operate as a magnet for the public dough. Rumors are around that ducats might get a boost, but there's no official confirmation of this situation, and as some on the street maintain, the price of pasteboards is just about at ceiling now. Thus, all in all, legit looks like having to face lower profits and stay satisfied.

The after-dark section of showbiz is also faced with the rising cost of help as well as the rising cost of living. With the musicians barely thru their demands, now other help want hikes to take care of living costs. Cooks, for example, are asking a 30 per cent raise. Waiters, who get between \$20 and \$22 a week (the gravy here is tips), want a 30 per cent raise and bus boys are demanding \$6 per week. This situation is likely to turn nitery ops' thoughts to the easiest way of emmitting hari-kari.

Today, for one thing, night spots (See Mixed Reaction on page 13)

Fredericks Plan Pittsburgh Office

CHICAGO, Oct. 19.—Rumor rampant here this week and backed by several reliable sources is that Frederick Bros. will set up a Pittsburgh office within the next month. Office will be a mid-point between FB's New York and Chi headquarters.

At present time no other major booking offices have an outlet in the Pittsburgh area. Move is reportedly first of a number of branch offices which are contemplated in an FB expansion program.

Veloz & Y. Terp To Top Take on Tour; Set for '47

HOLLYWOOD, Oct. 19.—Two 1947 concert tours have been skedded for Veloz and Yolanda following smash biz this year. Twelve-week season will kick off January 6, taking in the North and Midwest. Second swing thru the East and South started October 6.

Terpers recently completed an 11-week tour, grossing \$210,000 in 74 concerts, with five engagements reportedly bringing in more than \$33,000. Two performances at the Chicago Civic Opera House grossed \$14,000, with two shows at the Los Angeles Philharmonic pulling in \$13,350. One performance at San Francisco's War Memorial Opera House drew \$5,990.

CAIN-CONNELLY TIFF

(Continued from page 3)

legedly accused each other of lacking authority to speak for the writers.

Cain was burning because he had traveled from the film city to attend the meeting and discuss the controversial plan, which calls for the author to become a co-trustee with the authority of his own writing. The screenwriter said he would outline the plan at a meeting of writers at 8 p.m., Monday (21), at the Henry Hudson Hotel.

Showbiz Put All This in Uncle's 1943 Grab Bag

WASHINGTON, Oct. 19.—Showbiz kicked in to the U. S. Treasury to the tune of more than \$22,000,000 in income and excess profits taxes in 1943, according to Internal Revenue Bureau figures this week (18). Total take by the government from 68,202 taxable corporations amounted to \$15,925,000, a boost of 30 per cent over the grab for 1942.

Amusement taxes, exclusive of movies, including pin-ball and juke box ops among 4,766 returns, break down into \$15,814,000 for excess profits taxes, with \$6,199,000 coming from personal income sources. Eateries, night club and bars contributed a yield of \$34,549,000, which figure includes dance halls, bowling alleys and other recreation places. Juke box and radio manufacturers coughed up \$97,166,000 in total tax, \$175,103,000 was from excess profits taxes and \$22,063,000 from personal income.

A. C. Hotel Owners Say Travel Orgs Blacken City's Rep

ATLANTIC CITY, Oct. 19.—President Frank Sutch, of the Atlantic City Hotel Association, last week charged that a majority of travel agencies is giving the resort a "black eye." He urged a survey of the condition, said it had been learned the practice was being carried on by 10 big travel bureaus that had been checked.

Sutch told members of the A. C. Hotel Association that travel bureau representatives allegedly had given out false statements concerning prices, availability of rooms, and amusements offered here.

Resort's 1946 biz, despite extended efforts toward attracting cash customers thru September with the Miss America pageant and horse racing, has produced many headaches. It was definitely not the season it started out to be. Plenty of customers were here, but the money wasn't, altho season began exceptionally well.

Overpriced

Hungry hotels, restaurants, and others decided to make money too fast. Prices hit all-time highs, and the visitor found constant hands in his pocketbook. Even the dime hot dog jumped to 25 cents. Amusement prices hit tops, with motion pictures going to 98 cents, the highest in the history of the resort. The Steel Pier jumped to \$1.25 plus a few odd extras which made a full visit cost around \$3. As a result, all business was hurt, and the expected August pickup never materialized.

The race track, which many felt would build business for the town, had a terrifically successful meet, as far as the track itself was concerned, but a survey of amusement men failed to disclose any who found they received any direct benefit. Second meet in October likewise failed to come up to expectations.

Pageant went ritzy this year, as far as talent and entertainment was concerned, but was never more than an amateur show. Emsee Bob Russell worked himself silly trying to put the not-so-talented girls over.

Convention season now under way is the greatest in the resort's history. This does not mean too much to amusement interests, as conventions schedule their own entertainment, and delegates rarely have any time to visit the rest of the town.

Leaders are putting their heads together to develop new promotions and put Atlantic City in the running for next year.

Boston Bradford, New Pa. Club, Tagged Unfair by AGVA

NEW YORK, Oct. 19.—Two out-of-town clubs have been placed on AGVA's unfair list. The Bradford Roof, Boston, was placed on the list to take effect October 31, but Arthur Fisher, house booker, said it was all a mistake. AGVA asked for \$450, allegedly due Dorothy Blaine. It gave the spot until Wednesday (16) to get the dough up and when it didn't show clapped the unfair label on the room.

Fisher said that he had tried to talk to Matt Shelvey on numerous occasions to discuss the Bradford matter but Shelvey was never available. Shelvey in turn said he had tried to phone Fisher but was unable to reach him. When Fisher was notified of the unfair action he said he sent the check to AGVA, so the whole thing should be settled.

Controversy grew out of a date for Dorothy Blaine at the Bradford last June. Her agent and husband, Senya Gamsa, claimed date was for three weeks. Fisher said it was for two weeks. There were arguments and counter-arguments about unauthorized erasures and finally AGVA was called in.

The Belvedere Club, McKeesport, Pa., a new nitery, has been called unfair by AGVA for failure to negotiate a basic agreement and refusal to put up a large enough cash bond. Spot recently opened by J. C. Lewis, has Bonnie Baker heading the current show, and has bought Gypsy Rose Lee, Jack Durant and Donald Novis for succeeding shows. Union demanded that, with such a talent budget, \$6,000 cash bond was necessary.

According to AGVA, Lewis replied that he was buying these acts only as a starter to give his room an impetus. But his policy in the future would call for talent budgets of \$1,200, and that was the figure he was willing to put up. AGVA's reply was that when his budget was cut to the \$1,200 figure it would return \$4,800 to him.

When Lewis refused the unfair action was taken, effective November 8.

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Publithers

Roger S. Littleford Jr.
William D. Littleford

E. W. Evans Pres. & Treas.
Joseph G. Csida Vice-Pres.
Lawrence W. Gatto Secy.

Editors

Leonard Traube Editor in Chief
Pat Purcell Outdoor Editor
Walter W. Hurd Coin Machine Editor
George Berkowitz }
(New York) }
William J. Sachs } ... Executive News Editors
(Cincinnati) }
C. R. Schreiber }
(Chicago) }

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1504 Broadway, New York 19, N. Y.
Phone: MEAdison 3-1615
M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENTral 8761
Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLlywood 5831
F. B. Joerling, General Manager St. Louis Office
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443
C. J. Latscha, Advertising Manager
A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: MAIn 0301

Printing Plant and Circulation Office
25 Opera Place, Cincinnati 1, Ohio

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The Billboard also publishes:
The Billboard Encyclopedia of Music and
The Billboard Coin Machine Digest.

RECORD NAB MEET STARTS

Industry Tone Seen Hope for Gov't Peace

Miller To Sound Keynote

By Our Washington Bureau

WASHINGTON, Oct. 21.—NAB President Justin Miller, who will keynote the association's conclave which opens in Chicago today, is expected to set the industry's tone for the coming year when he couples a hope for government industry co-operation and a warning that NAB will use every legal means to fight any threat to radio freedom. Miller is expected to call for clarification of issues involved in such controversies as those raised by the Blue Book and the Mayflower case. Miller will argue that courts or Congress, not a government regulatory agency, should establish decisions.

Miller is not expected to take a verbal whack at the FCC itself, but he will insist that the FCC, in interpreting some issues, may have stepped beyond legal bounds. He is expected to insist that what the Communications Act needs, according to NAB view, is proper crystallization. This only the courts or Congress can provide. NAB is not anxious, however, to ask Congress for revision of the act, and Miller is not expected to suggest such a method.

NAB bigwigs at the conclave are expected to try to avoid an official NAB stand on FCC's practice of issuing wholesale AM grants, even though some small station owners are expected to raise a row against this FCC policy. Strategy will be to emphasize the danger of increased FCC power if NAB urges the commission to take economic factors into account in licensing.

FM Policy

Much the same line is expected in FM licensing policy with action hanging fire pending clarification of FCC policy by Acting Chairman Charles Denny Jr., at the convention's FM panel. Other questions are expected to develop on FM, however, major of these being the expected disbanding of FM Broadcasters, Inc. Several FM members are plunking for continuation of the FM inner org as a separate outfit, arguing that NAB is essentially an AM organization. (See *Industry's Tone* on page 18)

World Shuts Chi Diskery

CHICAGO, Oct. 19.—Partly because World Broadcasting Company building here is being purchased by P. K. Wrigley Company and partly because of a decision by top World execs to cut firm's Chicago staff, World will not make transcriptions here after November 1. Sales staff of World will remain here.

Wrigley will use the two-story World building, which is now equipped with complete sound studios, as an experimental laboratory. While World will no longer make transcriptions here, Decca, sister company which has been using the same building, will continue to do so, it is said.

The Billboard at the NAB

This issue of The Billboard was delivered to Chicago's Palmer House, scene of the full-dress convention of the National Association of Broadcasters, 12 to 36 hours ahead of regular distribution in the United States and Canada. One thousand copies were flown westward Monday (21) as they came off the presses in Cincinnati, marking the fastest point-to-point distribution in the history of this publication (established 1894). Delivery was made direct to the delegates and others attending NAB's most significant deliberations. Schedule: Air freight leaving Cincinnati 4:43 p.m. (EST), arriving Chicago 5:20 p.m. (CST).

The Billboard has thrown the full weight of its personnel and facilities behind NAB coverage—split between working rooms at the Palmer House and our offices at 155 North Clark Street. The working Chicago contingent: R. S. Littleford Jr., co-publisher and managing editor; Maynard L. Reuter, general manager, Midwest division; Cy Wagner, Midwest radio editor; Herb Bailey and Johnny Sippel, radio reporters—plus editorial staffers Pat Purcell (outdoor editor); G. R. (Dick) Schreiber, executive news editor-Chicago; Herb Dotten, Hank Hurley, Justus Edwards, and Jack Sloane, Hilmer Stark, Ed Grassick, Cliff Strom, commercial radio.

From New York: W. D. Littleford, co-publisher; Leonard Traube, editor-in-chief; Paul Ackerman, radio; Joe Csida, veepee-music; K. (Haps) Kemper, commercial radio. From home office Cincinnati: Bob Schueler, chief of promotion; Ed Hale, radio promotion.

From Detroit: Haviland F. (Hal) Reves, bureau chief. Backstopping and handling copy in New York: George Berkowitz, executive news editor; Jerry Franken, radiodesk and features; Leon Morse, radio orgs-unions; Thor Krogh, radio; plus staffers Frank Gill, Bob Francis, Bill Smith, Jim McHugh, Don Marshall, Hal Webman, Ted Wolfram. In Cincinnati: Bill Sachs, executive news editor, and Bob Doepker. In Los Angeles: Sam Abbott, Harold Jovien, Lee Zhitto and Al Fischler.

Fear Petrillo Out To Stifle E. T. Industry

Philco Deal "Scares" AFM

NEW YORK, Oct. 19.—Boost in transcription scale demanded early this week in Chicago by AFM Prexy James C. Petrillo—and which caught nobody but the wax men by surprise—is being interpreted on basis of three factors: (1) Hike is in line with traditional AFM policy, which has always been to raise wax rates and so discourage the entire e. t. business. (2) AFM, while not specifically mentioning the Bing Crosby platter show, views this seg with alarm and wants to discourage future programs of the same type. (3) Petrillo, in his maneuvering with the wax men, may back down from his original demands in an effort to find common ground with them in AFM's war against the broadcasters, especially small stations, chief platter users.

Validity of the latter point was stressed at the Tuesday (15) meeting in Chi, where Petrillo tried to line up the wax companies against the smaller ones. He stated, it's said, that the chief programing expenditure on many of these percolators was the cost of wax, and that with (See *FEAR PETRILLO* on page 18)

Name Receiver For 'Light' Opera

CHICAGO, Oct. 19.—Latest round in the fight between Irna Phillips and Emmons Carlson over *The Guiding Light* was won in Circuit Court this week by Carlson's attorney, Earle Schiek, in getting a receivership appointed for the soap opera. Receiver is George A. Lane, who will impound all future profits, but probably as a result of the controversy, General Mills has announced intention of canceling the show around December 1.

Soaper, which was held in Chi by court order despite recent removal to Hollywood of the other three tear-jerkers in the General Mills-NBC hour, is expected to show about \$1,000,000 profit since its beginning in 1937. Carlson claims half of this as a partner, but is willing to settle. Court ruled he is a partner, but as a counter-move Miss Phillips filed assets to show she isn't worth more than \$75,000 at the present time.

Sponsor, as predicted earlier in *The Billboard*, got tired of the litigation and the resultant publicity and has decided to call the whole thing off as far as it's concerned.

Details of AFM settlement with recording industry at Chi confab will be found in the Music Department of this issue of *The Billboard*.

Vital Industry Problems Face Chi Convensh

Radio Men in Serious Mood

By Cy Wagner

CHICAGO, Oct. 21.—With almost 3,000 registrants on hand, the 24th annual convention of the National Association of Broadcasters got under way at the Palmer House here today in one of the most important meetings in the industry's history. Never before has there been such a need for airing of problems and seeking their solutions. That was the general tenor of talk among early arrivals here from virtually every State in the Union, and even from foreign countries and U. S. territories.

General attitude of those who were on hand for the first day's sessions was this: "We haven't had a real convention since the war began. In that period some of the most vital developments in the trade took place. More are expected to take place this next year. We are at the crossroads and it is up to us to get down to business and attack these problems."

Whereas at past NAB conventions there has been an attitude that the meetings were merely opportunities to get away from the home office and have a little fun and listen to a lot of stuff about which everyone knew the answers, attitude for this one, as exemplified in preliminary conversations, was one of seriousness.

Big Attendance

Proof that the trade sees this convention as an important one was evidenced in the registration figures. Although a few weeks ago only 2,000 were expected to be on hand, registrants today approached the 3,000-mark, highest ever to attend an NAB convention. Proof of the importance of this convention to the general public as well as to the trade was also forthcoming. This came in the form of a registration of over 100 working press members, representing national press services, magazines, many important dailies and trade papers.

Among the most important matters to be disclosed were the FCC Blue Book (*The Billboard*, October 21), speeches by Acting FCC Chairman Denny, FM problems, advertising standards and programing. Conventions also were looking forward (See *Vital Probs Face* on page 18)

Wm. Green Raps Anti-AFM Bill

CHICAGO, Oct. 19.—The Lea Act, the bill specifically aimed at James C. Petrillo, president of the AFM, was termed a threat to all labor here this week by William Green, prexy of the AFL, of which the AFM is a part. Bitterly assailing the bill, Green said, "This hideous law must be completely wiped from the books."

Green called for the defeat of Representative Lea, California Democrat, but this matter would call for a referendum of his constituents, as Lea is running without an opponent in the current election.

INDUSTRY SCRUTINIZES BMB

Bureau Seen Facing Crisis; Revision Due

Reports Not Thoro Enough

CHICAGO, Oct. 19.—As a result of general feeling in the trade here that recently published BMB station reports do not supply all information necessary for a comparative analysis of relative value of stations in terms of coverage, ways in which the BMB may be improved were discussed freely here this week.

One concrete suggestion on how the research report could be made more valuable was made by Dave Dole, assistant radio director and chief time buyer of the Henri Hurst & McDonald Agency. Dole, one of the top research experts here, made his suggestions after careful study of the recently released BMB station reports and after talking with many members of the trade here. Dole states that the NAB, AAAA, ANA and BMB Industry Committee and execs should decide a better, more equal way of judging various station coverage maps as determined by BMB surveys and BMB reports. Dole also suggested how this more equal basis of comparison could be made.

Prefacing this suggestion, Dole stated that WOR, New York, after seeing that its BMB map gave it coverage from Georgia to Maine, disavowed the report and stated that it would consider as coverage only that area in which it has a BMB index of 50 or more. This would be the area in which 50 per cent more of the sample stated it listened to WOR at least once a week. He also stated that other station dissatisfaction with the report was indicated by the recent statement of WKY, Oklahoma City, which declared, "We are constrained to disavow the BMB audience map."

Minimum Index

Dole also stated, "It would be simple for WOR to say, 'Okay, we don't claim all this. BMB does. We'll go along with an area comprising only those counties for which BMB reports an index of 50 per cent or greater.' This would probably reduce WOR's area to something similar to its past claims. However, the use of a minimum index of 50 per cent for WOR and the use of the completed BMB 10 per cent area on any other percentage between the two as a minimum index by other stations would immediately throw out the basic attribute of BMB—comparisons between stations—all stations."

Dole added that a 50 per cent minimum for all stations would not work because, for example, "Applying the 50 per cent minimum to a station like KFEL, Denver, would eliminate 47 of their 58 BMB counties daytime and 41 of their 50 BMB counties nighttime."

Dole's suggestion goes like this: the BMB, thru its industry committee, (See *Industry Eyes BMB* on page 15)

The *Billboard's* Talent Cost Index, based on the 'First Fifteen' Hooperatings for evening programs and the 'First Three' Sunday afternoon segs and the week day daytime shows, will appear in the next issue.

Atomizer Forecast

NEW YORK, Oct. 19.—WHN will have a football fan, not necessarily a football expert, predict football scores. Prognosticator will be William Gaxton, legit actor, who has a financial interest in Charbert's, masculine toiletries firm which sponsors Saturday night *Sports Final* over WHN. Gaxton will wire in his predictions Fridays, and on Saturdays he'll be heckled by Bert Lee and Marty Glickman, who handle *Final*.

Cohen Sees Peace Weapon in Adequate Air Coverage of UN

CHICAGO, Oct. 19.—In his address to the NAB convention Tuesday (22) Ben Cohen, assistant secretary-general of the Department of Public Information, is scheduled to point up the importance of radio as an effective medium of peacetime morale. Stating that "certainly radio has extraordinary means with which to work for peace," Cohen will stress adequate coverage of United Nations' activities with the statement that the UN is the "voice of mankind's conscience crying for peace and security—a concept which radio must make crystal clear thru every kind of program." Cohen will tell the broadcasters, "You can show how closely related is the United Nations to the day-to-day lives of the listeners in your community."

Cohen's line of thought includes the hope "that the NAB will further implement its avowed interest in the UN by giving leadership to the radio stations thruout the country with respect to their United Nations broadcasts." He will also suggest that the NAB might set up a special committee to serve in an advisory capacity to the United States Radio Liaison Office. Such a committee, according to Cohen, could make program planners aware of the experience of other stations, help formulate new program ideas and generally serve as an agency to help utilize radio in the interests of peace.

Apropos of the need for the UN to establish its own radio network, Cohen will state that an advisory committee is already preparing a report on the subject, with data expected to be ready by November 10.

With respect to the UN broadcasting of the proceedings of the general assembly, scheduled to start Wednesday (23) at Lake Success, New York, Cohen's speech points out that while no vast network has been set up, the broadcasters will nevertheless attempt to bring to as many countries as possible the developments at the general assembly. To this end, cooperation has been extended by the State Department's international division, the CBC and the BBC and other radio services.

Broadcasting will be done in five languages, English, French, Spanish, Russian and Chinese. Overseas listeners in Scandinavia, Central and Southeast Europe, the Middle East and Africa will be able to hear daily programs from 11 a.m. to 1:30 p.m., and again from 3-7 p.m. To listeners whose native language is Russian, Chinese or Spanish, half-hour broadcasts will be relayed six days a week in their own language. It's expected these broadcasts will be rebroadcast

CBS White Collarites Ask 35% Pay Hike; Union Plans N. Y. C. Organization Drive

Union Also Sets 25 Job Classification Categories

NEW YORK, Oct. 19.—United Office and Professional Workers of America (CIO) Thursday (17) presented its demands to the Columbia Broadcasting System. Basically, the union is asking for salary hikes amounting to 35 per cent or, alternately, raises to scales specified in the union's revised job classification list, whichever is greater. Demands drew no comment from CBS, web execs having not yet had time to study proposals in detail. Arrangements for confabs between UOPWA and web execs have already been set for Tuesday and Wednesday (22 and 23). UO plans a city-wide radio drive, with WMCA organized already.

New Sales Promotion Group Set by NAB

NEW YORK, Oct. 19.—Committee on sales promotion, which will operate as standing sub-committee of the NAB sales managers' executive committee has been organized, and will start functioning following the NAB convention in Chicago. Heading the group will be John R. Outler, general manager of WSB, Atlanta.

Appointed to membership for the 1946-'47 term were H. Preston Peters, Free & Peters, Inc., New York; Louis Hausman, director of presentation, CBS, New York; Joe Creamer, advertising and promotion director, WOR, New York; Shurick, director of promotion, KMBC, Kansas City, Mo., and John Carl Jeffrey, general manager, WKMO, Kokomo, Ind. Hugh Higgins, NAB assistant director of broadcasting, will act as secretary.

Group's aim is to increase the use and promote the effectiveness of radio as an advertising medium.

Peak Attendance Seen for Chi School Broadcast Confab

CHICAGO, Oct. 19.—Largest enrollment in its 10-year history is expected for the School Broadcast Conference at the Continental Hotel here October 21-23. George Jennings, director of the conference and acting director of the radio council of the Chicago Board of Education, stated that whereas last year's enrollment was 800, this year's is expected to be 1,800, due to greatly increased interest in radio and its use by educational bodies during the past year.

Jennings purposely scheduled his conference during some of the days the NAB conference is to be held here (NAB confab is October 21-25) in order to give NABer's a chance to hear the educational aspects of radio. He has worked out an arrangement by which those registering for the NAB convention will be able to attend his meetings and whereby registration at his conference will constitute permission to see exhibits at the NAB meeting.

By local radio organizations. Between 8:45 and 10:15 a.m., the Sackville transmitter of CBC will be used to carry a signal to Eastern Europe. Broadcasts in Spanish, for the Latin-American countries, will go out over the State Department's international broadcasting division's facilities Monday thru Saturdays, 9:15-10:15 p.m.

To sum up, according to Cohen, the proceedings will be on the air about nine and one-half hours daily.

Opening of negotiations Thursday followed a meeting of CBS white-collar staffers Wednesday (16). Meeting adopted a resolution calling for an industry-wide strategy committee, "consisting of representatives from all of the radio stations whose purpose it shall be to act as advisory and coordinating body; to guide and assist the CBS negotiations committee; to mobilize the white-collar staff thruout radio behind the CBS negotiations, and to enlist the substantial support of our national union in support of the CBS workers and the thousands of other radio white-collarites who will be affected by the progress of these negotiations."

Union's revised job classification plan, which covers some 800 people in various departments, contains 25 categories. Salaries called for in the first or lowest grade are \$30 for beginners, \$32.50 after six months and \$35 after three years. In the top grade salaries specified are \$120, \$130 and \$140 after similar periods of experience.

Contract Proposals

Union's presentation to CBS also included a complete set of contract proposals, other than wages, and the adoption of the job classification plan. Proposals, which contain the statement that department reps recommend that the bargaining committee insists on a union shop, are chiefly these:

(1) A five-day, 35-hour week, with overtime at time and a half.

(2) First consideration on promotions to be given to individuals within the department who possess the necessary qualifications, and among such individuals, special consideration shall be given to seniority.

(3) In event curtailment of work necessitates layoffs, union shall be consulted in advance of notification of employees. If layoffs are necessary, they are to be based on seniority, with last hired to be first laid off. Provision is also made for regaining of seniority rights upon rehiring, and also for severance pay, the latter in the following proportion: two weeks pay for up to six months of service; three weeks pay for six to nine months of service; four weeks pay for nine to 12 months, and one week's pay for each additional six months of employment.

(4) No discharges without cause, with arbitration in the event company and union disagree.

Other contract proposals include coverage of such points as trial periods for new employees, holidays, temporary work, grievance machinery, sick leave, leave of absence, maternity leave, job training program. (See *Collarites Ask Hike* on page 18)

FCC'S AMAZING CP POLICY

NAB Member Tally Breaks 1,000 Mark

CP Increase Main Reason

WASHINGTON, Oct. 19.—For the first time in the history of the National Association of Broadcasters, membership has passed the 1,000 mark, according to the organization's 24th annual report. This does not include frequency modulation broadcasters, until this year an independent organization of some 150 members, now in the NAB. Merger not only created an FM department within the NAB but established a "more nearly united front among broadcasters in meeting their common problems."

Total NAB membership as of October 1 was 1,079, an increase of 371 over last year's membership, which was 708. This includes 833 standard broadcast stations, 35 FM stations, two television stations, three networks and 206 associate members.

According to the report of Secretary-Treasurer C. E. Arney Jr., big jump in membership was due partly to the appointment of Prexy Miller and his "sound and constructive approach to the problems of the industry" and partly to the substantial increase in the number of station licenses granted. Report said that small market stations' activity within NAB resulted in bringing a large number of such stations into the organization. It was also stated that there is a growing recognition throughout the industry for the need for united industry action on industry matters.

Membership increase has brought a corresponding increase in the association's income. Financial report reveals that total income between July 1, 1945, and August 31, 1946, amounted to \$691,966.02. Expenses for the same period amounted to \$596,735.58. Excess of income over expenses during that period amounted to \$95,230.44. Expenses included the purchase of a new building in Washington last July to house the increased NAB staff.

KLAC Kw. Boost Tightens

L. A. Indie Biz Fracas

HOLLYWOOD, Oct. 19.—FCC last week granted KLAC's request for a power hike from 1,000 to 5,000 watts, with change-over to become effective as soon as outlet can secure additional equipment. Thackrey-owned station thus joins ranks of other L. A. indies which have been granted additional power lately.

With added coverage to be gained from upping in power, station will revamp programming structure to keep pace with other top local indies.

CIO Seeks Detroit Station

WASHINGTON, Oct. 19. — CIO's United Automobile Workers are again spurring union participation in radio, this week filing with Federal Communications Commission an application for a 250-watt standard broadcasting station in Detroit. Under the name of UAW-CIO Broadcasting Corporation of Michigan, request asks for daytime ops on 680 kc.

Cap Sportscaster Yens House Seat; Vows to Gab Plenty

WASHINGTON, Oct. 19. — Congressional halls will echo to bigger and better speeches if Arch McDonald, radio sportscaster, keeps his campaign pledge made to voters this week—and if he gets elected. McDonald, running for a seat in the House from Maryland's Sixth Congressional District, opened his election drive Thursday (17).

McDonald told a democratic rally that his republican opponent, Rep. J. Glenn Bell, has been in office four years and has spoken a total of only 24 minutes on the floor of the house. His longest speech, McDonald said, was only two minutes.

"That is no sign of a hard-working congressman," McDonald told his listeners. "Gee whiz, I couldn't keep quiet that long if I wanted to—and I don't intend to."

WBZ, WBZA Panel Strike Settled; \$7 a Week Raise

BOSTON, Oct. 19.—Strike of 31 technicians at WBZ, Boston, and WBZA, Worcester, was settled Monday (14). Strike had forced executives and white-collar workers to pitch in and run the stations from September 24 until settlement date.

According to station manager W. C. Swartley, wage settlement was at a top rate of \$90 for a 40-hour week. Included in the settlement is a straight across the board increase of \$7 a week retroactive from April 14, 1946, to the date of the walkout. This increase matches a similar pay boost granted Westinghouse parent company workers in April.

Webs Call Industry Which Meets on AFRA Campaign To Organize All Affiliates

Negotiations Postponed Till After NAB Convention

NEW YORK, Oct. 19.—AFRA's insistence that networks stop feeding shows to outlets which refuse to negotiate with the union—one of the knottiest problems in contract discussions—will be aired at a special meeting Monday (28), called by the webs. Powwow will include AAAA reps, AFRA execs from outlying regions and network brass. It's known that AFRA is adamant, not only on the point that webs stop feeding recalcitrant stations, but also in its demands that one contract be signed for the entire country and that the Pacific Coast differentials be eliminated. Regarding use of the webs as a lever to force outlets into line, the union feels that with web support it can really organize the country. As of now, only 124 out of more than 900 commercial stations in the country are signed to AFRA pacts.

Union back in 1944 made up its mind on all three points mentioned above, but was loathe to press for a showdown during war years. Insiders say all stops are pulled now.

Prior to the webs calling of a special confab, the last step in the negotiations was made by AFRA, which offered a counter-proposal to the networks' offer of a 10 per cent wage increase. Offer, however, was not a shaving of the union's demand for a 35 per cent wage increase.

Regarding AFRA's position that outlets must negotiate, union feels its (See AFRA Adamant on page 18)

Majority of FM Stations Go to Key Cities; Rural Areas Given AM Outlets

Question Economic Wisdom of Licensing Approach

By Our Washington Bureau

WASHINGTON, Oct. 19.—An astonishing trend in which six out of every 10 standard broadcast construction permits are going to communities below 25,000 population while nearly 60 per cent of the FM CP's are going to large cities is underway full-scale, an exhaustive study of Federal Communications Commission grants reveals. Survey, compiled by *The Billboard* on the basis of FCC grants since July 1, shows that FM, originally hailed as a boon to rural areas, is now assuming big-city concentration, while AM, which was figured as having its best future in populous centers, is now truly invading the "sticks."

Commer'l Radio Due for India

CHICAGO, Oct. 19.—Prospects of early commercial radio for India were foreseen this week by Peter De Peterson, manager of the J. Walter Thompson Calcutta office. Outcome rests on attitude of the new national Indian government, which is said to be favorable to commercial radio against the present system of BBC control.

Development of an all-India radio web is definitely in the offing, according to De Peterson, altho the language situation presents real problems, as does the fact that station owners are widely scattered thru various language belts.

India is open for radio sales, De Peterson declared, citing success of the former commercial station located in Saigon, French Indo China. Station beamed to certain parts of India and built up a good following.

Of 135 AM grants issued by FCC for stations within the continental United States since July 1, 78 went to midget-size communities below 25,000 population, while 31 others went to communities between 25,000 and 100,000, the survey shows. Relatively small balance went to cities over 100,000. Altho FCC observers have been aware for some time that the commish has been handing out AM licenses to dwarf-sized hamlets on an increasing scale, analysis of the grants since July shows the trend far sharper than shown in the piecemeal reports. The disclosure overshadows another interesting finding in the survey—the fact that FCC has been issuing FM grants at a ratio of two and a half to one for AM's.

Already emerging as a big question mark to radio economists is the fate of such recent grants as a 250-wattter to Moses Lake, Wash., where there are 326 residents, or Oyster Bay, L. I., which has a population of 466. The flood of grants to small communities included such others as the following: A 1 kilowattter for Crew, Va., which has 2,048 residents; a 250 wattter for Shelby, Mont., which has 2,538 folks; a 250 wattter for McMinnville, Tenn., population 4,469; Glendale, Ariz., population 4,855; Deadwood, S. D., population 4,100; Richfield, Utah, population 3,524; Alpine, Tex., population 3,866; North Wilkesboro, N. C., population 4,478; Oakhill, W. Va., population 3,213; Clinton, N. C., population 3,557, and Stamford, Tex., 4,810.

CP's for Sticks

Six of the AM grants in the last four months went to hamlets under 2,500 population; 14 others went to communities between 2,500 and 5,000 population; 35 others went to communities between 5,000 and 10,000, some of which already had other stations; 13 went to small cities between 10,000 and 15,000 population; 12 went to communities between 15,000 and 25,000; 19 to cities between 25,000 and 50,000; seven to cities between 50,000 and 100,000, and the balance to cities over 100,000. Expectations are that FCC bigwigs, when they take a recount of their recent grants, may register surprise at the number of grants to communities below 10,000 in the last four months. One-third of the entire total.

FCC in a compilation skedded for release Monday (21), shows its stepping up of AM grants. Meanwhile, the pace of FM license issuances is at all-time high, with commish's policy seemingly reversed in favor of metropolitan communities over rural. Prominent FM winners on release (See Most FM Stations on page 16)

MBS in Hypo Move For Coast Programs

HOLLYWOOD, Oct. 19.—A step in the drive to hypo Mutual's Coast originations was made this week with the appointment of Ned Tollinger as program co-ordinator. Tollinger will act as Mutual co-ordinator here, working with Don Lee's program director, Charles Buloffi Jr. He will have supervision over a total of 73 quarter-hour shots now originating in Hollywood for Mutual's 349 stations.

Tollinger was formerly an NBC producer in Hollywood and more recently on the production staff of Young & Rubicam's Hollywood office.

THE CROSBY STORY

NBC Opposish To the Larynx On Weak Side

"Tweedy" Not in Same Class

By Paul Ackerman

NEW YORK, Oct. 19. — NBC Wednesday night programming opposite ABC's *Pot o' Gold*-Bing Crosby-Henry Morgan parlay has plenty of weak spots—certainly enough to give the senior web cause for serious concern. Immediately opposite Bing in the 10 p.m. slot is *The Fabulous Dr. Tweedy*, with Frank Morgan in the lead role, that of a harassed academician with a penchant for getting involved in so-called comical situations. Wednesday (16) show was singularly lacking in boffs despite the usual enthusiasm of the studio audience. In fact, the only funny element in the set was Morgan's nutty laugh, and this vocal curiosity lost its novel appeal long ago. Program's story line, involving

NBC Opposish

Station—WJAZ (NBC network). Program—"Mr. District Attorney." Sponsor—Bristol-Myers. Time—9:30-10 p.m. Agency—Doherty, Clifford & Shenfield. Program—"The Fabulous Dr. Tweedy." Sponsor—American Tobacco Company (Fall Mail). Time—10-10:30 p.m. Agency—Forsythe, Cone & Belding. Program—Kay Kyser's College of Musical Knowledge. Sponsor—Colgate-Palmolive-Peet Company. Time—10:30-11 p.m. Agency—Ted Bates, Inc.

attempts of Tweedy and other professors to get to a ball game and the delays and mishaps which befell them, was just a routine effort on the part of Robert Tiley Crutcher and Rik Vollaerts, scripters. Production, under the supervision of Z. Wayne Griffin, was timed well and had pace, but with a basic lack of strong comedy material, the seg was sorely handicapped.

Commercials for Fall Mail on the (See NBC OPPOSITION on page 14)

Hash Opposish

NEW YORK, Oct. 19.—Airing of the Crosby seg at 10 p.m. in the East and at 9-9:30 p.m. in the Central, Mountain and Coast zones plays havoc with the opposition of the major webs, according to observers here.

NBC opposition to Crosby, for instance, is *Fabulous Dr. Tweedy* in the East and Central, but in the Mountain area the senior web's opposish at 9 p.m. is the repeat of the Chesterfield *Supper Club*, NBS opposish on Coast at 9 p.m. is the repeat of *Mr. and Mrs. North*.

CBS opposish is similarly scrambled. In the East and Central it is the Squibb opus, *Academy Award Theater*. In the Mountain area the opposish includes Lowell Thomas for the first quarter hour and the Jack Smith Show for the second quarter. On the Coast the repeat of the Jack Carson seg bucks Crosby.

Crosby Premier Sock Radio With Some Loss in Fidelity

By Jerry Franken

NEW YORK, Oct. 19.—Radio's newest, and one of its most significant commercial program developments since the late George McClelland first conceived the idea of advertising merchandise on the air, was introduced Wednesday (16) when the transcribed Philco-Bing Crosby program, *Philco Radio Time*, made its debut over the American Broadcasting System (10 p.m. EST). Few programs, if any, in the history of the business have been subject to so much discussion and ballyhoo as the Groaner's new project. Its significance derives not only from its importance as a measure of how successfully a stellar program may be put on wax and whether there is any public resistance to such programs, but also whether it will be the forerunner of many such shows. In turn, this latter element raises a highly important question. That question is: if recording big-time programs becomes the custom, what happens to the entire network structure of radio as it is now constituted?

Credits on Crosby "Philco Radio Time Program"

Reviewed Wednesday, 10-10:30 p.m. EST. Style—Transcribed variety. Sponsor—Philco Corporation. Talent—Bing Crosby, Lina Romay, the Charloters, Skitch Henderson, John Scott Trotter ark, Ken Carpenter; Bob Hope, guest. Writers—Bill Morrow, Al Lewis, Larry Clemmons. Producer-directors—Morrow and Murda MacKenzie. Agency—Hutchins Advertising Company, Inc. Station—WJZ (ABC network). Program—"Pot o' Gold." Sponsor—Lewis-Howe Company. Time—9:30-10 p.m. Agency—Roche, Williams & Cleary, Inc. Program—Henry Morgan. Sponsor—Eversharp, Inc. Time—10:30-11 p.m. Agency—Blow Company, Inc.

But from the standpoint of programing alone, without regard to the overtones of Philco-Crosby venture, the story is simple. It sums up to the effect that the initial stanza was as boff a half hour as Crosby ever gave his listeners when he worked in the flesh for Kraft Cheese. All the Crosby qualities—the classic, casual, off-hand style in delivery; the nonpareil vocalizing, and above all, in his crossfire with his cinematic sidkick, Bob Hope, guesting for the preem, the same ad libbing and disregard for the script, all were there. Wax or not, it was Crosby, and that means top radio. And the old showbiz axiom still applies; the show's the thing.

Only in one respect was it noticeable that the program had been plattered. This came whenever a piano became dominant in the

(See CROSBY PREMIER on page 14)

Entire Trade Eying Bing's E.T. Challenge

(Continued from page 3)

like *Dr. Tweedy*—American Tobacco's show opposite Bing—for too long:

AFM Seen Entering "Mechanization" Picture

At least one branch of radio's labor picture is keeping close tabs on the Crosby show and the others likely to follow. That is the American Federation of Musicians, which has had a policy of fighting the mechanization of music for many years. More waxed shows might very well have a detrimental effect on musicians' employment. In turn, this might mean demands for new pay hikes for musicians employed by webs, stations and pancake manufacturers. Similar developments in the AFRA field are not impossible, either.

But the one over-all question which only time can answer is the effect such e.t. programs may have on network radio as it is known today. The underlying reason for the network taboo against transcriptions—a taboo broken by ABC's Crosby precedent—has been the fear that such shows might destroy, or seriously damage, the network structure. For if a sponsor can buy several hundred stations with one transcription, he can buy that same number of stations without telephone connections merely by buying a platter for each station. Why, then, a network?

The "Crosby Story" is a long way from completion.

Few Listeners Affected by E.T. Element

NEW YORK, Oct. 19.—Public opinion on the Crosby program taken by C. E. Hooper, Inc., by arrangement with *The Billboard*, indicates that the transcribed nature of the show scarcely affected its appeal to listeners. While not using the term "transcription," in order to avoid giving interviewees a negative suggestion, two questions, calculated to bring out such complaints had they existed, were asked. These were, "Does this program sound better than or not as good as other Bing Crosby programs?" and "Have you any other comment?"

Most answers to these questions expressed very strong liking for the show. Some of the more interesting answers to the first question above were as follows: "Clear and good"; "Different from his other, but it is good"; "Sounds as tho it would be better than ever"; "Bing always good."

In answer to the second query, the following were among the more interesting: "Sounds different, but I like him just as well"; "Better balanced"; "Don't like comments on Pittsburgh Pirates"; "Always good, exceptional tonight"; "Omit Bob Hope"; "Bob Hope made the program"; "I've been waiting a week for this."

One listener observed that, "The first five minutes were very tinny, being transcribed, but the condition (See Listeners Satisfied on page 15)

CBS Grunts But Loses to Crosby Groan

Stars Fail To Twinkle

By George Berkowitz

NEW YORK, Oct. 19.—The haughty matron of Madison Avenue tried hard to ignore the presence of the brash upstart who had crashed the Wednesday night (16) party, but it was a lost cause. The uninvited, unwelcome guest not only had the crust to intrude, but made Columbia's star-studded line-up look like a bunch of fair-to-middlin' mikesters on an average evening.

It wasn't that CBS didn't try. To beat Crosby, for the evening, the web lined up a flock of celebs, names which generally send the dial twisters into paroxysms of anticipation, including Frank Sinatra, Dinah Shore, Peter Lind Hayes, Lily Pons, John Garfield, Charles Jackson, Oscar Levant, Franklin P. Adams, John

CBS Opposish

Station—WABC (CBS network). Program—Dinah Shore Show. Sponsor—Ford Motor Company. Time—9:30-10 p.m. Agency—J. Walter Thompson Company.

Program—"Academy Award Theater." Sponsor—E. R. Squibb & Sons. Time—10-10:30 p.m. Agency—Geyer, Cornell & Newell, Inc.

Program—"Information Please." Sponsor—Parker Pen. Time—10:30-11 p.m. Agency—J. Walter Thompson Company.

Kieran and Clifton Fadiman. But you could tell that the hearts of Paley's boys weren't in it. They knew they were licked before they entered the fray and they were in there to put up a fight, not because they hoped to win, but because they wouldn't give up without a sign of (See CBS GRUNTINGS on page 14)

Radio Editors Laud Preeming Crosby Program

Early samples of daily paper radio editors' reactions to the Bing Crosby debut show were highly favorable. In New York, for instance, Harriet Van Horne (*World-Telegram*) hailed the show as being "Bing at his best." She added, "There's little you can say about a Crosby program that isn't redundant. He is—O worthy cliché—absolutely wonderful . . ."

In *The New York Daily News*, Ben Gross noted that "A revolution in programing came to radio. . . Crosby's first transcribed sample was a breezy, thoroly entertaining item. Bing is still Bing, even if his voice is not what it was years ago. . ."

"Now comes the question. If the listeners hadn't been told that this program was transcribed, would they have known it wasn't a 'live' show? In my opinion, the answer is: No. After all, it was a 'live' performance when it was recorded. So, basically, what's the difference?"

Si Steinhauer, veteran radio columnist of *The Pittsburgh Press*, noted (See Eds Laud Preeming on page 15)

.....CHAPTER BY CHAPTER

MBS Weakest Of Webs at Bing's Time

No Competish for Groaner

By Joe Caida

NEW YORK, Oct. 19.—Crosby's rating figures to be little affected by Mutual, or WOR in New York, opposition. Spotted against Der Bingle in the 10-10:30 slot on about 120 stations on the net is the unsponsored *Author Meets the Critic*, which by now standard "literary" segment should continue to attract its own fairly limited audience and neither lose too much to, nor gain from the Philco item. On WOR, in this same slot, is the new *Scalamandre Concert Hour*, a middlebrow, longhair music offering appealing to the limited but loyal non-pop mob. In the 10:30 to

MBS Opposish

Station—WOR (MBS network). Program—"Spotlight Bands" (Xavier Cugat). Sponsor—Coca-Cola Company. Time—9:30-10 p.m. Agency—D'Arcy. Program—Scalamandre "Concert Hour." Sponsor—Scalamandre Silks, Inc. Time—10-10:30 p.m. Agency—New Century.

Heard over WOR. One hundred and twenty web stations carry "unsponsored" *Author Meets the Critics*.

11 stretch Mutual usually airs dance ork remotes, but when caught (16) an Alfred E. Smith memorial dinner, featuring a talk by W. Averill Harriman, was carried. WOR carries the solidly established symphonette in this spot.

Directly ahead of Crosby's time, 9:30 to 10 on both WOR and Mutual, is the Xavier Cugat *Spotlight Band* Coca-Cola shot. Cugat's lush, concert-tinged arrangements and his selection of standards, rather than straight pops, may build a batch of (See MBS OFFERING on page 15)

Philco Ad Agency Plans Merchandise Push in November

NEW YORK, Oct. 19.—Hutchins Advertising Company, Inc., agency handling the Philco account, will stress heavily the merchandising angle in its promotion of the Crosby seg. Campaign will get into high gear in November and succeeding months, at which time Philco's production of receivers, etc., is expected to roll into high. Hutchins' angle is that it is not only selling a radio program but merchandise as well.

Bally will therefore go in for dealer tie-ins, window displays in department stores, etc. Radio, it is widely believed, will not be used for this phase of the campaign.

First in a series of merchandising tie-ups has already been planted in Macy's window in New York, which contains a display plugging Crosby's Paramount pic, *Blue Skies*. Hutchins arranged a deal with the Para promotion department, with result that window also includes a Philco radio. (See Philco Mds. Push on page 15)

Exclusive Hooper--Billboard Survey Charts Bing's Audience

NEW YORK, Oct. 19.—First nationwide survey of transcribed program of top network caliber, Bing Crosby's opening Philco seg on ABC, was completed for *The Billboard* by C. E. Hooper, Inc., with the purpose of checking the flow of audience and listener reaction to transcribed nature of the show. Results, as tabulated on the basis of the Wednesday (16) seg, which grabbed a 24.0 Hooperating, indicate that in the minds of the great majority of listeners, the fact that the show is transcribed has virtually no negative effect on the program's appeal.

Statistics also indicate that of the total audience listening to Crosby on ABC, the greatest audience flow came from NBC, whose *Mr. District Attorney*, 9:30-10 p.m., contributed 29.9 per cent of the Crosby audience. ABC's *Pot o' Gold* contributed 29 per cent, whereas the CBS *Dinah Shore-Ford* seg contributed 17.3 per cent. MBS' *Spotlight Bands*, which was carried on most, but not all of the web's stations, contributed 4.7 per cent.

Remaining 19.1 per cent listening to Crosby had their radlos off prior to the show.

Questions asked of those interviewed will be found in an adjacent column. It will be noted that questions No. 5 and 6 deal with the fact that the program was waxed. However, the questions themselves were specifically phrased so as to avoid use of the word "transcription," purpose being to avoid implanting even unconsciously, a negative reaction in the minds of those interviewed. On the other hand the phrasing was calculated to bring out whatever squawks interviewees might have had with respect to transcriptions—either from the standpoint of mechanical sound or other weaknesses which some feel are inherent in e.t.'s. Among these is the disputed point of topicality, which, according to one theory, cannot be present in a program recorded some weeks before it is aired.

Answers to the questions dealing with the e.t. element came out as follows:

Of those interviewed, 75.4 per cent indicated that the program source meant virtually nothing, typical answers being: "Just as good," "better," "same" or "no difference," "wonderful," "about the same," "same," "no difference," "wonderful," "about the same."

Another 17 per cent gave such replies as "don't know," "too early to tell," "can't tell," "haven't decided."

Another 7.6 per cent gave such replies as "not so good," "don't care for transcriptions," "doesn't sound as well," etc.

Of the total number of respondents, Hooper states, only 4.5 per cent identified their reaction to the program with its transcribed nature. Of this small percentage, most of the reactions were negative.

Apparent lack of negative reaction of transcribed nature of Crosby show is highly significant for all radio—including webs, indies, advertisers and agencies. And perhaps for the FCC. Major webs have always maintained a stringent clamp on wax. Reasons for this have been various, including the fact that in some quarters it's believed excessive use of wax might very well result in a break-

(See Exclusive Hooper on page 15)

Film Producers and Stars See E. T.'s as Welcome Boon

HOLLYWOOD, Oct. 19.—Transcriptions are opening a heretofore untapped talent pool by making available pix names who heretofore stried away from radio. Flicker circles, abuzz since Bing Crosby first sealed his wax deal with Philco, are now hot for waxed air packages. Groaner's kick-off spin Wednesday was an eye-opener to many flicker folk who would welcome a similar set-up. Some already have their biz reps putting out feelers, and chances are the next big show on wax will bring on a pix player relatively new to regular radio. Some trade seers say that if the trend turns e.t.-wise, you can look for an air-talent upset. They predicate this on the fact that a number of screen topnotchers will invade the radio field, giving bankrollers new names from which to choose. Such a situation could result in a possible lowering of the price par on the talent market.

Many among flicker-famed have heretofore steered clear of both live and canned radio for a number of reasons. Aside from an occasional guest shot, many filmsters have been mike shy because weekly broadcasting would interfere with pix skeds. Others need more rehearsal time than radio permits. Altho studios welcome free plugs, pix bosses have tried to discourage season radio contracts because players could not be used at studios' will, blocking location shooting, etc. Also, time lost in radio rehearsals and broadcasts run into heavy dough for pix companies.

In numerous instances studios have

refused to allow their top names to undertake regular radio stints because the risk was too great. Million-dollar properties could be ruined box office-wise should mike-green Thesps turn in below-par performances. For the same reason, screen players themselves have often turned thumbs down on airshow offers. If radio can make use of "motion picture techniques" (which means cutting out and re-doing bad spots) so that the final product bears perfection, then both studio bosses and screen Thesps are in favor.

Open-ended e.t.'s have long been nixed by studios to the extent that the Motion Picture Producers' Association recently banned use of pix people even on canned interview segs. Since studios don't know who the bankrollers would be, they don't want to take the chance of linking valuable talent properties to a possible "undignified" sponsor. A single national sponsor on wax is the solution as far as they are concerned.

Stars Agree E. T.'s Better Than "Live"

Benny, Burns, et al., Vote Yes

By Lee Zhitto

HOLLYWOOD, Oct. 19.—After bending an ear to the Crosby kick-off platter, the majority of Hollywood's air show talent toppers are hot for wax. Headliners surveyed by *The Billboard* agree the Groaner's got something there, with most of them indicating a desire for similar deals. Some would like to hang on the fence for a while, saying it's okay for others, but not for their program formats.

Some in the trade think if talent wants wax badly enough, radio per-

(See STARS AGREE on page 11)

Survey Questions

Herewith are the questions, followed by the answers, asked by interviewers for C. E. Hooper, Inc., in the special Crosby study made for *The Billboard*:

THE QUESTIONS

1. This is a nationwide radio survey. Were you listening to your radio just now?

2. To what program were you listening, please?

3. What station, please?

4. A. Asked during the 10-10:15 p.m. time period: Were you listening to the radio between quarter of 10 and 10 o'clock, that was about 15 minutes ago. If yes, what station, please?

B. Asked during the 10:15-10:30 p.m. time period: Were you listening to the radio between 10 and quarter after 10, that was about 15 minutes ago. If yes, what station, please?

5. Asked of all persons listening to Bing Crosby or the station carrying the Bing Crosby program:

Does this program sound better than, or not as good as, other Bing Crosby programs?

6. Final question: Have you anymore comments?

THE ANSWERS

To the questions: "Does this program sound better than or not as good as other Bing Crosby programs?" and "Have you any other comment?"

75.4 per cent gave such replies as "just as good," "better," "same," "no difference," "wonderful," "about the same."

17 per cent gave such replies as "don't know," "too early to tell," "can't tell," "haven't decided," etc.

7.6 per cent gave such replies as "not so good," "don't care for transcriptions," "doesn't sound as well," etc.

NOTE: Of the total respondents only 4.5 per cent identified their reaction to the program with its transcribed nature. Of these, 3.7 per cent were negative and 0.8 per cent favorable.

HOOPERATING

24.0

PHILCO SETS BALLY RECORD

Crosby Show Gets Million-\$ Ad Budget

All Media Used in Drive

HOLLYWOOD, Oct. 19.—Never before in radio history has an air show received so much ballyhoo as Bing Crosby's wax fling for Philco. Actual figures on over-all promotional campaign are not available, since the network, individual stations, manufacturer, distributors, dealers and Paramount Pictures are pooling resources in an effort to give the Groaner his biggest air audience to date. Some close to the story evaluate the joint drum-beating campaign at well over \$1,000,000. Philco has turned over its entire black-and-white ad schedule to Crosby, hitting all the major national publications with full-page spreads. Philco distributors bought space in daily newspapers throughout the country to plug the kick-off program, with dealers also turning over their space to the Crosby cause.

In this area Philco's distributor, Gough Industries, Inc., intends to spend \$50,000 before the first of the year in boosting the show. Wednesday, newspapers here, with exception of *The Times* and *Examiner*, were flooded with ads on the Groaner, indicating what can be done when a web, sponsor, distributor and dealers decide to get behind a program. *Times* and *Examiner* were comparatively weak in Crosby spreads because sheets follow a policy of keeping air-show ads down to a couple of inches. *Daily News*, however, and community newspapers like *Hollywood Citizen News*, were practically taken over by Crosby ads. Big spreads were purchased by ABC, Philco and Gough, with dealers' smaller ads hitting readers on nearly every page.

Philco is sinking between \$30,000 to \$35,000 per week into Der Bingle's show and can't afford to skimp on promotion. Distributors and dealers have been laying off their black-and-white ad budgets because product deliveries have yet to reach their peak and what is shipped in finds ready buyers. Show's kick-off gives

311 Crosby Outlets

NEW YORK, Oct. 19.—A final figure ranging between 400 and 450 stations is expected for the Crosby-Philco series, but as of the maiden broadcast Wednesday (16), station list runs to 311. Of these, most are ABC affiliates, with 217 ABC stations so far set for the program. Web has 224 stations as of this date. Hutchins agency, which handles the account, is now working on time clearances for many more. Crosby list breaks down as follows:

ABC Affiliates.....	217
CBS Affiliates.....	22
MBS Affiliates.....	38
NBC Affiliates.....	12
Independents.....	12
Total.....	311

Pre-Fabricated Showmanship

By Leonard Traube

IF IT proved anything at all, the Bingsday program established that the show isn't worth a hoot without Der Bingle himself to spark it, and that Crosby would be just another performer if he weren't one of the greatest showmen of his day. There may be better balladeers and troubadours, but Crosby came thru on this shot (as he has done time and time again) as something more than a mere singer with a socko style whose manner suggests that he really likes what he's doing.

He's a toughie to figure, being a helluva lot more than a guy with magnetizing pipes and a sure-fire brand of high-jinxed repartee and patter. If the Bing were a lousy magician, his line of chatter would sky him into what passes for greatness in this thing called show business. Crosby is something you buy with your eyes shuttered. Crosby is showmanship at its distilled best.

But beyond all this is the intent and impact of waxed programming—and the intent, however lofty and important, can never hope to get anywhere without the impact of Crosby himself, plus his choice of playmates such as the superlative thing a gent like Bob Hope adds as fillip-plus to a show. Maybe even Spike Jones, No. 2 guester in the transcribed sweepstakes, will be a better Spike when he welds his zanyisms with Crosby's.

Riding herd on the impact is prefabricated entertainment—the kind of set-up that's taken for granted because it's so indigenous to movies. Films have been at it for a long time, but the Bingsday thing is the first king-sized approach to what radio may have to do to accomplish its entertainment objectives in a way that will set a pattern for future moon-shooters.

There are not too many Crosbys around, but with the improved techniques of e. t. programing that will surely come, fissioned by the know-how and savvy of which Crosby may be accepted in time to come as pioneer, there need not be a personality to make mike entertainment more lush. It could be—and probably will be—that the personality will be subordinated to the show as a show. The greatest plays are great, fundamentally, because the writing is great. The Joe Jeffersons, et. al., who breathed more life into them may be said not to have done them any harm.

Crosby adds velvet and dividends every time he goes to bat. Is it his infectious informality? His cleverly contrived nonchalance? Whatever it is, the men who claim a share in making radio tick will be left way behind in the program procession if they don't give at least a little ear to the big noise sounding all around them. They might be accused of trying to commit first-degree program fornication.

them a good excuse to make a big splash now, tying in radio sets with Crosby.

Para Busy Too

Paramount can't afford to let one of its most valuable talent properties fall thru radio-wise, lest the slump show up at the box office. Pic company has worked out a co-op deal with Philco on ad tie-ins plugging the Groaner's airer. Working arrangement is so close that once Philco gets off its Crosby drum-beating spree, it will use the flicker factory's other stars in testimonial ads, returning the Crosby favor by plugging future Paramount releases. These will be carried over into dealer window-counter displays.

ABC is working hand in hand with Philco in the West in staging stunts aimed at pulling potential listenership to ABC outlets. Johnny Parsons, Philco's Coast promotional chief, is holding a contest among the net's affiliates, promising an award of a radio set to the station promotion man who does the best job. Indicative of what's being done, KUTA's (Salt Lake City) Al Thomas is staging a loud-shirt contest among college kids and a shirt-making contest among town's fens. Loudest shirt is to be flown here for Bing. A dilly was pulled by Harvey Wixson, KGA, Spokane, with Spokane's mayor officially proclaiming last Wednesday "Bingsday." Spokane is Crosby's home town.

Loudest drum-beating campaign for an air show ever to hit Hollywood was staged by ABC's Coast promotional chief, Jack O'Mara, aimed at both the public and the trade. To

Wayne U. Students Help WXYZ in Crosby Build-Up

DETROIT, Oct. 19.—WXYZ, ABC outlet, gave the Bing Crosby debut Wednesday night an energetic kick-off locally with a novel touch added to the usual promotional gimmicks of ads, radio plugs, publicity, etc.

Fifteen Wayne University students carrying signs reading "Bing is back tonight and every Wednesday, 10 p.m., WXYZ, sponsored by Philco," were spotted at strategic locations thruout the city. Each had a portable radio going full blast, tuned, of course, to WXYZ. They gathered wherever crowds congregated. Enthusiastic collegians even rode busses and crowded street cars with varied degrees of reception from transit officials.

Students were paid.

get the point across to film city's radio row, ABC last Wednesday virtually took over the Hollywood Brown Derby, radio biz hangout. Walls, usually bedecked with caricatures of flicker and radio toppers, were plastered with Crosby cartoons. Each picture (more than 1,100) was covered with Der Bingle's likeness. NBC toppers walked in, squirmed and did an about-face out of the spot.

O'Mara is blanketing L. A. and San Francisco areas with 10,000 sticker-bearing pennies, carrying Crosby message. Additionally, streamer planes, neon lighted after dark, will spread the ABC tune-in gospel every Wednesday for next couple of weeks.

Nat'l Mags, Dailies, Disks Used by ABC

Stations on Their Own

NEW YORK, Oct. 19.—Promotion for the Bing Crosby-Philco show over ABC Wednesday nights went into high gear the week prior to seg's debut (16) with ABC and Philco filling the air with blurbs and buying big space in dailies and national magazines. ABC service to affiliates included an elaborate brochure outlining audience promotion gimmicks and supplying suggested quarter-hour scripts plugging the show, plus mats, glossies, etc. The works, in short. Web's bally, while using Crosby as its heaviest ammunition, also stresses the Wednesday night parlay, with the brochure also including ads pointing up the *Pot o' Gold* and Henry Morgan.

Transcription-wise, two sets of promotion disks were prepared by ABC. First set includes snatches of Crosby singing. Local stations use the disks, with local announcers coming in with blurbs at the conclusion of the Crosby vocalizing. Second set of disks made by the web for station use presented Der Bingle doing a bit of chatter, with local announcer again cutting in with an audience come-on.

Space campaign of the web included large ads in all important show business papers and ad mags as well as ads in *Saturday Evening Post* and *New Yorker*. Web figure it reached 14,000,000 potential listeners thru the SEP space taken in the October 26 issue. Another one will run November 2. Two ads were also scheduled for the *New Yorker*, the first of which appeared last Friday (11) with the next slated to pop it two weeks.

Dealer Aids

Web is following thru on other promotion angles, including manufacture of more than 2,000,000 envelope stuffers to be distributed by local Philco dealers. These carry the blurb, "Bing Is Back and Philco Got Him." There are also car cards with individual station call letter pointing up Wednesday as Bingsday.

According to Ted Oberfelder, ABC exec, what the stations do on the own in the way of local advertising is strictly up to them, but as of no indications are that the outlets are co-operating closely on their use of the web's promotion service. Web too, on Sunday (13), devoted Pa Whiteman's one-hour show to a Crosby salute.

Question of how long ABC will keep up the bally is a moot one, b Oberfelder expects it to continue for a long time, dependent, of course, how the seg shapes up in listener appeal.

One factor will be the success lack of success which will attend bally efforts of other webs opposing the ABC Wednesday night program. NBC, for instance, plotted a six campaign (*The Billboard*, September 14) to plug its Wednesday night schedule of *Duffy*, *Gildersleepe*, *Frank Morgan*, *Kay Kyser* and *District Attorney* in opposition to ABC parlay. This gimmick of lining up the segs was deemed necessary because Crosby is heard at different times. (See *ABS Uses 'Em All* on page 1)

Stars Agree E.T.'s Beat 'Live'; Benny, Burns, et al., Vote Yes

(Continued from page 9)

sonalities could offer bankrollers a year-round deal whereby shows would be plattered for 52 weeks for the same money now paid for 39 live shows. No hiatus period would be necessary, thereby sparing sponsors the annual headache of putting together summer replacements. While such a set-up looks good on the surface, nearly all the personalities queried say no. Talent thinks summer rest is good for audiences, giving shows fresh appeal when they come back in the fall.

Talent Reactions

Cross section of talent's feeling toward wax is provided in the following statements:

Jack Benny (NBC): "Transcriptions are good for Crosby or any musical show, but not for comedy. I don't feel funny trying to write four or five shows ahead. However, I will go along with the trend if many others follow the Crosby pattern."

George Burns (NBC): "I heard the show and think the idea is terrific. The advantages of editing out flaws and building perfect shows are something you can't overlook. Since I'm still under contract, it's not up to me to say; but if I had my choice, I certainly would take transcriptions."

Eddie Cantor (NBC): "At present I haven't made up my mind one way or another as to preference. However, I like to feel that a home audience is listening when I broadcast."

Lou Costello (NBC): "I like Crosby's deal, since the artist has a better chance of making a perfect show. If a show or parts of it are bad, you can re-record. I think the transcribed medium can work as well with comedy as with any other kind of a show. Transcriptions also make it easier on us when we are shooting a picture."

Joan Davis (CBS): "It's a great idea, but I don't mind live broadcasting. I'll do what the others do when the time comes. Of course there are advantages and disadvantages to both."

Dick Haymes (CBS): "Who am I to doubt the old master? If Crosby can prove the idea is sound I will go along by all means. I would be willing to cut 52 shows per year if required. The transcription idea appeals to me because of the freedom it offers. You can record when you feel like it, and they would be a welcome break when making a picture. The going gets difficult when you have to squeeze broadcasts into busy film schedules."

Bob Hope, Too

Bob Hope (NBC) is reportedly in favor of platters. Out of town at this time, sources close to the comic say he has indicated a desire to wax his wares. Since Hope carries a heavy pix sked, some think the platter plan would be a natural for the funnyman.

Art Linkletter (CBS and NBC): "There's nothing I'd like better than to transcribe my show. I'd run over-

time, then trim out any lulls so that the show would go like sixty from the start. But I'm afraid our format, *People Are Funny, House Party*, doesn't fit recordings. People listen because they expect someone to slip up. If our show came on transcribed, listeners would feel stunts are put-up jobs. I think the studio audience also would be affected. When an audience knows the show is actually going out on the air, it's far more responsive."

Ozzie Nelson (CBS): "Transcriptions lead to sloppiness. If you know 'this is it,' you try your best, but if there's a feeling it can be done over, the old spirit isn't there. I vote for live broadcasting."

Dinah Shore (CBS): "Bing can afford to pioneer because he is king. By transcribing a show you can have the best choice of guest stars because shows can be recorded when the people you want are in town. The idea of achieving perfection is very appealing. But then I think there's a certain amount of spontaneity that is lost when the artist feels the show can be re-recorded if something should go wrong."

Frank Sinatra (CBS): "Transcriptions are definitely the coming thing. I hope Crosby is successful because

he's paving the way to make it easier for others. I think it's only a matter of a year when e.t.'s become a regular thing for big shows. As nearly all of us experienced in doing the command performance transcriptions for servicemen, recorded shows are perfect. You can cut out fluffs, gags that didn't go over, etc. I don't like the idea of cutting e.t.'s too far in advance, mainly because I want to sing tunes on each week's show that are currently popular. I probably would never do more than two records in advance."

Rudy Vallee (NBC): "I'm happy with live, but if I had my choice I'd take transcribed. There are many advantages afforded by the recorded medium which make for better shows."



Mutual is *twelve*... and in twelve years we've had time to *do* and to *learn* a lot of things about network broadcasting. What we've done is history. What we've learned is more important—how to become a better network—by living up, better, to our responsibilities to our listeners; providing opportunities to artists and writers; by delivering improved service to our stations, sponsors and advertising agencies. This, then, is our Pledge for Tomorrow. Happily, we have the experienced people to carry it out. Many of our men and women have been with us for years—others only a comparatively short time—but they are all alive to our responsibilities, they all stand behind our Pledge.

THE LISTENER AND ARTIST

Always we have worked to give our listeners an ever-widening choice in listening in public service and educational as well as sheer entertainment programs. We will continue to seek out and develop new programs, to attract top-name artists and writers and to encourage new ones. And we'll continue to give right-of-way to free speech.

We have another responsibility: to bring network radio to communities which had never had it on a satisfactory basis. That is why we've added so many stations—become the network with the most one-station cities. We will continue adding until we reach all the people.

FOR SPONSOR AND AGENCY

Our No. 1 goal here is to deliver coverage where it is most productive. We are very strong in many top markets—in others, competitive. We are particularly strong in more than 220 Mutual "one-station" markets which account for 24.8% of the nation's radio homes and where we capture more than 50% of the audience, day and night. And now that FCC grants are on the way—we will be able

to plug our weak spots and add to our strength.

Our second goal is to deliver more for the sponsor's money. This we are already doing—and will continue to do, in even larger measure.

OUR AFFILIATES

Our programming and sales, has made Mutual a better network for our affiliates. We have more than 359 stations and the size of our average sponsored hook-up has increased each year. We will continue to be this kind of network, so that we may some day have 400 or more stations.

In days ahead, we will work at these pledges. We hope and expect you will hold us to them.

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 560 Kc. 5000 WATTS

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AFRA Defeats Anti-Red Bill

NEW YORK, Oct. 19.—Special meeting of AFRA Tuesday (15) at City Center defeated an anti-communist resolution by 198 to 148. In its stead, the gathering of more than 700 members passed another resolution which stated that "recognizing the malicious allegations which have been made and may be made in future against this labor union, AFRA is dominated by no political party, creed or individual, but is the servant of the will of its members democratically expressed." Original resolution now goes to a referendum.

Newsmen Elect Huntley

HOLLYWOOD, Oct. 19.—Radio Newsmen of Southern California attracted 40 members to its charter meeting. Group picked Chet Huntley, CBS Coast public affairs chief, as prexy; Cleve Roberts, ABC, v.-p., and Bill Burns, ABC, secretary-treasurer. Group's objectives include establishing a uniform code of practices among web and indie station news writers. Org will also strive to establish equal rights for radio news reps with regular press scribes. It appears newspaper boys have been trying to elbow radio men out of special press conferences, etc.

WCAU Sale OK'd; WHBQ and WINS Transfers Also Pass

WASHINGTON, Oct. 19.—Legalists are still voicing surprise over the ease with which the FCC handed down its long-anticipated okay on the \$6,000,000 sale and transfer of clear-channel Station WCAU and WCAU-FM (Philadelphia) this week (17) to *The Philadelphia Record* without hearings. Altho approval of the sale of the 50,000-watter to J. David Stern's paper had been expected, it had been generally believed that FCC would at least go thru the motions of a hearing, since sale involved a newspaper and a standard broadcast station which will come in for discussion at clear-channel hearings, and also because of the high price of the station. Commissioner Walker registered the only dissent.

FCC also okayed a \$300,000 sale and transfer of license of WHBQ, Inc., Memphis, to Harding College. Sale is outright and gives the college ownership of all the 250-watter's outstanding capital stock. Commish granted assignment of license and permit of WINS, New York, from the Crosley Corporation to its newly formed subsidiary, Crosley Broadcasting Corporation.

Educators To Hold Confab on College Radio Curriculum

NEW YORK, Oct. 19.—Educators in the field of radio are scheduled to gather Monday (28) in Columbia, Mo., where a three-day radio conference, built around theme of the radio curriculum in the colleges, will be held at Stephens College for Women. Conference, planned by the college in co-operation with a national radio advisory committee chaired by Judith Waller, director of public service for the central division of the National Broadcasting Company, will be the first in a series of national conferences planned for the discussion of different aspects of college radio.

Highlights of the three-day session will include a panel discussion of "subject matter fields in radio," with Wynn Wright, of Wynn Wright Associates, serving as chairman. Speakers will include Virginia Payne, stars of *Ma Perkins* show; Mrs. Dorothy Lewis, co-ordinator of listener activity for the National Association of Broadcasters; Mrs. Frances Farmer Wilder, consultant for daytime programs at CBS; Mrs. Alma Kitchell, president of the Association of Women Directors, and Mary Margaret McBride, radio personality.

Orr Cops Jergens Biz; Blows L&M

NEW YORK, Oct. 19.—Lennen Mitchell lose one of their top accounts December 1 when Robert O moves out with the fat Jergen Woodbury account in his pocket. O is now an L. & M. veepee. Official confirmation of a report published yesterday (Friday) by Walter Winchell will be forthcoming Monday.

Winchell is among three radio programs now sponsored by Jergen Woodbury, other two being Louel Parsons and *Mr. and Mrs. North*. A count runs well over a million annually, schedule calling for considerable slick mag space.

ABC To Add 4 More Stations

NEW YORK, Oct. 19.—Four stations, now under construction, shortly will join ABC to bring its total number of affiliates to 224. Effective November 15, WGIN, Glens Falls, N. Y., operating full time with 1 watt on 1240 kc., joins the web. Station will be managed by John McKenna.

WGAT, Utica, N. Y., which will operate daytime only with 250 watts on 1100 kc., joins December 1. Station will be managed by J. Eric Williams.

WHBS, Huntsville, Ala., which will operate full time with 250 watts 1490 kc., affiliates November. Owned by *The Huntsville Times*, station will be managed by A. L. Smith. Owned by General Newspaper Inc., WGNH, of Gadsden, Ala., joins the web December 1 and will operate full time with 250 watts on 1400 kc. Henry A. Jones will manage.

Philly "News" Eyes Tele

PHILADELPHIA, Oct. 19.—I Ellmaker's *Daily News*, only one of the four local daily newspapers owning or about to own a radio station, is eying the tele field. Pay is asking for a charter of incorporation for the newly organized *Daily News Television Company*. No incorporation is being set up to build or lease a television station.

Seeds Denies Racial Bias in Smith Return To Skelton Program

CHICAGO, Oct. 19.—Rumors that Wonderful Smith, Negro actor on the Red Skelton show had forced the Russel M. Seeds Agency to put him back on the show by raising the veterans' rights issue and racial discrimination angle were emphatically denied here last week by Jack Simpson, radio director for the agency. Instead, he said, Smith has just been signed for another 39 weeks.

Simpson said "certain rumors" circulating on the West Coast that agency tried to renege on Smith's contract on his return from service were started "without a grain of truth in them."

"When Smith returned from service last year, we honored his 39-week contract with us by full payment," Simpson declared. "However, the format of the show was changed so he couldn't get a big separate spot in every show. This happens to any show and any talent on the show frequently. We could have paid off without writing him in the show at all, but we liked him enough to keep a part for him in spite of changed format."

Simpson asserted Smith was satisfied with the whole deal and hadn't put any pressure on the agency via the Veterans' Administration or the Negro press.

ABC USES 'EM ALL

(Continued from page 10)

hours in different time zones. Bank-rollers and their agencies have been mulling the creation of a fund to buy space bucking the ABC programming.

In any event, Philco is set to "keep the ball rolling" promotion-wise. Philadelphia office this week indicated there would be no let-up. Company has already taken full-page ads in *Colliers*, *Time*, *Life*, *Saturday Evening Post*, *This Week and Parade*, and on Wednesday (16) ran 1,000-line ads in dailies in major markets and 500-line ads in secondary markets. Next Wednesday (23) a 420-line ad is skedded to run in newspapers in both major and secondary markets, and on October 30 a 200-line ad will break in majors and secondaries. These are not placed by Philco alone but by dealers.

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- STAR OF TIN PAN ALLEY OF THE AIR NBC Coast-to-Coast Saturday afternoons for LEAF GUM
- SONG ALBUM ON DIAMOND RECORDS
- NEW MERCURY RECORDING "CYNTHIA'S IN LOVE" JACK'S OWN COMPOSITION Record #3014

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WE DELIVER WHAT WE ADVERTISE

Mixed Reaction On Price Hike But Radio Takes a Rosy View

(Continued from page 4)

are not making dough. Their grosses are terrific, but the nets are low. Even when ops are turning folk away from their doors, the tabs of those who get in don't add up to a profit. Too many night clubbers are sticking to minimums, which some ops regard as an omen of the future. Even with upped food prices, the food doesn't pay off, as a result, some ops are seriously considering cutting out the kitchen and relying on drinks. For this phase of showbiz the prospect is anything but rosy, with or without controls.

Music Hangs Crepe

Music, too, is inclined to hang crepe over the lifting of the price lids. Costs in music publishing have mounted in practically every phase of the industry. Printing, paper and help have all become a lot more costly.

Right now pubs are negotiating with AFM on increases for copyists, arrangers, etc. (see Music Department). The songwriters, thru their Songwriters' Protective Association, are making a king-size effort to get more from pubs for their tunes. It is very unlikely, even with these raises facing them, that pubs will up price of sheet music. It now retails for 35 cents, and biz on racks and in music stores has been off since early summer. Sheet music has always been a big profit maker for pubs, and when it is off there's not much hope of recouping from mechanicals or performances. With some indies folding (and others behind in payments to pubs), and with the disk biz off now, pubs can't look for a pick-up in money from mechanicals. Performance dough is holding up well, but not nearly enough to offset sheet and mechanical drops.

In the disk biz, too, costs have soared for the past 18 months. Every item which goes into the manufacture of a platter is up, some items to well over 100 per cent. This forced all majors to up 50-centers to 60 cents, and prevented indies from dropping their 75-centers to 50 or 60 cents. Manpower, too, is more expensive. Musicians just got a 37½ per cent hike, and pressers, members of UERW, jumped not too recently some 5½ cents an hour in wages. Diskers insist, despite musicians' hike, that they won't and can't raise price of platters. An upping of the platter cost would mean an immediate drop in volume, they say, and biz being off already, diskeries don't want to take chances on hurting even low sales. But, despite protests now, diskers later may have to jump disk prices to make out.

Band Prices Spiral

The band price spiral has stopped. During the war admissions to ballrooms and one-night dances were as high as \$2.40 including tax. Promoters claimed that they had to go this high because name orks were demanding sky-high guarantees. Result, attend-

ance dropped and big orks laid eggs on one-night stands. Now nearly all bands have dropped guarantees and promoters have sealed down admissions. However, biz is still off on one-nighters, in ballrooms, on hotel and theater locations, while musicians' scales have been jumped by AFM. Result is that in some spots they're using fewer musicians, and where possible, have cut out bands altogether. Music means a headache to ops who have to pay out large chunks, even for scale, while they cannot get it back from the customers.

ABC Chi Shows Get Shot in Arm

CHICAGO, Oct. 19.—ABC sustainers originating from Chi are undergoing an overhauling with an eye toward making them commercial products. Harold Stokes, the web's new program director in the Midwest, is sparkplugging the changes in line with V.-P. Ed Borroff's policy of more and better salable Chi originations for ABC. Programs affected are *Our Singing Land* (M-F, 12:30-12:45), *At Your Request* (M-F, 11:30-11:45) and *Stringing Along* (M-F, 12:45-1).

All shows are getting comprehensive ideas behind them, according to Stokes, and along with better production are slanted for sales campaigns. Heretofore segs were thought of as being strictly on the non-com side and didn't rate the same labor as commercials. For instance, *Our Singing Land*, which used to be more or less of a hodge-podge of singing with no central idea, is now getting a narrator, Jess Pugh, with format following definite pattern of storytelling plus singing.

At Your Request, another musical which was just a musical, is also getting a gimmick, as is *Stringing Along*.

All this is taking more dough from the standpoint of writing and production, but Stokes feels the extra output will be warranted even if the shows don't sell.

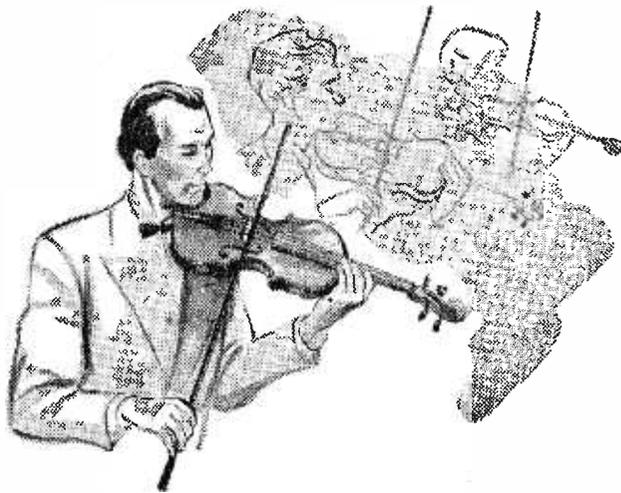
ABC now carries more than twice as many shows as any other web from Chicago, having increased its summer total from 14 to 18. Of these six are commercial.

Elgin American Tests 3G Wayne King Ork Show on Chi Local

CHICAGO, Oct. 19.—One of the most costly local shows ever aired here will start on WBBM, CBS o. and o. station, Saturday (26) when Wayne King and his orchestra start a new sponsored program for which talent and production costs alone will run to over \$3,000 per week. Program, to be titled the "Wayne King Show," will be sponsored by Elgin American, manufacturer of compacts, cigarette cases and dresser sets, and will be aired Saturdays from 9:45 to 10:15 p.m.

In addition to King and an orchestra of 19 the show will feature vocalist Nancy Evans; Bill Leach, WBBM staff baritone, and John McCormack, narrator.

Elgin American hopes eventually to make the program a network airing originating from here and is setting up format and ironing out bugs with the local program. Elgin American is not to be confused with the Elgin Watch Company. Agency on the King show is Weiss & Geller, Chicago.



Experience... is the raw material from which "know-how" is refined. Twenty-six years of experience in the entertainment and public service field has earned for WWJ—first radio station in the nation—acknowledged leadership in Detroit. Highlighting the brilliant career of WWJ is an impressive record of "firsts" . . . most recently demonstrated in the transmission of the first radio-telephone news-story coverage in cooperation with The Detroit News. Scheduled for November 15th is Detroit's first television broadcast via WWDT, associate station. It is no wonder, then, that advertisers' first thoughts are for Detroit's first station . . . WWJ

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



NBC Basic Network
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CLEVELAND'S *Chief* STATION
BLANKETS THE MARKET



WWJ covers the Cleveland money market . . . a market that is the 7th largest . . . 5th richest . . . 3d most densely populated in the United States with an audience that spends over a billion dollars annually. Cleveland's *CHIEF* Station blankets more daytime dialers per dollar in the Cleveland area than any other regional station.

BASIC ABC Network CLEVELAND, O. **WWJ** 830 KC 5000 Watts DAY AND NIGHT REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

More HOURS OF Music THAN ANY OTHER CHICAGO STATION **W-I-N-D** 560 Kc. 5000 WATTS

NBC Opposition To the Larnyx On Weak Side

(Continued from page 8)

Tweedy show are hopelessly bad both in conception and taste. Multi-voiced plugs are attended by a ruffle of drums, the fanfare serving to introduce several oft-repeated phrases. Phraseology of the commercials is bad enough, but the manner in which they are used, the constant repetition, is even more disconcerting.

Tweedy is preceded by *Mr. District Attorney*, seg of proven merit in the 9:30-10 p.m. slot. On Wednesday (16) Jay Jostyn, as D. A., gave his usual crisp performance in an opus tagged *Right This Way to Murder*. With Vicki Vola and Len Doyle ably coming thru in supporting roles, dramatization outlined the case of a carnival performer who was murdered by another dame conspiring to take over both the performer's act and her husband. Seg had carnival atmosphere about it and carried thru to the end the element of suspense. Script work, handled by producer Ed Byron in collaboration with Bob Shaw, on a high level thruout, with production maintaining plenty of pace.

Last seg in the NBC opposition to the *Pot-Crosby-Morgan* parlay is Kay Kyser's *College of Musical Knowledge*, 10:30-11 p.m. Wednesday (16). Show presented the corny but showmanly Kyser in a show which, while not too bright, was nevertheless pleasant. The questions on the quiz seemed uninspired, and often, as usual, Kyser all but gave away the answers. Still the professor's show is listenable and requires little effort or concentration on the part of the radio audience. This is an important consideration for a show aiming at mass appeal. From the musical standpoint, Kyser's show is just fair, with band doing a routine job and Michael Douglas and the Campus Kids okay on the vocals. Merwyn Bogue (Ish Kabibble) needs brighter lines than the verbiage given him Wednesday.

Commercials for Colgate-Palmolive-Peet are now quite subdued and in much better taste than on *Tweedy*, the preceding seg.

One bright spot on the Wednesday night NBC programming is *Duffy's Tavern* in the 9-9:30 p.m. slot. Ed Gardner seg continues as a sprightly piece of Americana. Wednesday (16) show had, in addition to Gardner's curious accent, Martha Raye in the guest spot. Very socko.

Crosby Premier Socko Radio With Some Loss in Fidelity

(Continued from page 8)

arrangements. Thus, when pianist Skitch Henderson, one of the cast regulars, did his symphed-up version of *Turkey in the Straw* with John Scott Trotter's orchestra, the fidelity was noticeably weak. Henderson's piano had a tinny quality—and this was checked on three radios, one a Philco console, if you please. This probably stemmed from the recording rather than studio weakness. With e.t.'s being what they are today, a minor defect such as this probably doesn't present too much of a problem.

Program Is Socko Musically

In practically all other respects it was a typical Crosby half hour, with Trotter's socko arrangements to back up *I Got the Sun in the Morning* (Crosby solo), *Moonlight Bay* (Crosby and the Charioteers, who are superb); *Put It There, Pal* (Crosby and Hope), and *Cynthia*, Bing alone. Those Trotter arrangements are plain whammo, doubly valuable because they so perfectly complement Crosby's lazy larynx style. The Crosby-Hope crossfire, similarly, had belly after belly, following the usual style of trading insults. Only the way these two guys do it, it's good. Topper of the lot, probably, was Hope's crack that he was glad to help Crosby make his "comeback." So fast was some of the delivery that it was hard to tell where the script left off and the ad libs came in. Lina Romay did a vocal, not too painful.

Only deviation from the norm was Ken Carpenter's announcement that "this program was produced and transcribed in Hollywood," certainly a smart way to dispose of the FCC-required e.t. identification. Public reaction to the difference, if any, between Crosby live and Crosby plattered will be found elsewhere in the radio section, in a report tabulated by C. E. Hooper, Inc.

Carpenter also handled the brief Philco commercials, done in good taste. First was a welcome to Crosby from Jimmy Carmine, Philco veepee; the other was a socko bit of selling, which came just before Bingle's getaway tune. On it Crosby noted that Hope, as usual, had overstayed his welcome, leaving little time for a commercial. However, he added, he had prepared for just such a contingency, arranging with Carmine to tear up the last sales plug if the show ran over. Whereupon he proceeded to tear it up, with accompanying sound effects. It was smart merchandising—as smart as all the merchandising which so far has accompanied the Philco-Crosby enterprise.

All concerned with this one can take a bow, not the least of whom is bald Bill Morrow, ex-Jack Benny scripter, now co-producing and co-directing *Philco Radio Time* with Murdo MacKenzie. Morrow also is in on the script, co-authoring with Al Lewis and Larry Clemmons. It's big league stuff, all around.

Bing Gets Little Help From His Network

Meanwhile the increasing importance of back-to-back scheduling serves, with the debut of the Philco show, to emphasize ABC's glaring program-anemia. Preceding Crosby is *Pot o' Gold*, with Henry Morgan's new half-hour Eversharp Schick Injector stanza following. Latter also made its commercial debut Wednesday. Of course, there's less strain on Morgan, since all he has to do is follow Crosby, but chances are that Bing will get little consistent help from the Tums-sponsored giveaway show.

Pot o' Gold was a dog when it made its air debut in 1939, and it's a dog now, only more so. It's poor programing, perhaps inadvertently stressing radio's bankruptcy insofar as new ideas go. Done with a maximum of hysteria; a brassy, rhythm pounding orchestra that sounded as tho it were auditioning for *Hit Parade*; noxious commercials and truly sad comedy, it adds up to offensive radio, perfect ammunition for anti-radio groups. Its formula remains unchanged; three wheels are spun, one to determine the regional phone book from which town is selected, the other two the page and winning line. Kitty held \$2,800 Wednesday, with a Philadelphia woman the winner. Prize money is \$1,000 weekly, \$100 of which is given to the phone subscriber should he or she fail to answer the call, balance being carried over to the following week. But it's a stage wait, with a cash bonus.

The Henry Morgan Show is something else again. Morgan's humor is sardonic and pungent, and it frequently satirizes the current American scene with an acid-telling effect. It's the sort of humor which delights a hep audience, but built up to a half-hour proportion, on a coast-to-coast network, as opposed to his purely local quarter-hour stints done heretofore on WOR and WJZ, it poses the question as to suburban reaction. Morgan's wit lacks the broad appeal of a Benny or McGee, and as a purely commercial product, does not impress this reviewer as having b.-o. potency. That is not an evaluation of his humor as such but rather as a marketable commodity.

With a capable cast of stooges, amusing support by Bernie Green and his orchestra and a what's-it vocal by the Vagabonds (4), Morgan's first show under sponsorship satirized public servants—cops, waiters, et al., and coming attraction trailers shown in pix houses. Stuff produced chuckles rather than bellies. Maybe the Crosby-Hope memory hurt.

Except for Morgan's brief of his razor sponsor's long-winded name—Eversharp Schick Injector Razor—the plugs are poor. Payoff plug involved something called a "shavathon," with Ted Husing giving a stroke-by-stroke description of a shaving derby. It might be funny with some House of David ballplayers as participants or if satirized by Morgan. Right now, it just stinks.

CBS Grunting Prove a Loss To Crosby Groa

(Continued from page 8)

resistance, and it was expected them.

The lack of vitamins in the diet was apparent right at the beginning of the bracket checked (11 p.m., E. S. T.). Sign-off of Sinatra show (9-9:30), instead being followed by a vigorous j to hold the audience, was capped with a Jack Smith e.t. spot on WABC call letter switch to W. Then flowed the Ford Show in usual variety seg vein and pat Dinah Shore opened with a song, followed by Peter Lind Hayes a comedy skit, back again to D and guest Lily Pons, then the comedy skit in which Hayes burlesqued opera singer.

Lily Pons is a fine canary, she's been around the airwaves recently, so her draw power is necessarily less than it would be if a personal appearance by her were rare. There may not be any finer, but Dinah hasn't char—so there's no greater pull there usual. Hayes is an up-coming h caliber comic but no name competitor for what was cooking in the corner. So it all added up to a of-the-bill, rather humdrum despite the competitiveness during half hour — *Mr. District Attorney* NBC; *Pot o' Gold*, ABC; *Spot Bands* (Xavier Cugat ork), MBS.

Of course, only the East and Central zones caught the Ford Show. The Mountain ears heard Lo Thomas and the Jack Smith Show while the Pacific listened to Jack Carson Show.

At 10 p.m. CBS made a plea post-Crosby listening with a hiker for *Information Please*. So to yawning with a weakie, Squ sponsored *Academy Award*. Wednesday night's installment was *B on the Sun*, starring John Garfield. Columbia couldn't have picked worse direct opponent to Bing tried, except maybe a talk on keeping. Even a disk jockey spinning Crosby disks would have better.

It wasn't John Garfield. It merely that *Academy* aired a t story, the short-lived, pale bloom which had been ravished in 1941 a flicker of the same name, theme of Japanese antics against the Americans living in Nippon, the brink of war is stale, or at Blood was. Garfield tried his t but his transfusion just couldn't be the corpse to life.

The mistake, of course, was not selecting a terrific story and sal it with names, names and names. Then *Academy* would have stood a chance to pull at least heave-and-sigh and handkerchief twisters against the Crosby oppos Bucking Garfield on the two of webs at this time were Frank Mor in *The Fabulous Dr. Tweedy*, N and *Concert Hour*, MBS.

The 10:30 spot missed the t again by plugging a re-airing of earlier broadcast from Nuremberg. Then came CBS's bait for some the Crosby audience, *Informal Please*, bankrolled by Parker. Des the old stand-bys, Fadiman, Kie and Adams, plus old grad, garrul Levant and author Jackson, it all cut-and-dry stuff compared to other corner. CBS was in a genial position by this time and couldn't help much because ABC Henry Morgan, NBC Kay Kys *College of Musical Knowledge*; MBS *Symphonette*.

To sum it all up: did anybody the number of that truck?

Serving more
Local and National
Spot Advertisers
than any other
Chicago Station
W-I-N-D
560 Kc. 5000 WATTS

Burrolles
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BArcley 7-8671

Most FM Stations To Key Cities; Rurals Given AM

(Continued from page 7)

cent listings include St. Louis, with 1,370,000 population; Milwaukee, 790,000 population, and Baltimore, 1,045,000 population. More than 215 final FM awards were made by the FCC in the last three months, while 65 conditional grants were issued. Despite the fact that FCC long ago passed the 1,000 mark in AM grants, FCC now has granted a third of its allocated outlets for FM, with the rate expected to continue to increase in coming months. As of September 25, 65 FM stations were listed by FCC as carrying regular segs, with another 48 outlets holding regular licenses. Conditional or final FM construction permits have already gone out to 531 applicants, on the basis of commission figures, and 328 other FM applications are pending. This compares with 1,005 AM licenses, 380 broadcast CP's and 827 pending applications for standard broadcast stations. Newspaper-owned AM stations, meanwhile, have been swinging into FM at a two-in-every-five rate, and many gazettes without standard broadcast outlets are moving into the FM picture.

Illinois Leads

Illinois, on the State breakdown for the past month, has been granted five final FM grants, one conditional grant, and an AM CP, to lead all other States. In the runner-up class, however, are California, with four FM finals, one FM continual and an AM CP; New York, with four FM final awards and one AM grant, and North Carolina, with four FM finals and two AM grants. Survey reveals further that some States, notably Iowa, Michigan, Kansas and Wisconsin, have seen no commission action at all within the past month.

As indicative of the general trend, New York State's three-month record is regarded as significant, with a box-score of 19 FM awards to two standard broadcast grants. Distribution of awards has gone mainly to up-State communities, with Syracuse topping the State totals with four of the 19 grants, thereby completing the city's FM quota of six until July 1, 1947.

Commish, in awarding FM grants, has shown no reluctance in giving newspaper-controlled outlets FM facilities. Case in point is the August hearing for nine Washington FM stations, with the decision going to three newspaper-controlled outlets in the city. WMAL, owned by The Evening Star; WINX, Washington Post property, and WOL, controlled by Cowles Publications, all were on the winning team. Prime reason seen by some is the experience gained in AM broadcasting.

EDS LAUD PREEMING

(Continued from page 8)

that "Bing Crosby's first recorded network program demonstrated that there is no difference in Crosby on or off records—he's good. But the piano used with the orchestra and in solo sounded definitely of the tin can type, to our amazement. . . . Rest of the broadcast was perfect mechanically."

Don Foster (Bill Irvin), of The Chicago Times, declared: "The Crosby opener seemed an adequate answer to those who have been wondering if a transcribed program would not stifle spontaneity and destroy the quality of timeliness possible on a live program. . . . There seems to be enough leeway for bright banter to keep the show from sounding like 30 minutes of canned music. If a transcription does detract from a program's value, it wasn't evident to this listener."

Exclusive Hooper --- Billboard Survey Charts Bing's Audience

(Continued from page 9)

down of the entire network structure. Thus, other major webs are watching the Crosby seg with more than ordinary interest.

Significance of the Crosby program to talent is obvious and is taken up in another story in this issue. This also points up the possibilities of advertisers cashing in with many performers willing to do 52 wax shows for the same money as 39 lives. This would constitute a "bonus" for advertisers in that it would eliminate the summer hiatus and the headaches of putting together replacement shows. Such a development would change the entire summer listening picture.

High initial Hooperating for the first Crosby seg was expected in view of Crosby's large personal following and the all-out ABC-Philco promotion leading up to the seg's debut. But the figure of 24.0 socked the trade between the eyes and offers some interesting comparisons with ratings the Groaner grabbed for Kraft.

During his last full season, for instance—from November, 1944, to May, 1945—Bing opened with a 22.6 rating, which ranked him seventh among the top air shows. During that same season the top rating achieved by Bing was 25.8. He hit this peak twice, ranking third and fourth among the top airers. His lowest rating during the 1944-'45 season was 20.6, which landed him sixth.

One point stands out, namely, that Bing's opening on ABC this year, via transcription, netted a higher rating than his initial show two years ago on NBC—despite the fact that the latter hit the air in November, a better listening month.

Bing's all-time high in ratings, incidentally, was achieved in February of 1938, when he grabbed a 32.1, just below the one-hour Chase & Sanborn Charlie McCarthy seg, and Jack Benny.

Analysis of the flow of audience and the rating of 11.1 made by the Henry Morgan seg following Crosby brings up the question of whether ABC will be successful in building and maintaining Wednesday night programing in opposition to the other webs. In other words, how successful will the Pot o' Gold-Crosby-Morgan parlay be? As indicated by the flow of audience table, Pot contributes 29 per cent to the total Crosby audience. Some of this 29, of course, may originally tune ABC in anticipation of the oncoming Crosby seg. Negative angle here, however, is that Pot immediately precedes Crosby only in the East and Central zones. In the Mountain and Coast zones, where Crosby hits the air at 9 p.m., Pot is broadcast at 7:30-8 p.m. and 6:30-7 p.m. respectively. In other words, the parlay breaks down, with Pot unlikely to contribute as much elsewhere to the Crosby audience as it does in the East and Central zones.

Henry Morgan, however, does follow Crosby in the Mountain and Coast zones. How much good this does in the way of building up the web's Wednesday night schedule is problematical at this point, for on his initial Hooper, Morgan tallied 11.1. This is a good rating for an initial show, but it nevertheless represents a very sizable loss in audience from the Crosby seg. Trade opinion on Morgan varies, many claiming he's not commercial. As against this, however, is the fact that he did grab a fair rating—even tho he followed Crosby—and may be expected to build in succeeding weeks.

Flow of audience figures, showing that largest segment of the Crosby show audience comes from NBC, indicates that while NBC takes a strong loss here, the show in that 9:30-10 p.m. slot, Mr. District Attorney, is likely to keep its high rating. Also indicated here is the selectivity of the radio audience, in that such a large proportion of listeners apparently figure they want to catch Mr. D. A. and then switch to ABC for the Groaner.

LISTENERS SATISFIED

(Continued from page 8)

cleared up and the program seemed more alive." The awareness of a lay person to the fidelity element impressed observers as indicating the keenness with which the radio audience had looked forward to the Crosby show.

Philco's playdown of plugs also made an impression, a typical reaction being, "Show is more for the radio audience than the studio audience, with not so much advertising. All around, a better program." Another commented that, "It was better than the Kraft Music Hall."

Strongest adverse criticisms were summed up by this observation: "I like programs in person. This is good, but I don't care for transcribed programs. I could tell by the piano it was transcribed."

PHILCO MDSE. PUSH

(Continued from page 9)

This is the type of promotion the agency figures will sell goods, and similar windows are planned for Marshall Field's in Chicago and other stores throuth the country.

Agency's decision to splurge on merchandising tie-ins beginning in November is based not only on the receiver production angle but also on the fact that execs figure it is

INDUSTRY EYES BMB

(Continued from page 6)

ought to set a standard whereby certain percentages of the BMB total stations coverage could be accepted as valid. This percentage could be applied to similar stations in similar markets. This would make an added basis of comparison, thus making the report more valuable to time buyers. However, Dole emphasized that this figure or any other one used to make a more exact comparison would not be determined by the stations, by time buyers or by station reps, but would have to be determined, he said, by experts who have studied various markets and know what comparative percentages could be applied to various cities and stations. Even, he said, if it was a percentage not accepted by everyone, "it would provide a common basis from which time buyers and time sellers could proceed to use the material BMB has amassed."

Dole concluded that if a better basis of comparison were not adopted by BMB, it "will miss the boat and we'll all find ourselves floundering in the same old sea of confusion, with everyone making his own interpretation of BMB. We will not have comparability of stations."

Wiser to make the splurge immediately following, rather than coincident with, the first flush of the ABC bally-

MBS Offering Weak Competish At Bing's Time

(Continued from page 9)

listeners who could be sold on staying with WOR for the Scalամandre Symphonette span, and it would seem that WOR may be missing a bet by not spotting a "don't go away" announcement for the longhair segs at the close of the Cugat show.

Among tunes Cugat did Wednesday, were *Jalousie*, *Ven Ven* and *Rhumba Rhapsody*. Only "pop" tune was *Full Moon and Empty Arms*, based on Rachmaninoff's 2d Piano Concerto. Adding nothing at all to the Coke show are the inane intros to the musical numbers. Apparently intended as humor, they only succeed in making the maestro who does 'em sound silly. They gave the whole program a hammy atmosphere, by no means in keeping with the colorful quality of the music dished out. Three Coke "pause that refreshes" commercials are pleasantly delivered, easy to take.

Good Loughair

The Scalամandre concert half hour is good, standard longhair. Emerson Buckley, Mutual's assistant music director, put a group of competent musikers thru their paces on items ranging from show tunes thru snatches of opera. Whether playing behind soprano Mary Henderson or bary John Baker, who was batting for Hugh Thompson, or doing a ditty on its own, ork shows that it is a well-rehearsed, able group led by a guy with a real understanding and feel for the stuff he is doing. Miss Henderson's voice thins out somewhat in the upper ranges, but her work on such pieces as *Mini* from *La Boheme* is excellent. Baker comes thru with robust renditions worthy of the Met, whence both he and la Henderson hail.

Dignity of the show is well upheld by brief opening and closing commercials for Scalámandre silks and by middle plug which took the form of a short interview on use of trims for drapes with announcer Carl Caruso speling with decorator Marion Hall.

Symphonette (transcribed) rolls along in its well-worn unbarbered groove, with Michel Piastro, fiddler-conductor, heading up a solid symph ensemble. Commercials here for Longine-Witnauer are nicely restrained, in keeping with mood of the show.

Preceding the Cugat-Coke web offering are *Real Life Stories* (9:15-9:30) and *Gabriel Heatter* (9-9:15), both of which are network and WOR, and hold a decided appeal for those who like their news and drama off the cob. As far as Mutual is concerned, it would seem the web figures that ABC-Philco-Crosby can have the Wednesday night audience; there are six other nights and days in the week. Some Mutual stations, of course, are carrying the Crosby show.

Exclusive!

CHICAGO
BLACKHAWKS
HOCKEY

1944, '45-'46 and '47 too!

W-I-N-D

360 Kc. 5000 WATTS

NATIONAL Broadcasting Company will use recorded station breaks, produced in Hollywood and featuring web's top stars, to plug call letter changeover when web's New York affiliate WEAJ becomes WNBC November 1. Spots, 10 to 30 seconds long, will be used for several days to familiarize listeners with call letter switcheroo. CBS plugging of the call letter switch of its Gotham affiliate from WABC to WCBS, also effective November 1, is emphasizing the phrase, "Soon to become WCBS" in station breaks. . . . Eddie Foy Jr., signed by J. Walter Thompson Agency to replace Edward Everett Horton on *Kraft Music Hall* beginning January 1.

Priming for the day when it will have its own tele outlet, WFIL, Philly, this week started a series of weekly tele indoctrination classes for its entire staff, under supervision of Tom Hutchinson, who recently became station's video consultant. At same time, station continues its training course in tele receiver maintenance and repair for nearly 100 radio servicemen in the area. . . . Earl Frank Feeley has joined news staff of WDAF, Kansas City, Mo., replacing Shelby Storck, who has opened an ad agency. Feeley was formerly with WIBW, Topeka, Kan., and WHNC, Henderson, N. C.

E. W. Ziebarth, education and production director for WCCO, Twin Cities CBS outlet, appointed educational director for CBS Central Division. . . . DuMont's Ann Bergishagen leaves New York in a few days to join production and program staff of WWJ, Detroit, video department. . . . Bret Morrison, *The Shadow*, has written a series of 13 songs for a musical which he plans to produce shortly. . . . Worthington Miner, director of WCBW (CBS) in New York, on a three-week vacation at his home in Connecticut. . . . Kenneth K. Kellam, executive director of ABC's Hot Springs, Ark., affiliate, KTHS, in New York visiting web officials.

Ed Cashman, Hollywood indie producer, named supervisor of "Academy Awards Theater" seg on CBS Wednesday nights, by Geyer, Cornell & Newell. . . . "Sound Off," Mutual's Mark Warnow show, starts airing from Hollywood November 28. . . . "Coyote of Monte Cristo," MBS dramatic seg, loses sponsorship of Paralta Wines October 29 and remains on as a sustainer. Product shortage blamed for cancellation. . . . Norm Varney, of J. Walter Thompson flacquerie, touring

TOO SHORT FOR A HEAD

Top NBC Talent To Plug WEAJ Call Letter Switch to WNBC

Southern States for visits with station men and radio editors on behalf of "Lux Radio Theater."

WLWL, MBS affiliate in Minneapolis-St. Paul, conferring with FCC officials in attempt to straighten out "blanket the dial" complaints since outlet went to 5,000 watts. L. C. Herndon, of FCC Chicago office, and Donald A. Murray, St. Paul district officer, represented the government. . . . Application for 1,000 watt station at Wadena, Minn., has been filed by Associated Broadcasters, Inc. Proposed operation on 920 kc., would have unlimited hours.

Narragansett Brewing Company, Cranston, R. I., will again sponsor play-by-play broadcasts of the Red Sox and Braves home baseball games during the 1947 season. Pact has already been inked by baseball execs and WHDH, Boston, thru the exclusive facilities of which all Boston major league broadcasts will originate. It is possible that other New England stations will carry all of the games on the air for the full season during 1947, but no arrangements have yet been completed in this connection.

ABC has taken four of its cops and robbers segs and placed them in consecutive time periods Saturday night, in order that armchair detectives may catch them all within a brief time span. Beginning at 8 p.m., each of the following half-hour shows will be heard: *Famous Jury Trials*, *I Deal In Crime*, *Gang Busters* and *The New Adventures of Sherlock Holmes*. . . . Beginning with performance of November 16, entire season of Saturday afternoon opera as given at the Metropolitan Opera House in New York will be broadcast over ABC under sponsorship of the Texas Company, which bankrolled the opera in previous years.

Trek from Ruthrauff & Ryan, Inc., to Sullivan, Stauffer, Colwell & Bayles continues, with Thomas F. Victor the latest to make the switch. He joins the radio department. SSC&B has also added Beth Holmes to the creative staff. She was formerly associated with Bamberger's, Newark; Franklin Simon, New York, and Wanamaker's, Philadelphia. . . . George E. Reedy Sr., former UP correspondent and Philadelphia Inquirer staffer, takes over 7:30 a.m. news spot on WOL, Washington, Monday (21). . . . Arthur Godfrey, CBS early riser, originates his early local Washington and New York shows from his home at Leesburg, Va., beginning Thursday (24).

WMAQ, NBC outlet in Chicago, working with *Chicago Times* to select fem singers to compete for a guest appearance on Bob Hope Show. Contest is part of the newspaper's annual *Harvest Moon Festival*. . . . Lucy Elliott, former scripter at WWDC, Washington, now continuity head of WKLY, Lexington, Ky. . . . New Jersey Education Association has chosen Jerry Devine's ABC program, *This Is Your FBI*, as an outstanding seg to be broadcast at its 92nd annual convention in Atlantic City November 8. Choice made on basis of "Good taste and public usefulness."

Bill Ray, NBC Central Division news editor, will speak on "Use of Special Events Technique in Radio News Programs" at the National Association of Radio News Correspondents to be held in Cleveland Friday (25). . . . Berry Kroeger, New York radio and stage actor, has been given an important role in Maxwell Anderson's new play, "Joan of Lorraine," starring

Ingrid Bergman, slated for Broadway. . . . Clark Andrews has joined ABC as staff director on web's "Dick Tracy" program and a new seg to be announced later.

French-Kettle Onion Soup has started an intensive ad campaign, with Emil Mogul Company, agency on the account, having already signed up three women's programs to plug the product. Segs are *Breakfast With Dorothy and Dick*, which preemed Wednesday (16) over WOR, New York; *The Yankee Kitchen*, starting Monday (21) over the Yankee Network in New England, and Mrs. Page, also debuting Monday (21) over WJR, Detroit. Mogul Company expects to expand the campaign to include the Middle West, Coast and South.

Formation of the Maine Broadcasting System, a group sales and State network organization embracing the NBC-affiliated stations in Maine, including WCSH, Portland; WLBZ, Bangor, and WRDO, Augusta, was announced recently by William H. Rines, manager. Sales will be directed by Rudolph O. Marcoux, with headquarters at WCSH, Portland.

Stephen Laird, CBS correspondent covering the goings on at Nuremberg, had a chance to scoop the world on the suicide of Herman Goering. He missed the opportunity, however, because he took the word of a general against the word of a G.I. on the matter of Marshall Goering's finale. As Laird himself explained on the air, the G.I. indicated that Goering had taken a dose of poison, but the general later said "all" bigwigs had all been executed. . . . John W. Haigis, owner of WHAI, Greenfield, Mass., has accepted the general chairmanship of the building fund campaign for the Franklin County Hospital.

What is believed to be the nation's first "drive in" radio studio is being constructed in suburban Mesa to house KTYL, Phoenix, Ariz. One side of the building will be glass-enclosed so the public may sit in their autos and witness the shows. Bill Mickel, now with KSAL, Salina, Kan., will be continuity chief, while Mel Standage will be program and production manager. Broadcasting to start December 1.

Last-minute switch in plans of Biow agency will leave Henry Morgan in New York for another year, instead of airing him from Coast. Could be, according to gossip, that Biow wants the "unpredictable" Morgan close to home for supervision. . . . George P. Leighton, of Dalton, Mass., has joined announcing staff of WMBZ, Saranac Lake, N. Y. . . . Jack White, WJR, Detroit, newscaster, will assist Bob Kelly, of KMPC, Los Angeles, in play-by-play coverage of Los Angeles Rams' football games in the East and Midwest this season. . . . Don Herbert, Chicago free-lance radio writer, newly appointed director of script-writing department of Radio Institute of Chicago.

Tentative date for KCMO, Kansas City, Mo., to switch over to 810 kc., with 50,000 watts daytime and 10,000 night, is in latter part of February. Meanwhile work is also under way remodeling downtown offices to give station three studios instead of present two. . . . Comedian Morey Amsterdam replaces Henry Morgan on WJZ, New York, Monday thru Friday, 6:45-7 p.m., for two weeks beginning Monday (21). New program being readied as a permanent replacement. Morgan is relinquishing the local seg in

order to devote full time to his show on ABC Wednesday night 10:30-11 p.m.

Rex Davis replaces Guy Rynn as news director of KMOX, St. Lo effective November 3, when he leaves the CBS post to become general manager of KXLW, Clayton. One day later KMOX news staff add John Raleigh, former WCJ Minneapolis, newsmen, who gained wide experience during the war as an overseas correspondent for C. . . . Intercollegiate Broadcasting System has appointed Lewis H. Ave Inc., as its national advertising manager. Avery will handle both spot sales; network programs for the coll network and its 23 member station

Don Manchester joining Dance Fitzgerald-Sample, Inc., to take over account exec duties on Oxydol. . . . Chester F. Craigie Jr., with J. Walter Thompson flackery in Chi. moving to the Encyclopaedia Britannica as a manager. . . . Ray McBride replacing Bea Papan as radio editor of *The Milwaukee Journal*. . . . Around-the-clock promotion of safety by WB Charlotte, N. C., has drawn praise from Gregg R. Cherry, governor of the Tar Heel State. . . . William Edward Ellwell named manager of program operations at WABC, New York. Joining the CBS key outlet 17 months ago Ellwell had been program director.

Two new affiliates join ABC 11 member 1, raising the total to 12 Stations are KVOS, Bellingham, Wash., operating full time with watts on 790 kc., and WRTA, Taunton, Pa., operating full time with 250 watts on 1240 kc. KVOS construction permit from FCC granting increase in power to 1,000 wa and the station expects to make boost effective when construction is managed by Roy F. Thompson.

W. Ward Dorrell, in charge of station subscriber relations for C. E. Hooper, Inc., since April 1943, was elected vice-president at a special board of directors meeting recently. . . . "Prudentic Family Hour" on CBS Sunday (20) will be devoted to the music of Ernesto Lecuona, Cuban composer. . . . Philip G. Lasky, vice president and general manager of Associated Broadcasters, Inc. San Francisco, this week announced appointment of John C. Campbell as sales manager of recording department of KSFO. . . . ABC television department has prepared a video course for Ithaca College, Ithaca, N. Y. Course, designed to produce trained personnel, will run two semesters and count three credit toward graduation. ABC tel chief Paul Mourey, ABC writer producer Dick Goggin and Harvey Marlowe, web's top producer, gave the first three lectures, but execs from other broadcasting companies are also scheduled for the professorial role.

Delphine Carpenter appointed production manager of WJZ, New York. . . . Ronald C. Bradley, former merchandising manager with Emporium, San Francisco department store, has joined Doherty, C. Ford & Shenfield, Inc., in New York as an assistant account exec.

NBC this week announced hold-up of its *Welcome Home Auditions*, set up by the web as a war project to give men and women vets a chance to audition in music, drama, etc. According to Clarence Menser, web vice-president in charge of program almost 16,000 were interviewed and more than half of that number auditioned. Twenty-three per cent of who passed the auditions, said Menser were given employment in some phase of radio. Menser closed the vet auditions because applications dropped sharply in recent weeks. Network regular audition policy continues however, with Menser stressing that an open-door policy prevails.

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R&R Starts Tele School For Sponsors

Medium's Impact Stressed

CHICAGO, Oct. 19.—Example of what video experts here term a good idea to sell video where it counts—to potential sponsors—took place this week when the local office of Ruthrauff & Ryan conducted a two-day television symposium for its clients, many of whom came from out of town for the meeting. After the first day's meeting Wednesday (16) Paul Mowery, head of television for ABC and one of the speakers, stated that if more agencies would hold similar symposiums, tele acceptance and sponsorship would be speeded. Point was raised by one of the Chi execs that such symposiums should be conducted by the Federated Advertising Club of Chicago so that a larger group of sponsors could be given the video pitch at once with guest speakers of top importance from all over the country. It is expected that this proposal will be made to the club soon.

In his speech to the meeting Mowery emphasized that although sponsors today cannot expect tangible results in the way of increased sales thru tele, money invested brings concrete returns in experience in the use of the medium and in promotion and publicity. But to show that video could also sell products, Mowery told the bankrollers that after a one-time 30-minute show for Bab-O aired by ABC in New York, utilizing a giveaway, 12½ per cent of the audience wrote in requesting the giveaway. This percentage was based on an estimated 2,000 video receivers in New York. Mowery also stated that ABC's experience has proved that most effective video commercials are those which demonstrate product advertised.

Tele Is Radio Costs

Paul Raiburn, president of Paramount Television Productions, Inc., also sold video to the advertisers at the second day's session Thursday (17). Raiburn compared the status of video today with that of radio in 1929, stating that radio had grown from a 42-million-dollar-a-year industry in 1929 to a 400-million-dollar-a-year industry in 1945. Impetus to this growth, he stated, was given in 1929, when 4,000,000 radio sets were sold at an average price of \$175. He stated that video could do at least as well if not better a job in selling tele sets in the near future. As a result of mass audience to be built thru set sales, tele can get itself in a position similar to that of radio, he stated, with an average cost per listener per quarter hour of 17 cents. He admitted that video productions would be more expensive, but claimed the medium would be five times as effective as radio owing to added impact of sight.

TELEVISION REVIEWS

How To Make a Life Mask

Reviewed Monday (14), 9-9:45 p.m. Style—Demonstration. Sustaining over W6XAO (Don Lee), Hollywood.

Even assuming that there are enough home video focusers to be interested in the technicalities of making a life mask, this seg would fail to satisfy discriminate viewers. Chief trouble was that lensers failed to pick up enough action shots in a rather stagnant setting. Presented by high school students and instructors, idea was to demonstrate actual processes involved in creating a life mask. Demonstration was handled fairly well by art teacher Clara Banta, working on a willing, if not comfortable, subject who withstood the distress of having plaster applied to face for nearly half an hour.

Over-long sequence could easily have been brightened by interesting camera work. Lensers missed excellent chances to dolly in for close-ups of plaster being applied to face or showing full-camera shots of the gooey stuff being worked into victim's face. Instead cameramen settled for medium close-ups which after a few moments became static and dull. Occasional long shots brought out little or no detail.

So-called educational features such as this one can be made interesting and even entertaining. A little resource and imagination would have done the trick. Amateur talent is at best unsatisfactory and the only way tyro Thesps can put on a good show is with a shot in the arm from the boys in the control booth and those behind the view finders. Sometimes, however, it seems that those who guide production and programing fail to do the obvious—and the end result is far from acceptable. Don Lee could—and should—have done better with this stanza.

Shorty

Reviewed Sunday (13), 8:30-8:45 p.m. Style—Cartoons. Produced by Doherty, Clifford & Shenfield. Sponsored by Bristol-Myers over WCBW (CBS), New York.

In spite of cartoonist Syd Hoff's humorous line of patter while drawing his character, Shorty, poor direction and not enough variety in camera shots made for a dullish show. Also featured was Patty Foster, six-year-old radio and stage performer, who supposedly ad libbed while Hoff pattered to her as he sketched. Seg could have been jacked up considerable if Patty, a cute kid, had been in view more often and had better lines. Instead, Director Phil Booth passed her by completely, except for an occasional cutaway shot. In order to maintain pace, Hoff also used prepared sketches.

Ipana film commercial at beginning was the usual tooth paste stuff showing a gal with a toothy smile. In this case, film was cut so badly that only part of the copy could be read. Tail-commercial, which was good, had Shorty plugging the tooth paste. With a lot of brushing up seg could be developed into a good show that would please adults and tickle the kids.

Sports Almanac

Reviewed Sunday (13), 8:45-9 p.m. Produced by Doherty, Clifford & Shenfield. Sponsored by Bristol-Myers over WCBW (CBS), New York.

Only good part in this show, which features sportscaster Bob Edge as background narrator on sport-films, was the commercial. On film it used fade-in shots of what the well-groomed Vitalis man should look like, a shot of Edge and a revolving glass

King's Party Line

Reviewed Saturday (12), 8:45-9:15 p.m. Style—Audience participation. Sustaining over WCBW (CBS), New York.

John Reed King's Saturday night stint is a nice little show but it doesn't measure up to King's standards of fast patter and zany tricks with home and studio audiences. Frances Buss, director of the show, has King shackled to a telephone behind a desk with only six or seven people in the studio participating. Consequently, with King so limited in action, feeling is that program is forced, King rings bells when he has a studio audience and can run around pulling gags and gimmicks as he did on his original video show of two years ago—Missus' Goes A Shopping.

Gimmick in Party Line is King posing a question or problem and asking home-viewers to call studio with right answer. Prizes are awarded to winners. Program guests help with the gimmicks. Whenever program begins to sink, as it frequently does, King yanks it up with a zany bit or some fast corny patter. Essentially he's the entire show.

Wrestling Matches

Reviewed Thursday (17), 9-9:30 p.m. Style—Wrestling. Sustaining W6XYZ (Paramount), Hollywood.

Lensers went into high gear for this one, giving home viewers a better-than-ringside peek at outlet's studio staged grunt 'n' groan matches. Panning was well-handled, following muscle-men with smooth sweeps, yet keeping subjects centered at all times. Plenty of close-ups with an eye toward an occasional good angle shot, added to pic's interest. Altho pro wrestlers got a little corny at times with their screams and anguished faces, seg still packed plenty of eyepull, combining action with rough-house comedy. Idea of studio audience chiming in with boos and cheers, gave seg added realistic flavor.

Michael Roy as announcer did well in calling the holds and providing participants' background info. Gordon Wright in the control room handled cutting from one camera to the other with good judgment, bringing in close-up shots when they meant the most.

shelf loaded with hair goo. In this particular show, Edge gave a spiel on the relative merits of guns used in hunting, followed by a film on duck-hunting. It was not only old but badly edited.

Edge is a good commentator and knows his stuff when it comes to sports, but needs material that flows smoothly. Entire production seemed to be a waste of the viewer's time. Director was Phil Booth.

C. to C. Tele Show Due For Kenny Polio Drive

HOLLYWOOD, Oct. 19.—Patrick Michael Cuning, Hollywood television film producer and partner in the Bergen-Cuning tele set-up, will trek to Minneapolis for confabs with Sister Kenny Institute regarding use of video in forthcoming Sister Kenny drive. Cuning will try to set up a program plugging Kenny infantile paralysis campaign over all of nation's video outlets.

Cuning is currently in New York, with partner Bergen demonstrating tele techniques developed at their Hollywood Stage 8 studios. Bergen's Barnyard, first telefilm produced by outfit, is now en route to New York for presentation to ad and network execs.

FCC Waives Telecasters' 28-Hr. Week

Ruling Effective Thru '46

WASHINGTON, Oct. 19.—FCC is easing up its rules and regulations governing commercial television, pending the outcome of the CBS hearing on color standards in December. This week, upon petition of Television Broadcasters Association, FCC waived for the remainder of the year, its rule requiring at least 28 hours of video broadcasting a week on commercial stations. Commish, at the same time, is determined to keep experimental video on a strictly non-commercial basis, nixing request by Television Productions, Inc., Los Angeles (Paramount) for permission to put commercial spots on its experimental outlet.

FCC legalists view waiver of 28-hour rule by commish as implied permission to industry to idle along until clarification on standards can be determined. As for the experimental ruling, FCC move is regarded here as based on commish reluctance to establish a precedent.

Commish meanwhile granted construction permit for a new commercial video station to Associated Broadcasters, Inc., San Francisco, with assignment to channel No. 5, 76-82 mc. wave band. Station was authorized a visual power peak of 23.6 kw., aural power of 12.6 kw., and permission to locate main studio in Mark Hopkins Hotel.

Calif. Weather Delays TransmitterErection

LOS ANGELES, Oct. 19.—Barring a series of minor miracles, Los Angeles' proposed five new video outlets won't be beaming their air pix to set owners in this area much before April or May of next year. Even if FCC blessings come thru immediately, area's engineers doubt ability to secure equipment and complete construction for another six months. Gloomy outlook stems from double freeze—on building materials and weather which will hit Mount Wilson, proposed transmitter site, from December thru March.

Of eight applicants for seven local video channels, all but one, Howard Hughes, plan transmitter sites atop Mount Wilson, which means concerted drive to complete actual construction once various governmental okays come thru. Tele engineers, however, say only basic building will be possible at the start, with bulk of construction to be held up until equipment deliveries can be made.

Last year's winter, comparatively mild, enabled television productions' Klaus Landsberg to complete installation of W6XYZ's transmitter early in March, thus being first local video outlet to go into operation from permanent site. Don Lee currently operates from Hollywood's Mount Lee, with Mount Wilson proposed as permanent site.

Applicants for Los Angeles channels planning Mount Wilson sites include Earle C. Anthony, Los Angeles Times NBC, local indie KLAC, ABC, Don Lee, and Television Productions, Inc. (Paramount pix). For his transmitter site, Howard Hughes has selected Cahuenga Peak adjoining Mount Lee in the Hollywood hills.

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Fear Petrillo May Stifle E. T.'s; Philco Deal "Scares" AFM

(Continued from page 3)

this low program expense stations were making a lot of dough. AFM chief then asked the e. t. firms to up their rates, adding that if they refused to do this they might eventually have to join the AFM in a "march to Washington." In trade quarters this remark was construed as meaning that in Petrillo's opinion, the e. t. companies would have to join musicians in a fight against NAB and Congress. Petrillo also stated, "if you pay us, what you pay goes directly to the musicians. . . . our salaries in the union are small . . . the money goes where it should . . . to the musicians."

In Chi, consensus of opinion is that the wax companies will have a much tougher fight with Petrillo than did the record companies. One reason for this is statement Petrillo made at the meeting that his fight with the broadcasters was going to continue. He laughingly commented upon the confabs he had with Justin Miller, NAB prexy, and said they were entirely unsatisfactory and that he could never get together with Miller and his crowd again.

Co-Ops as Alternative

Relative to whether small stations would pay higher prices for wax if Petrillo's demands went thru was the statement of one station manager, who said that if e. t. prices went up, he would not buy any made under the new rates, but would concentrate on platters cut under the old scale. He added that for musical segs his station would use standard records and disk jocks, pointing out that in some cases cost of better wax shows ran as high or higher than his local time charge. What was not mentioned at the meeting, including transcription and station men, was the possibility and perhaps necessity of stations using more co-op shows in the event Petrillo remains adamant in his e. t. demands. E. t. companies have long regarded co-ops as a threat to their business in view of the low prices prevailing for such top talent as Raymond Gram Swing, H. V. Kaltenborn, Fulton Lewis, et al. And

with the major webs now making a more determined effort to join MBS and ABC in cutting up the co-op business, some of the wax companies see tougher times ahead. A price rise will make it still tougher. Musical co-ops, of course, are out of the question, AFM having knocked them off in the era of Joe Weber, but other types of co-ops are selling better than ever—and they look well before the FCC because they are live.

Electrical transcription companies are currently suffering from a terrific squeeze play, and indications are that they have been putting forward their strongest efforts to best AFRA rather than the AFM. Recent meeting of e. t. execs in New York had as its purpose the setting up of a united front against AFRA, and the planning of demands which the companies would make of AFRA for the "good of the industry" rather than vice versa. Nothing was mentioned of the AFM brawl.

Look to Lea

Mood of e. t. men in New York varies, some of them feeling that the Lea Bill will be declared constitutional, resulting in a waning of Petrillo's star. Others, on hearing of Petrillo's demands, stated, "that's nonsense. We'll give him what we like, not what he wants. He's in a tough spot and must raise a lot of noise to keep his men in line."

Relative to the Philco-Crosby show angle, execs at Local 802 in New York weeks ago opined the AFM exec board now meeting in Chi would not only pack up e. t. rates, but would do so with the express purpose of discouraging platter deals of the Crosby pattern. According to the union's way of thinking, Crosby seg, if broadcast over some 600 stations as originally planned, would displace musicians on that many stations. Reports that other top talent would like to do wax network segs similar to the Philco show aggravates musicians, who feel that one way out would be to raise the scale so high that a wax program would cost even more than a live one.

Some, however, even some union execs themselves, believe Petrillo will come down in his demands and settle for a hike of approximately 37 per cent—as he did not only both in phonograph records and in recent contracts covering mechanical music. "The pattern," said one spokesman, "was set in such contracts as the one with Movietone and reaffirmed in the record pact. The transcription deal is likely to follow the same course."

At any event, a rough and tumble fight is expected in Chi Tuesday (22) when confab resumes, with transcribers calling upon the NAB for support and with Petrillo using the transcription demand as a weapon in an attempt to get broadcasters to ease up on their over-all fight against him.

COLLARITES ASK HIKE

(Continued from page 6)

gram, veterans' seniority, arbitration, regular merit review at six-month intervals, etc.

Another provision calls for the CBS pension plan to be revised to cover all employees of the CBS office staff. Another provides for automatic cost of living wage adjustment at the end of each three-month period. It is proposed that the wage shall be upped by a percentage equal to the rise in the U. S. Labor Dept. consumer price index.

Entire contract is to be retroactive to June 14, date of the CBS election which certified the CIO as the white collarites' collective bargaining agent.

Industry's Tone Seen as Hope for Government Peace

(Continued from page 5)

tion, and as such, can't possibly push FM against AM. NAB chieftains counter that they can certainly handle the over-all issues, since their policies regarding FCC and labor are identical for both FM and AM.

To hear these vital radio issues threshed out, a goodly sprinkling of Washington luminaries will be present at the meeting. Representing FCC will be Acting Chairman Charles Denny Jr., Commissioner Ewell K. Jett, Commissioner Rosel Hyde; George Adair, chief engineer; Benedict P. Cattone, commission general counsel; Harry M. Plotkin, assistant general counsel; Vernon L. Wilkinson, assistant general counsel; Dallas Smythe, chief of FCC's economic division; C. M. Broum, chief of FM engineering section; John A. Willoughby, assistant chief engineer; William Massing, assistant to secretary of commission, and Earl Minderman, assistant to chairman.

Invites have also gone out to Alonzo F. Blairio-Sicco and Amelia Azcarraga, president and founder respectively of the Inter-American Association of Broadcasters; Sen. Burton K. Wheeler, chairman of Senate Interstate Commerce Committee; Rep. Clarence F. Lea, chairman of House Interstate and Foreign Commerce Committee; John W. Studebaker, U. S. commissioner of education; Gen. J. Lawton Collins, information chief, War Department; Capt. Leonard Schmitz, chief of radio section, War Department; Gen. Joseph F. Battley, executive officer, information division, War Department; Capt. E. M. Eller, information director, U. S. Navy, and Com. Harrison Holton, chief of navy radio section.

AFRA Adamant on Contract To Cover The Entire Country

(Continued from page 7)

position on this point is unassailable, since it is willing to arbitrate all questions with the exception of the AFRA shop. According to AFRA thinking, its members are not only scabbing when webs feed shows to anti-AFRA outlets, but also helping stations get a bigger bank-roll with which to fight the union.

Negotiations between web brass and the union have been postponed for a week while the NAB convention is holding forth in Chicago. It's expected the execs will return from the conclave with a clearer idea of what they can concede to AFRA. Thus far, however, webs have consistently claimed that they cannot dictate policy to affiliated, non-web owned stations.

One item of top significance, as seen by observers, is the fact that AAAA reps will be at confab the latter part of this month. It's believed this may be the first break in the policy of having networks do actual negotiations with the union, while AAAA, which pays the commercial rates, sits in as an observer.

Last meeting between AFRA and transcription execs brought forth small concessions from e. t. companies, and the union is considering them now. However, real negotiating will not begin until platter merchants see the kind of deal AFRA wangles for itself from the networks. Additional confab on e. t.'s is scheduled this week.

Key demands in AFRA's proposed network contract call for one nationwide contract; elimination of Pacific Coast differential and a pay hike, originally set at 35 per cent.

Vital Probs Face Chi Conclave Execs Serious

(Continued from page 5)

to discussing two new import problems which have arisen in last few weeks. One of these is industry's dissatisfaction with B Since the research outfit recently leased its first station coverage many have found faults with res claiming that coverage maps are true representations of stations' ability to do a marketing job. Cr also claim that BMB's proposed of its reports do not represent so research theory or practice. Tl beefs and others are expected to aired at the BMB session Tues afternoon, when Hugh Feltis, E president, and J. Howard R, chairman of the board, will sp Indications are that this will be of the most important meetings, of the best attended, and one in w those attending will get up and their piece.

Petrillo, as Usual

Another new problem facing industry was also given much cussion today. This was the new move of the American Federation Musicians, which last week demar an increase for transcriptions. Ja C. Petrillo, AFM prexy, who week said he would never again r with NAB President Justin M (see story in radio section), is to be defying broadcasters by scl uling a meeting with the transcrip companies Tuesday noon—in Palmer House. While some con ventioners consider this an additi and typical Petrillo affront, others it might help the industry, in that industry will be present at the Pal House in a body, and if arrangem can be made, can present a un front to the AFM. Some have g so far as to state that the new trillo crisis should be the subjec a special meeting of the NAB m bership, and if not of the meml ship, at least of the executive bo

Even tho the convention will t practically every problem affec the industry, some of those on l were a little perturbed that there be no discussions of television. It admitted, of course, that this w meeting of broadcasters and not t casters, but they reasoned that s many broadcasters hope to own t vision stations, the NAB was g of an oversight in not schedulin least one panel on television.

Parties, as Usual

But, just to make sure that no gets the idea that the industry changed completely overnight, should be pointed out that those are anticipating some fun, too, of course, a little of the usual el bending. Indicative of the exte fun making is the fact that coc parties are going to be plent NBC, CBS and MBS, have set th for Tuesday at the same time, l and MBS at the Palmer House CBS at the Drake.

However, in spite of the expe gaiety, most of those on hand t were serious. This, evidently going to be a serious NAB con tion. Conversations in hotel r and the frowns on the brows of t at the Palmer House proved it. is one NAB convention that may duce results.

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THE KRAFT MUSIC HALL

EVERY THURSDAY AT 9 P.M., EST.—NBC-COAST TO COAST

Thanks. It's been wonderful working with you. Sorry that we're going to have to bow out of the "Music Hall" on January 2 due to commitments out of New York.

Personal Management:
CARLOS GASTEL

Direction:
GENERAL ARTISTS CORPORATION

500% TO 37½% IN FOUR DAYS..

The Negotiations-- Day-by-Day, Play- By-Play Review

CHICAGO, Oct. 19.—Following is a day-by-day, play-by-play account of what took place in the Palmer House here, in the four days of negotiations between the AFM and the record manufacturers.

October 14.—James C. Petrillo and his executive board hand diskers copies of AFM's proposals for new scales. Record men read 'em, do some fast pencil work and estimate that the proposals represent a 566 per cent increase for pop tootlers, somewhat less for the unbarbered boys. Diskers gasp and adjoin to meeting of their own to consider the proposals, and plan counter-offer.

Slightly Grim

October 15.—Looking slightly grim, diskers come back into meeting with the AFMers, state that they were "stunned" by the proposals, maintain that no such proposals have ever before been made by any union to any industry. They begin to outline to Petrillo some of the rising costs with which they have been faced in the past year, try to point out that an increase even approximating what Petrillo wants could put them out of business. Petrillo says he doesn't want to put anybody out of business. The diskers submit their first counter proposal of 17½ per cent. Now it's Petrillo's turn to express astonishment and say "ridiculous." He does.

The 20 to 25 Jump

October 16.—Still looking slightly grim, the diskers make their second offer, a 20 per cent increase. They again go into the reasons why they can't take any more of a jump.

The musician spokesmen counter with reasons why 20 per cent is only 2½ per cent more ridiculous than 17½. Music makers, they point out haven't had a disk hike in a long time, while practically all other workers have had several. They also maintain that the diskers have been cleaning up, and insist that the record business is going to get even better. Some of the record men's earlier statements, at this point, come back to plague them as the AFMers pull out a flock of tear sheets of stories from *The Billboard*, in which some diskers have said they are going to make 7,000,000, 9,000,000, 11,000,000, etc., ad infinitum disks per month pretty soon. The record men take a short recess, kick the situation around some more among themselves and (See *The Negotiations on page 108*)

It's a Gift

NEW YORK, Oct. 19.—Publishers' printers are not only having trouble getting paper to print their songs on, but pubs are having just as much trouble getting the precious stuff for packaging the printed ditties. Situation reached a head this week at Mills Music when the firm, completely out of standard wrapping paper, used Christmas wrappings to package its printed music—and considered that a gift from Santa under present strained conditions.

Big Ask, Fast Deal Take Biz By Surprise

A Frantic 96 Hours

CHICAGO, Oct. 19.—After proposing a set of new scales (and conditions) calling for increases up to 500 per cent (see *Old Scales and Original Proposal* box) James Petrillo and his American Federation of Musicians' executive board accepted 37½ per cent increase across the board (see *New AFM-Record Manufacturer Contract* box) from the disk makers Thursday (17). Just four days elapsed between the AFM's original proposals, which were made Monday (14) and the time of the settlement. But in that four days the music and record business went into such frenzied activity as has rarely been seen in any American industry.

Felt New Disk Ban Certain

Here in Chicago, in New York and Hollywood diskers, music publishers, band leaders and other industry (See *Big Ask, Fast Deal, on page 108*)

Those 4 Days In New York; The Reaction

Indies Worried, Worked

NEW YORK, Oct. 19.—Independent record manufacturers' reaction to the 37½ per cent musicians' recording increase was generally favorable here. Many indies, tho they confess that the boost will do them no good, felt it could have been much worse and agreed that the musicians were entitled to the raise. Most also agreed that the wage boost will benefit musicians who wax there will be fewer musicians used in cutting indie wax wherever possible in order that added salary costs for dates could be pruned.

Many indies agreed that in addition to lowering the number of musicians (See *4 Days in New York, page 108*)

Those 4 Days In Hollywood; The Reaction

Plenty Coast Cutting

HOLLYWOOD, Oct. 19.—Settlement of AFM-Recording Company wage squabble in Chicago Thursday (17) brought a joint sigh of relief from recording quarters here and put an end to one of the wildest recording sprees seen in several years. Town's record firms, swarming with rumors of fantastic wage hike demands, spent the first half of the (See *4 Days in Hollywood, page 108*)

The Old Scales and the AFM's Original Proposals

Old Scales

Popular

\$30 per man per three-hour session during which not more than 10½ inches of recorded music is made on not more than four 10-inch master records. . . . Or not more than 15 minutes of recorded music is made on not more than three 12-inch master records.

Classical

\$28 per man per two-hour session, not to exceed 40 minutes playing time per hour.

Leaders and/or contractors to receive double pay in old scales and original proposals for new scales.

AFM Original Proposals

Popular

\$50 per man per hour (\$150 per man per three hours) during which hour not more than five minutes recorded music is made.

Classical

\$50 per man per two-hour session, not to exceed 40 minutes of playing time per hour, plus \$12.50 for each additional half-hour or fraction thereof, of which not more than 20 minutes is to be playing time.

Dopesters Try To Figure Petrillo's Fast Comedown

NEW YORK, Oct. 19.—Wildest stories following signing of the new pact with a 37½ per cent hike revolved about the possible reasons why Jar Petrillo and the AFM excc board dropped from their original 500 per cent increase demand to 50 per cent and then settled for 37½ per cent in short span of four days. One school of thought claims that some ins development took place in connection with the imminent hearing on Petrillo's alleged violation of the Lea Bill between the time the original 500 per cent proposal was made and the time of the 37½ per cent settlement. T

inside development is supposed to have been of such a nature as to scare the beegesus out of the AFM prexy and bring him down 450 per cent to his second offer of 50 per cent.

Hush-Hush AFL Angle

Another group of guessers hold that word came down from American Federation of Labor biggies telling Petrillo that the battle he had started for a 500 per cent jump in tootler scales was incompatible with some new and imminent national scheme of the AFL. This theory, of course, assumes that the AFL knew nothing of Petrillo's intentions prior to the AFM meeting with the diskers. Most competent trade observers consider this quite an assumption.

Advisors' Bum Steer

Third set of Monday morning quarterbacks say that Petrillo's advisors gave him a bum steer in urging him to shoot for the 500 per cent hike, and that AFM prexy discovered this shortly after the conferences with the diskers started.

Most of the record men who represented the industry at the meetings feel it was simply a case where they convinced Petrillo that the 500 per cent increase, or anything even approaching it, was entirely impractical and would hurt musicians rather than help. They don't, however, attempt to explain the AFM prexy's comparatively reasonable attitude in these negotiations, as against his previous somewhat more stubborn approach. Maybe, say some diskers, the old boy is just getting a little softer with age.

Stark Fills in Pro Mgr. Post at Paul-Pioneer

NEW YORK, Oct. 19.—Death of Ira Schuster left the post of professional manager open at Paull-Pioneer Music. Larry Stark is temporarily handling duties while the firm is mulling plans for the future.

Song that firm is working on, *Let's Put Our Hearts Together*, was writ-

Pubs, 802 Meet Re New Scale For Arranger

NEW YORK, Oct. 19.—While mu biz attention last week was focused sharply on the AFM-record company negotiations in Chicago, the publishers were quietly negotiating for new contract with Local 802, AI for arrangers, copyists, etc. El Shapiro-Bernstein heads the 1 committee which is carrying on negotiations. Shapiro says a number of points have already been agreed upon, with others still in negotiating stage. Unverified reports say that 802 originally proposed 100 per cent jump for the dood but that the pub negotiators had already whittled this down to 50 per cent. Final settlement will probably be considerably under 50 per cent. Next meeting between the pubs and the union is set for Monday (21).

Work Stoppage at Decca Plant

NEW YORK, Oct. 19.—While I ton Rackmill, Decca exec veepee, in Chicago with other disk reps trying on negotiations with the A last week, Leonard Schneider, Re the United Electrical and R Workers here, UERW workers Decca's New York plants walked Monday (14) over alleged and un closed grievances. Neither Schneider nor union officials cared to comment on the situation, but an early tlement was anticipated late week.

ten by Schuster and the late Rosenberg, both of whom died cently.

...OR MAN, WAS THAT CLOSE!

THE NEW AFM-RECORD MANUFACTURER CONTRACT

Effective October 21, 1946. Expires December 31, 1947

Popular Records

\$41.25 per man per three-hour session during which not more than 10½ inches of recorded music is made on not more than four 10-inch master records

or
Not more than 15 minutes of recorded music is made on not more than three 12-inch master records.

Leaders and/or contractors to receive double pay.

Overtime at same rate with any fraction of an hour considered a full hour.

An \$11.25 increase over the old scales per man per three-hour session.

Classical and Symphonic Records

\$38.50 per man per two-hour session, but not to exceed 40 minutes of playing time in each hour.

Leaders and/or contractors to receive double pay.

Overtime at same rate with any fraction of an hour considered a full hour.

A \$10.50 increase over the old scales per man per two-hour session.

Biz Ponders New Scales' Disk Effect

Less Men Per Unit Seen

NEW YORK, Oct. 19.—The ink had hardly dried on the new disk pact when record and music men began speculating on the probable effects the 37½ per cent jump in recording scales would have on the business. After the first relief over the fact that the increase was only \$11.25 per man per three-hour session for pop musicians and \$10.50 per man per two-hour session for the longhair lads, instead of 500 per cent over previous scales, most record men realized that the increase was still an item. In the face of rising costs in all items entering into the manufacture of disks it seems most platteries will try to maneuver so that the new scales will add as little additional as possible to the cost per disk.

Many Possibilities

Wherever it's practical the number of men in an outfit will probably (See Effect on Disks on page 108)

Mexican Masters & Nix to Truman Are Could-Have-Beens

NEW YORK, Oct. 19.—If the AFM had held out for anything approximating its original proposals, the disk industry would probably have been faced with a repetition of the 27-month disk ban which began in August 1942. Here are some of the developments which might have taken place.

Number of releases per week would have been cut down by all record companies, attempting to hold out as long as possible. Band leaders would scream at their agencies even louder than they now do to get them some airtime, preferably commercial, to keep the band alive. Same band leaders and their handlers would be hounding the diskers trying to get their platters released. Publishers would be doing likewise.

Another Mexican

As their supply of unreleased disks began to peter out, some of the smaller companies without a sufficient backlog would disappear from the scene. The supply of unreleased records of current and early future pops would soon run out, and record buyers wouldn't get any more current stuff, unless some disker could find a Mexican who had made masters of new pops, which the disker could buy from him. The disker wouldn't remember the name or address of the Mexican when the AFM queried him on it. Some platteries would start making a *capella* disks which wouldn't sell.

President Truman would wire AFM Prexy James Petrillo, asking him to lift the ban so that the American people could have the solace of music. Petrillo would wire Truman that he was sorry, but he couldn't lift the ban. Seven hundred, twenty two newspapers would write editorials denouncing Petrillo. Finally one of the record companies would steal a march on the others and sign with the AFM. Pretty soon the others would sign, too.

Diskers' Confab Co-Op May Lead to Nat'l Association

NEW YORK, Oct. 19.—Settlement of the new AFM record company contract at 37½ per cent, after the AFM had originally proposed increases as high as 500 per cent, is being attributed in many quarters to unprecedented

manner in which the representatives of the various diskeries worked together during the negotiations. This talk leads to the possibility of the manufacturers banding together in a national association.

Today's New Problems?

Tradesters who consider formation of such an intra-industry group likely pooh-pooh the cold-water tossers who claim that the disk manufacturers have never been able to work together and cite chapter and verse to show how they cut each other's throats at every turn. Believers in the probability of an effective manufacturers' association point out that negotiating new scales with the AFM is only one of the problems facing the industry today. Negotiations with other labor groups in the disk biz are equally important, as are any number of other pressing matters having nothing to do with unions or union negotiations.

BMI All Out at Chi as ASCAP Hosts D. C. Meet

NEW YORK, Oct. 19.—This week has foreign licensing biggies at the international federation meet in Washington beginning Monday (21), while Broadcast Music, Inc., radio's own licensing org., will be doing an all-out job in Chicago, beginning the same date, at the National Association of Broadcasters' convention.

While ASCAP is hosting the foreign performing rights toppers in an all-out manner, BMI has by no means fluffed the boys from abroad. In a quiet but persistent manner, the radio group's foreign department has managed to hold confabs with practically all of the foreign delegates at one time or another.

Cain in N. Y.; Cleffers May See Him; Hush On SPA-MPPA Front

NEW YORK, Oct. 19.—Tho a quiet stranger in on the Songwriters' Protective Association-Music Publishers' Protective Association contract situation on this week following the exclusive story in last week's issue of *The Billboard* reporting that the cleffers were forming a committee to investigate author James M. Cain's plan for leasing instead of selling copyrights, Cain's arrival in town seemed peculiarly propitious.

Cain's primary purpose in coming to New York was to address a group of authors concerning his plan under the auspices of the Authors' League. (See Cain in New York on page 112)

Cost of Cutting Longhair Disks Ups With Hike

NEW YORK, Oct. 19.—New AFM recording scales will hit the record companies hardest on their classical labels, according to plattery execs here. While the \$10.50 per man two-hour session (limited to 40 minutes of playing time per hour) jump seems innocuous enough at first blush, waxery execs point out that in most contracts with symph orks the record company pays the conductor a certain royalty, pays another fee to the symph association and then pays each of the individual musicians on the date. (In pop platter contracts the diskery makes its deal with the leader for a given advance against royalties, and the leader pays the musicians). A fast look at the number of tootlers in any classical or symphonic group, plus a little multiplication gives a quick picture of the difference in cost to the record companies of cutting a classical session under the old and the new scales.

Waxers Don't Plan Platter Price Jumps

But Possibility Remains

NEW YORK, Oct. 19.—Whether the 37½ per cent increase, which the AFM won for its diskings musicians will soon, or eventually, result in a record price increase was one of the more serious questions being mulled following signing of the pact. The record manufacturers, to a man, maintain that they are not going to raise platter prices, that such a raise under today's conditions would be tantamount to an automatic slashing of sales volume. One indie disker even went so far as to say that he was going to shoot for big enough production and sales to enable him to cut his price.

Recall 50 to 60-Cent Jump

Trade observers, however, recall that it wasn't too long ago when the majors said they wouldn't up the price (See No Jumps, Say Waxers, p. 112)

Will 37½% Hike Cue Hefty New UERW Demand?

NEW YORK, Oct. 19.—While majority of record manufacturers felt that the 37½ per cent increase granted the American Federation of Musicians wasn't too horrible a deal, the pessimist brigade pointed out the possibilities that the increase would result in tough demands from other unions with whom the diskers have (See What About UERW?, page 112)

Music Printers Mull Price Hike

NEW YORK, Oct. 19.—Music Printers' Association met this week to mull a general price increase for music printing. Dave Kuperman, of Kuperman & Del Guercio, said that nothing definite will be decided until around the first of the year. He said that raises in cost of paper and labor will necessitate the price boost for the music publisher. Kuperman explained that a hike in printing prices would be set on minimum and maximum levels determined by the size and capacity of the firm making the estimate.

Kuperman said that the music printers were still hard hit by the trucking strike. He said almost all of printing houses in the city were operating on a minimum without overtime and had completely dropped their night shifts. The printer added that the houses hardest hit were the firms that had specially built presses for bigger size music, such as folios, which require long runs and large quantities of paper to operate without loss.

RKO Link Seen In Atlas Buy of Musicraft Slice

NEW YORK, Oct. 19.—Sale of a piece of Musicraft Records to Atlas Corporation has the trade buzzing. Guesses have Floyd Odlum's organization tying a link between Musicraft and RKO Pictures, in which organization Atlas holds a controlling interest. Basis for these guesses is that the new MGM diskery and the hunt that Paramount Pictures has made for its own record dispensary might have given RKO similar ideas. Musicraft sources explained that the Atlas purchase into the diskery was the first such plunge for the holding corporation, and that, tho the investment ran into tidy figures, Jefferson-Travis still retained the controlling interest in the waxworks. Trade guesses on the Atlas investment ran around the million-dollar mark. In addition to selling a piece of the record firm, J-T disposed of its marine radio division to the Emerson Corporation for an undisclosed sum, leaving them with their Union Aviation Products plant, wire tape recorder and Musicraft. Combination of J-T and Atlas has many trade people feeling that Musicraft might have received the needed injection to bring the firm into the major category.

Music---As Written

NEW YORK:

E. B. Marks Music threw a cocktail party Thursday (17) afternoon in honor of Ernesto Lecuona. Highlight of party was introduction of Lecuona's score for *Carnival in Costa Rica* pic as performed by the composer at the keyboard and name Latin-American singers. . . . Art Tatum into the Downbeat on November 19. . . . Sam Donohue ork, all ex-navy vets, will appear on Navy Day ether celebration via NBC and Mutual. . . . Buddy Johnson ork to play a week at Newark's Adams Theater beginning December 12.

Sam Braverman, of Neisner Bros.' chain, was erroneously reported as dead in this column last week. It was another Braverman, not in the music biz. . . . Fran Warren, ex-Charlie Barnet chirp, goes into Claude Thornhill ork as replacement for Jeanne Shirley. . . . Murray Massey left Stevens Music to join Sammy Kaye's World and Republic firms as general manager.

Jimmy Saunders, Charlie Spivak vocalist, on two weeks' notice after backstage flareup during band's recent Paramount Theater date. . . . Continental diskery signed Machito and His Rumba Ork to waxing deal. . . . After six years with Barney Josephson's Cafe Societies, the Edmond Hall Sextet closed Uptown on October 19. . . . Manor Diskery to cut an Al Trace-Dona Davis version

of *Hansel and Gretel* with narration by Lew Lehr.

Paramount flick discovery, Olga San Juan, pacted with Mercury Records. . . . New Keynote 88-album feaiuros keyboarder Bernie Leighton with Dave Tough, Hy White and Trigger Alpert rhythm section. . . . Dead-pan chirp Pearl Bailey to appear in Paramount pic, *Variety Girl*. . . . Bridgeport, Conn., Operetta Guild presenting new musical comedy tabbed *Princess Yvette*. . . . *Boy! What a Girl*, Herald Pictures all-Negro flick, will be released on November 15. Pic features music of Sid Catlett ork, Slam Stewart Trio, Brown Dols and Ann Cornell.

CHICAGO:

Record execs who attended the AFM executive board meeting here this week reported that their recording supervisors worked 16 hours per day on the average, waxing artists before the AFM's increased scale took effect October 21. . . . Dave Baumgarten, of MCA's band location department, was father of a daughter, Judy, born Monday (14). . . . Richard Bradley and his National Recording firm, who hold Tower and Teagarden Presents labels, moved to new headquarters. . . . Mercury readying seven moppets albums for November 1 delivery. . . . Howard White, Omaha territory band booker, abandoned his Chi office.

KANSAS CITY:

Leo Pieper is moving his band from Vic Schroeder Agency, Omaha, to the McConkey (of Kansas City) banner, with Cole Keyes handling. Pact is inked for Pieper to play his first McConkey date in Club Casino, Quincy, Ill., opening November 12 for three weeks after a run of one-nighters thru South Dakota, Nebraska and Iowa after checking out of the Plamor. Beverly Easton, of St. Joseph, Mo., has joined the Pieper band as vocalist, and Pieper reports that with the return of Sid Jensen (third alto) from the service his pre-war "old guard" is back again on the stand.

Barney Jaffey, Tower Theater manager, who is handling bookings for Hotel Muehlebach's Terrace Grill, says he is booking bands into the spot on "band to band" basis. Don Reid's ork, there currently, is set for four-week run, winding up November 5. . . . Tommy Flynn's band is currently in the Penguin Room of the Continental Hotel, and Kenny White's ork is handling the Saturday night dances on the hotel's Sky-Hy Roof.

PHILADELPHIA:

Pat Patterson ushers in a season of public dancing at Castle Ballroom. . . . Clarence Fuhrman takes over the bandstand chores at Wagner's Ballroom. . . . Esy Morales dropping his batoning chores to head for the West Coast for a rest. . . . Joe Frassetto got-a bonus for his music-making for the Atlantic City Miss America pageant and also clinched the job for next year.

HOLLYWOOD:

Charles Calvert named musical director for indie Station KMPC, filling job vacated several months ago by Ted Steele. . . . Singer Ricky Jordan to record first three sides for Exclusive Records next week. . . . Ork fronter Leonard Sues goes on Mickey Rooney p.-a. tour, opening in Boston October 24. . . . Look for big shake-up of top brass at Pan American Records, with several partners eased out. . . . Mel Torme, Miguelito Valdes and blues singer Lead Belly all waxed batch of sides for Musicraft last week.

Harry Schooler on cross-country junket to sell his new musical game, Tune-O. Box-office gimmick now used by Aragon, Avadon and Santa Monica ballrooms. . . . Carmen Cavallaro

Benecke May Go Air Wax; Ork Changes

NEW YORK, Oct. 19.—Tex Benecke-Glenn Miller orchestra is cutting an audition transcription in Hollywood Thursday (24) for a proposed canned half-hour air show. Nationally known magazine may sponsor the 39-week series. Excuse for the use of the transcription gimmick is that ork booking schedules would not have to be shuffled in order to make room for the ether effort. Don Haynes, band's manager, is flying to the Coast today to supervise the cutting and editing of the audition disk.

Current Benecke vocal group, Crew Chiefs, will drop out in favor of Mello-Larks, a newly organized three boy and one girl group. Exit of the Crew group means loss of Artie Malvin and Lillian Lane, who had split single vocal chores with Benecke, and trumpeter Steve Steck, who doubled as part of the vocal group. Gary Stevens, Spivak vocalist of several years back, coming in to replace Malvin, Jack Steele, of the Glenn Miller AEF ork and recently with Ray McKinley, coming in to replace Steck, and there will be no replacement for the Lane chirp at the moment. Total band personnel will now total 36. Benecke was appointed dance band leader chairman for next year's March of Dimes drive last week. Ork will also play the half-hour army recruiting show over Mutual from November 9 thru December 7. On December 14 Benecke crew go on the Judy, Jill and Johnny show for 13 weeks, following which the band will return to the army recruiting shot as a regular feature.

broaking records at Ciro's. . . . Palladium boss, Maury Cohen, heads for Gotham this week on band-buying expedition. Cohen will be gone a month and expects to line up a batch of new attractions for next year.

LONDON:

Ted Heath and his ork doing a tour of the Scandinavian countries last week. . . . Reedman Joe Van Straten opened a six-string guitar factory in London with a "Competition to America" campaign as a leader.

Hey! Ba-Ba-Re-Bop and E-Bob-o-Leo-Bop carrying on in England where they left off in the States. . . . Rumba specialist Roberto Inglez had a narrow escape in an auto crack-up. . . . Ambrose and ork returned to London after their first post-war continental booking in Monte Carlo. . . . Twelve-year-old drum prodigy, Victor Feldman, drew a meaty role in a new London musical, *Piccadilly Hayride*. Hazel Bray, former Eric Winston chirp, also featured in the show.

Hamish Menzies is new pianist-vocal rave in Britain. . . . Woody Herman's Herd causing as much critical controversy in the United Kingdom as it did when their blast first hit the States. . . . Latest thing in British-produced radio-phonograph combinations sells for a mere \$868. Report has it that some of these gems are on their way to the United States where some trade observers feel they will be stone cold dead on the market.

Hicks' Way

NEW YORK, Oct. 19.—Press agents have been called lots of things, but a Hicks advertising agency publicity handout this week came out with a new one. It announced that Dagmar Van Haur was going to work for the firm as a "musicologist." Closer inquiry found Hicks officials admitting it was just a "new way of saying 'press agent.'"

A NEW Star IS BORN

BOOGIE WOOGIE AND BLUES Sensation

AMOS MILBURN

HIS FIRST HIT "AFTER MIDNIGHT" #159

Only on Aladdin RECORDINGS

4938 Santa Monica Blvd. Hollywood, Calif.

West Coast Meadowbrook And Trianon Cut to Week-Ends Only as Biz Drops

Aragon Adds Names; Others Try Promotion Hypos

HOLLYWOOD, Oct. 19.—With ballroom biz generally off 25 to 35 per cent, at least two spots threw in the sponge this week and curtailed operations to week-end nights only. Meadowbrook, in Culver City, and Trianon, South Gate, both decided against taking further losses on week nights. At least several others broadly hinted that unless biz picks up, they, too, will follow suit, rather than go into the red. Meadowbrook's Joe Zucca indicated that spot will shop around for bands in medium price range (\$3,500-\$4,000), abandoning its current big-budget bands which now run as high as \$7,000 weekly. Spot, now offering Harry James ork, shifted to Friday and Saturday operation this week. Terpey will probably scale down admish tariffs from current \$1.50 scale to about \$1 when the James engagement is over.

Horace Heidt's Trainon will be open Fridays, Saturdays, and Sundays beginning November 8, with Hoagy Carmichael's Stardusters set for a four-week run. Prices remain same (\$1 on Fridays and Sundays, \$1.20 Saturdays) and spot will add enlarged floorshows in effort to hypo b.o. Hall will be leased out to private parties on off nights.

Casino and Aragon 7 Days

Casino Gardens and Aragon, both Beach locations, will continue seven-day operations for present. Kermit Bierkamp, Casino manager, is currently launching a promotion drive to stimulate biz, and nothing definite will be decided until promotional campaign has been given a fair trial. Casino will run special events, including high school nights, "over 30" sessions of sweet music, and ballroom prize dance contests to be staged by the Eddys, well-known ballroom team. If promotion fails, however, it is believed spot may join other ballrooms in semi-shuttering, at least during winter months.

Aragon, currently housing the Jan Garber crew, has hypoed week-end biz by adding a second bigger name band. Cugat engagement last week-end grossed \$22,000 in three days, and Spike Jones ork is expected to do big biz this coming week-end. Hollywood's Palladium continues under present policy, having edge over other ballrooms by central location and top band policy. Avadon, newest downtown terp palace, is reportedly set to partially shutter.

Mark Warnow Inked by MGM Diskery for Broadway Album

NEW YORK, Oct. 19.—Mark Warnow, long-time *Hit Parade* conductor, has signed a long-term recording pact with the new MGM diskery. Warnow will cut his first sides in mid-November at Carnegie Hall for an album to be tabbed *Broadway Melodies*. Leader will guide 50-piece ork and a 16-voice chorus, in addition to the individual chirpchores of Betty Mulliner and Glenn Darwin.

Calling It

NEW YORK, Oct. 19.—In a pre-meeting story in the October 12 issue of *The Billboard*, which hit the newsstands and reached subscribers October 10, four days before the first AFM-record manufacturers meet on Monday (14), the following prediction was made: "... New scale is likely to be from \$36 to \$45 per man per three-hour session, as against the present \$30. ..." Actual new scale (see box in this department) is \$41.24 per man per three-hour session.

Pubs Flock to Platters With Plugs, Standards

NEW YORK, Oct. 19.—More plug tunes were scheduled for further in advance than have probably been skedded during any four-day period in the history of the music business, from Monday (16) when the first word came thru that the AFM was asking for approximately a 500 per cent jump in disk scales to Thursday (19) when the 37½ per cent settlement was effected.

Professional managers and their staffs covered every recording company in town, loaded with copies of their current plugs, their plugs for January, for next March, not to mention their standards and near standards. And plenty of the tunes were cut in the frenzied etching sessions in which a majority of the diskers indulged in an effort to build a backlog to withstand what everyone figured would be another 27-month ban on recording. Practically every studio in town was in use around the clock. A rumor that one disk session was taking place in the men's room at Lindy's, however, proved unfounded.

Album Reviews

LEARN TO DANCE THE RHUMBA

(Vogue Album V-102-1)
Apparently first of a series of projected albums, designed to provide the listener with a complete set of instructions how to sway in that south-of-the-border style, this album shapes up as an excellent vocal textbook on the rumba—step by step. Lessons are planned by Paul Shahin, Chicago radio teacher, and music is by Kiki Ochart's ork. Novel gimmick is the enclosure of a set of cardboard feet to be laid out on the floor, so you can't miss on where or when to put your tootsies when carving the one, two, three, kick. First three sides in the set find Narrator Ed Allen Jr. giving preliminary instructions on such essentials as "the hip movement," the left and right side step, the square, and the forward and backward side step. After preliminaries, Shahin calls out the numbers while the music starts and the student couple is expected to follow out the pattern of the cardboard feet on the floor. It's not as complicated as it sounds, and with the announcer's persuasive voice it actually gets easy. Fourth side in the set is a complete rumba, *Give Me All of Your Heart*, by Dick LaSalle and his Society Orchestra, tossed in for good measure. Piano solo and heavy Latin beat are outstanding features. On the album cover itself, a complete set of printed (See *Album Reviews* on page 137)

2 smash hits
by JOE LIGGINS
AND HIS
HONEYDRIPPERS

"TANYA"

BACKED BY

"BREAKING MY HEART"

NO. 231

"DRIPPER'S BOOGIE"

PART 1 AND 2

GREATER THAN THE HONEYDRIPPER

NO. 232

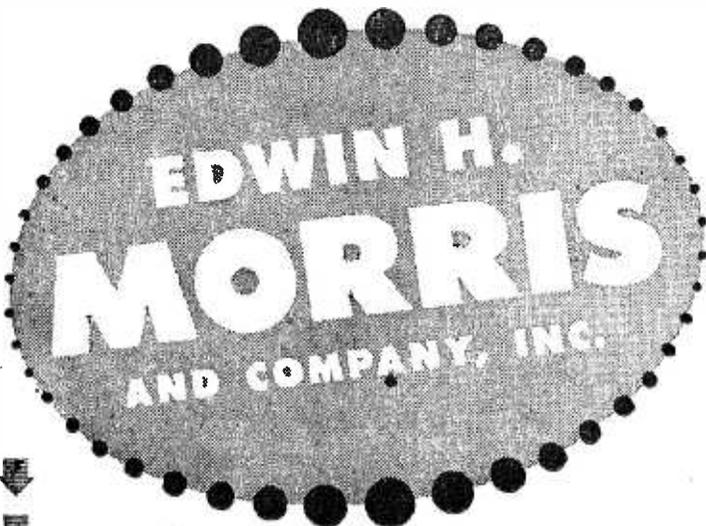
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ORDER FROM NEAREST DISTRIBUTOR



Here Comes
Another Smash Hit!

BY
JULE STYNE
AND
SAMMY CAHN
**THINGS WE DID
LAST SUMMER**

BING CROSBY	—	Decca
GEORGIA GIBBS	—	Majestic
HAL McINTYRE	—	Cosmo
VAUGHN MONROE	—	RCA Victor
FRANK SINATRA	—	Columbia
JO STAFFORD	—	Capitol

ON THE WAY
Coming Up Fast!

**GOTTA GET ME
SOMEBODY TO LOVE**

BY ALLIE WRUBEL
FROM THE SELZNICK PRODUCTION
"DUEL IN THE SUN"

RECORDS TO DATE*

BING CROSBY	—	Decca
TOMMY DORSEY	—	RCA Victor
JAN GARBER	—	Black & White
GEORGE PAXTON	—	Majestic
CLAUDE THORNHILL	—	Columbia
MARTHA TILTON	—	Capitol
ORRIN TUCKER	—	Musicraft

*LISTED ALPHABETICALLY

NEW YORK • CHICAGO • HOLLYWOOD

The Billboard
MUSIC POPULARITY CHARTS
PART I
The Nation's Top Tunes
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.
Week Ending October 18

HONOR ROLL OF HITS

(TRADEMARK)
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.
Position This Week Last Week

- 1. TO EACH HIS OWN** *By Jay Livingston and Ray Evans* **1**
Published by Paramount Music (ASCAP)
Records available: Don Byas Quartet, Savoy 640; Opie Cates Ork, 4 Star 1131; The Fleets 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 Poster, Lang-Worth; Dick Jurgens, Standard; Freddy Martin, Standard; Curt Massey, Standard; Novatime Trio, NBC Thesaurus; Silver Strings, MacGregor.
- 2. RUMORS ARE FLYING** *By Bernie Benjamin and George Weiss* **3**
Published by Oxford (ASCAP)
Records available: Andrews Sisters-Les Paul, Decca 23656; Hal Brooks Ork, BelTone BT-7012; The Brown Dots, Manor 1040; Billy Butterfield, Capitol 283; Frankie Carl, Columbia 37068; Harry Cool, Signature 15043; Saxie Dowell Ork, Sonora 3028; Tony Martin, Mercury 3032; Betty Rhodes, Victor 20-1944; The Three Suns, Majestic 7205; The Two Tones (Benny and George), Cosmo 504.
Electrical Transcriptions: Les Brown, World; Billy Butterfield, Capitol; Norman Cloutier, NBC Thesaurus; Joe Reichman, Standard.
- 3. FIVE MINUTES MORE** *By Sammy Cahn and Jule Styne* **2**
Published by Melrose Music (ASCAP)
Records available: Tex Beneke-Glenn Miller Ork, Victor 20-1922; Phil Brito, Musicraft 15066; Bob Crosby, Decca 18909; Skitch Henderson Ork, Capitol 297; Curt Massey, Cadet CR-265; Frank Sinatra, Columbia 37048; The Three Suns, Majestic 7197.
Electrical transcriptions: Chuck Poster, Lang-Worth; Curt Massey, Standard; Eddy Oliver, MacGregor; Joe Reichman, Standard; Charlie Spivak, World.
- 4. SOUTH AMERICA, TAKE IT AWAY** *By Harold Rome* **4**
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: Les Brown, World; The Coronettes, Standard; Aaron Gonzalez, MacGregor; Richard Himber, Associated; The Jumpin' Jacks, NBC Thesaurus; Joe Reichman, Standard.
- 5. OLE BUTTERMILK SKY** *By Hoagy Carmichael and Jack Brooks* **5**
Published by Burke-Van Huesen (ASCAP)
From the Universal film "Canyon Passage," sung by Hoagy Carmichael. Records available: Connie Boswell, Decca 18913; Hoagy Carmichael Ork, ARA 155; Helen Carroll and The Satisfiers, Victor 20-1982; Marie Greene, Signature 15040; Kay Kyser, Columbia 37073; Danny O'Neil, Majestic 7199; Paul Weston Ork, Capitol 285.
Electrical transcriptions: Elliott Lawrence, Associated; Russ Morgan, World.
- 6. YOU KEEP COMING BACK LIKE A SONG** *By Irving Berlin* **8**
Published by Berlin (ASCAP)
From the Paramount film "Blue Skies," sung by Bing Crosby. Records available: Jan August Rhythm Stylists, Diamond 2040; Bobby Byrne, Cosmo 503; Dennis Day, Victor 20-1946; Bobby Doyle, Signature 15039; Georgia Gibbs, Majestic 12000; Gordon MacRae, Musicraft 15889; Jeannie McKeon, Black & White BW-780; Dinah Shore, Columbia 37072; Jo Stafford, Capitol 297.
Electrical transcriptions: The Coronettes, Standard; Dick Jurgens, Standard; Elliott Lawrence, Associated; Russ Morgan, World; Jo Stafford, Capitol; Don Swan, MacGregor.
- 7. IF YOU WERE THE ONLY GIRL** *By Clifford Grey and Nat D. Ayer* **7**
Published by Mutual (ASCAP)
Records available: Joan Brooks, Musicraft 15033; Bob Chester Ork, Sonora 3911; Perry Como, Victor 20-1857; Dick Haynes, 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. SURRENDER** *By Bernie Benjamin and George Weiss* **6**
Published by Scepter 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; Shap Fields Ork, Manor R-765; Woody Herman, Columbia 36985; George Olsen, Majestic 7186; Tony Pastor, Cosmo 493; 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.
- 9. THIS IS ALWAYS** *By Mack Gordon and Harry Warren*
Published by Bregman-Vocco-Conn (ASCAP)
From the 20th Century-Fox film "Three Little Girls in Blue." Records available: Bobby Byrn Ork, Cosmo 406; Harry Cool Ork, Signature 15038; Joan Edwards, Vogue R-767; Jan Garber Ork, Black & White 397; Dick Haymes, Decca 18878; Lorraine Hogan, Musicraft 382; Harry James, Columbia 37052; George Paxton Ork, Majestic 7195; Betty Rhodes, Victor 20-1885; Jerry Sellers, Sonora 3913; Ginny Simms, ARA 154; Jo Stafford, Capitol 277; Anson Weeks Ork, Continental C-1194.
Electrical transcriptions: Les Brown, World; Elliott Lawrence, Associated; Joe Reichman, Standard; Jo Stafford, Capitol.
- 10. BLUE SKIES** *By Irving Berlin*
Published by Berlin (ASCAP)
From the Paramount film "Blue Skies," sung by Bing Crosby. Records available: Count Basie, Columbia 37070; Perry Como-The Satisfiers, Victor 20-1917; Morton Downey, Majestic 1046; Benny Goodman, Columbia 37053; John Hardee's Swingtut, Blue Note 513; Kaye Brothers' Ork, Stork ST-1014; Les Paul Trio, Decca 23553; Maurice Rocco, Guild 148; Maurice Rocco, Musicraft 427; The Smoothies, Apollo 1015; Phil Spitalny All-Girl Ork, Vogue R-733.
Electrical transcriptions: Blue Barron, Lang-Worth; Joan Brooks, Lang-Worth; Lee Castle, Lang-Worth; Norman Cloutier, NBC Thesaurus; Duke Ellington, World; Fred Feibel, Associated; Erol Garner, Associated; Mill Herth, World; Jumpin' Jacks, NBC Thesaurus; John Kirby, Associated; Johnny Long, World; Hal McIntyre, World; Billy Mills, Standard; Mario Morelli, World; Al Sack, Standard; Joe Saddy Trio, Lang-Worth; Martha Tilton, Associated; Al Trace, Lang-Worth; Lew White, Lang-Worth; Dick Winslow, Standard.



TOMMY DORSEY

and his Orchestra

THERE IS NO BREEZE

(To Cool the Flame of Love)

and

THIS TIME

Vocal refrains by Stuart Foster

RCA VICTOR 20-1985



CHARLIE SPIVAK

and his Orchestra

SO WOULD I

Vocal refrain by Jimmy Saunders and The Stardreamers

and

MY HEART GOES CRAZY

Vocal refrain by The Stardreamers

(both from Wesley Ruggles prod.

"My Heart Goes Crazy")

RCA VICTOR 20-1986



BILL NETTLES

and his Dixie Blue Boys
Vocal with String Band

TEARS HAVE WASHED AWAY YOUR SMILE

and

TROUBLE'S ALL I'VE EVER KNOWN

RCA VICTOR 20-1989



DEEP RIVER BOYS

Male Quartet
with piano, guitar and bass

FOOLISHLY YOURS

and

WILLIAM DIDN'T TELL

RCA VICTOR 20-1990



RCA VICTOR RECORDS





offer coin machine operators "playing life" as long as that of any other label on the market!*

*From a report of the Acoustic Testing Laboratories, Cleveland, an independent research firm: "We found Musicraft records to be completely interchangeable with the three major competing brands..."

Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Week Ending October 18



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 left musical; (M) indicates tune is in right musical; (R) indicates tune is available on records.

POSITION	Weeks to date	Last Week	This Week	SONG	Label
15	1	1	1	TO EACH HIS OWN (R)	Paramount
6	2	2	2	RUMORS ARE FLYING (R)	Oxford
11	2	3	3	FIVE MINUTES MORE (R)	Melrose
8	3	4	4	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
10	4	5	5	IF YOU WERE THE ONLY GIRL (R)	Mutual
4	6	6	6	OLE BUTTERMILK SKY (F) (R)	Burke-Van Heusen
2	12	7	7	YOU KEEP COMING BACK LIKE A SONG (F) (R)	Berlin
16	7	8	8	SURRENDER (R)	Santly-Joy
1	—	9	9	AND THEN IT'S HEAVEN (R)	Remick
5	8	9	9	I GUESS I'LL GET THE PAPERS (And Go Home) (R)	Campbell-Porgie
3	11	10	10	LINGER IN MY ARMS A LITTLE LONGER, BABY (R)	Bourne
6	5	11	11	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
23	10	12	12	THEY SAY IT'S WONDERFUL (M) (R)	Berlin
20	9	12	12	DOIN' WHAT COMES NATUR'LLY (M) (R)	Berlin
4	—	13	13	PRETENDING (R)	Criterion
11	15	14	14	I GOT THE SUN IN THE MORNING (M) (R)	Berlin
1	—	15	15	THE THINGS WE DID LAST SUMMER (R)	E. H. Morris

Week Ending October 4

The best selling sheet music for the week ending October 1, 1946, was omitted due to transmission difficulties. It is printed herewith for the record.

13	1	1	1	TO EACH HIS OWN (R)	Paramount
9	2	2	2	FIVE MINUTES MORE (R)	Melrose
4	5	3	3	RUMORS ARE FLYING (R)	Oxford
6	3	4	4	SOUTH AMERICA, TAKE IT AWAY (M) (R)	Witmark
8	7	5	5	IF YOU WERE THE ONLY GIRL (R)	Mutual
14	4	6	6	SURRENDER (R)	Santly-Joy
2	13	7	7	OLE BUTTERMILK SKY (F) (R)	Burke-Van Heusen
5	14	8	8	I'D BE LOST WITHOUT YOU (R)	Advanced
18	9	9	9	DOIN' WHAT COMES NATUR'LLY (M) (R)	Berlin
3	15	10	10	I GUESS I'LL GET THE PAPERS (And Go Home) (R)	Campbell-Porgie
25	8	11	11	THE GYPSY (R)	Leeds
1	—	12	12	LINGER IN MY ARMS A LITTLE LONGER, BABY (R)	Bourne
21	6	13	13	THEY SAY IT'S WONDERFUL (M) (R)	Berlin
4	15	14	14	THIS IS ALWAYS (F) (R)	Bregman-Vocco-Conn
4	15	15	15	PRETENDING (R)	Criterion

ENGLAND'S TOP TWENTY

POSITION	Weeks to date	Last Week	This Week	SONG	ENGLISH	AMERICAN
18	1	1	1	BLESS YOU FOR BEING AN ANGEL	Noel Gay	Shapiro-Bernstein
16	2	2	2	PRIMROSE HILL	Lawrence Wright	
13	3	3	3	DOWN IN THE VALLEY	Leeds	Leeds
3	4	4	4	LET IT BE SOON	Francis Day	
3	7	5	5	YOU KEEP COMING BACK LIKE A SONG	Chappell	Berlin
6	4	6	6	SO WOULD I	Chappell	Burke-Van Heusen
3	8	7	7	SWEETHEART WE'LL NEVER GROW OLD	Strauss-Miller	*
4	10	8	8	ALL THROUGH THE DAY	Chappell	Williamson
11	6	9	9	THERE'S A HARVEST MOON	Strauss-Miller	*
16	5	10	10	LAUGHING ON THE OUTSIDE (Crying on the Inside)	Campbell-Connelly	BMI
4	9	11	11	TO EACH HIS OWN	Victoria	Paramount
5	6	12	12	THE 'AMPSTEAD WAY	Chappell	Burke-Van Heusen
8	12	13	13	AREN'T YOU GLAD YOU'RE YOU?	Chappell	Burke-Van Heusen
10	15	14	14	DO YOU LOVE ME?	Chappell	Bregman-Vocco-Conn
1	—	15	15	ANY TIME AT ALL	Mac Melodies	*
8	13	16	16	ONE-ZY, TWO-ZY (I Love You-Zy)	Bradbury Wood	Martin
7	11	17	17	JOHNNY FEDORA	Leeds	Leeds
14	15	17	17	YOU ALWAYS HURT THE ONE YOU LOVE	Bradbury Wood	Sun
3	14	18	18	PUT ANOTHER CHAIR AT THE TABLE	Peter Maurice	Leeds
3	19	19	19	SIoux CITY SUE	Chappell	E. H. Morris
1	—	20	20	MAKE BELIEVE WORLD	Strauss-Miller	*

* 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.

- BLUE SKIES (Berlin), sung by Bing Crosby in Paramount's "Blue Skies." National release date—September 27, 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.
- I DON'T KNOW WHY (I Just Do) (Peist), in MGM's "Faithful in My Fashion." National release date—August 22, 1946.
- IF I'M LUCKY (Triangle), sung by Perry Como in 20th Century-Fox's "If I'm Lucky." National release date—September, 1946.
- OLE BUTTERMILK SKY (Burke-Van Heusen), sung by Honey Carmichael in Universal's "Canyon Passage." National release date—July 26, 1946.
- SEPTEMBER SONG (Crawford), in United Artist's "Knickerbocker Holiday." Released in 1944.
- SOMEWHERE IN THE NIGHT (Triangle), sung by Vivian Blaise in 20th Century-Fox's "Three Little Girls in Blue." National release date—October, 1946.
- THIS IS ALWAYS (Bregman-Vocco-Conn), 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.

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**CARL
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★ **NORA IRELAND** ★
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An Overture for Children
No. 1016
Part 1: ITS A WONDERFUL PLACE
Part 4: WE'RE ON OUR WAY TO MARKET
No. 1017
Part 2: TO THE VERY FINAL SWALLOW
SNIP, SNIP, SNIP
Part 3: NOBODY WANTS ME IF WE CAN BE TOGETHER AGAIN

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The Merry Macs

"Blend-singing" quartet of radio, stage, and screen fame.

Now recording for Majestic

... and here's their first exclusive recording for Majestic—the standout tune of Walt Disney's latest picture, "Song of the South."

Sooner or Later (You're Gonna Be Comin' Around)

backed by

There's Them That Do

With Mannie Klein & Orchestra on both sides.

Majestic No. 1084

Majestic

RECORDS

Studio: New York City Sales: St. Charles, Illinois
(Subsidiary of Majestic Radio & Television Corporation)

Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending
October 18

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, October 11, 8 a.m., and ending Friday, 8 a.m., October 18)

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 ACF 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 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 not 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.

Wk. to Date	TITLE	PUBLISHER	LIC. BY
10	And Then It's Heaven (R)	Remick	ASCAP
9	Blue Skies (F) (R)	Berlin	ASCAP
9	Don't What Comes Naturally (M) (R)	Berlin	ASCAP
9	Five Minutes More (R)	Melrose	ASCAP
9	For You, For Me, Forevermore (F) (R)	Chappell	ASCAP
22	I Don't Know Why (I Just Do) (F) (R)	Feist	ASCAP
22	I Got the Sun in the Morning (M) (R)	Berlin	ASCAP
13	I'd Be Lost Without You (R)	Advanced	ASCAP
2	If I'm Lucky (F) (R)	Triangle	ASCAP
15	If You Were the Only Girl (R)	Mutual	ASCAP
4	It's a Pity to Say Goodnight (R)	Leeds	ASCAP
12	Linger in My Arms a Little Longer, Baby (R)	Bourne	ASCAP
4	My Sugar Is So Refined (R)	Capitol Songs	ASCAP
3	Ole Buttermilk Sky (F) (R)	Burke-Van Heusen	ASCAP
3	Passé (R)	Feist	ASCAP
6	Rumors Are Flying (R)	Oxford	ASCAP
4	September Song (F) (R)	Crawford	ASCAP
9	Somewhere in the Night (F) (R)	Triangle	ASCAP
13	South America, Take It Away (M) (R)	Witmark	ASCAP
18	Surrender (R)	Santly-Joy	ASCAP
4	The Coffee Song (R)	Valiant	BMI
5	The Girl That I Marry (R)	Berlin	ASCAP
3	The Whole World Is Singing My Song (R)	Robbins	ASCAP
28	They Say It's Wonderful (M) (R)	Berlin	ASCAP
9	This Is Always (F) (R)	Bregman-Vocco-Conn	ASCAP
14	To Each His Own (R)	Paramount	ASCAP
5	Under the Willow Tree (R)	Witmark	ASCAP
13	Whatta Ya Gonna Do? (R)	Peter Maurice	ASCAP
7	Who Told You That Lie? (R) (M)	BMI	BMI
6	Why Does It Get So Late So Early? (R)	Harms, Inc.	ASCAP
7	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 tune is from a legit musical.

POSITION	GOING STRONG		Lic. By		
	Weeks to Date	Last 1 Week			
5	3	1.	RUMORS ARE FLYING	Frankie Carle (Marjorie Hughes)	Columbia 37089—ASCAP
13	1	2.	FIVE MINUTES MORE	Frank Sinatra	Columbia 37048—ASCAP
17	2	3.	TO EACH HIS OWN	Eddy Howard (Issued with two different "B" sides)	Majestic 7188—ASCAP
12	4	4.	TO EACH HIS OWN	Careless	Majestic 1070—ASCAP
10	5	5.	SOUTH AMERICA, TAKE IT AWAY	Freddy Martin	Victor 20-1921—ASCAP
10	—	6.	TO EACH HIS OWN	Bing Crosby-Andrews Sisters	Decca 23589—ASCAP
1	—	7.	FIVE MINUTES MORE	The Modernaires-Paula Kelly	Columbia 37063—ASCAP
3	—	8.	BLUE SKIES (F)	Three Suns	Majestic 7179—ASCAP
5	6	8.	THE COFFEE SONG	Count Basie (Jimmy Rushing)	Columbia 37070—ASCAP
1	—	8.	PUT THAT KISS BACK WHERE YOU FOUND IT	Frank Sinatra	Columbia 37089—BMI
7	—	9.	FIVE MINUTES MORE	Sam Donahue Ork.	Capitol 293—ASCAP
1	—	10.	THE THINGS WE DID LAST SUMMER	Tex Beneke-Glenn Miller	Victor 20-1922—ASCAP
1	—	11.	OLE BUTTERMILK SKY (F)	Frank Sinatra (Axel Stordahl Ork.)	Columbia 37089—ASCAP
2	9	11.	RUMORS ARE FLYING	Hoagy Carmichael	ARA 155—ASCAP
2	10	12.	RUMORS ARE FLYING	Betty Rhodes (Charles Dant Ork.)	Victor 20-1944—ASCAP
1	—	12.	RUMORS ARE FLYING	Tony Martin	Mercury 3032—ASCAP
2	8	13.	OLE BUTTERMILK SKY (F)	Billy Butterfield (Pat O'Connor)	Capitol 282—ASCAP
1	—	13.	RUMORS ARE FLYING	Kay Kyser	Columbia 37073—ASCAP
2	9	13.	PASSE	Andrews Sisters-L. Paul (Vic Schoen Ork.)	Decca 23666—ASCAP
1	—	14.	IF YOU WERE THE ONLY GIRL IN THE WORLD	Tex Beneke-Glenn Miller Ork.	Victor 20-1951—ASCAP
1	—	14.	FIVE MINUTES MORE	Perry Como (Russ Case Ork.)	Victor 20-1857—ASCAP
2	—	14.	CHOO CHOO CH'BOOGIE	Skitch Henderson	Capitol 287—ASCAP
9	7	14.	SOUTH AMERICA, TAKE IT AWAY (M)	Louis Jordan and His Tympany Five	Decca 23610—ASCAP
7	10	14.	TO EACH HIS OWN	Xavier Cugat	Columbia 37061—ASCAP
1	—	14.	PASSE	Ink Spots	Decca 23615—ASCAP
1	—	14.	THE WHOLE WORLD IS SINGING MY SONG	Margaret Whiting (Jerry Gray Ork.)	Capitol 284—ASCAP
9	7	15.	TO EACH HIS OWN	Les Brown	Columbia 37066—ASCAP
				Tony Martin	Mercury 3022—ASCAP

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
 Week Ending October 18

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.

Weeks to date	Position	Record	Label
Week	Last Week	This Week	
5	1	1. RUMORS ARE FLYING....Frankie Carle....Columbia 37089 <i>Without You</i>	
15	2	2. TO EACH HIS OWN.....Eddy Howard (Issued with two different "B" sides): <i>Cynthia's in Love</i> Majestic 7188 <i>Careless</i> Majestic 1070	
13	3	3. SOUTH AMERICA, TAKE IT AWAY (M)Bing Crosby-Andrews Sisters <i>Route 66</i>Decca 23589	
12	4	4. FIVE MINUTES MORE....Frank Sinatra....Columbia 37046 <i>How Cute Can You Be?</i>	
8	5	5. TO EACH HIS OWNInk Spots.....Decca 23615 <i>I Never Had a Dream Come True</i>	
11	6	6. TO EACH HIS OWN.....Freddy Martin....Victor 20-1921 <i>You Put a Song in My Heart</i>	
8	7	7. FIVE MINUTES MORE....Tex Beneke-Glenn Miller Ork. <i>Texas Tex</i>Victor 20-1922	
11	8	8. TO EACH HIS OWN.....Tony Martin.....Mercury 3022 <i>I'll See You in My Dreams</i>	
1	—	9. RUMORS ARE FLYINGAndrews Sisters-Les Paul.....Decca 23658 <i>Them That Has—Gets</i>	
1	—	10. THE COFFEE SONG.....Frank Sinatra....Columbia 37089 <i>The Things We Did Last Summer</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.

Weeks to date	Position	Album	Label
Week	Last Week	This Week	
6	1	1. Ink Spots Album <i>Ink Spots</i>Decca A-477	
53	3	2. Glenn Miller <i>Glenn Miller and Orchestra</i>Victor P-148	
11	4	3. Twilight Time <i>Three Suns</i>Majestic 1041	
13	2	4. King Cole Trio <i>King Cole Trio</i>Capitol BD-29	
3	5	5. Barber Shop Quartet <i>Mills Brothers</i>Decca 476	

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.

Weeks to date	Position	Record	Label
Week	Last Week	This Week	
70	1	1. Chopin's Polonaise <i>Jose Iturbi</i>Victor 11-8848	
54	2	2. Claire de Lune <i>Jose Iturbi</i>Victor 11-8851	
28	3	3. Jalousie <i>Boston Pops</i>Victor 12160	
44	—	4. Warsaw Concerto <i>Arthur Fiedler, conductor; Leo Litwin, pianist, Boston Pops</i>Victor 11-8863	
21	4	5. Warsaw Concerto <i>Andre Kostelanetz</i>Columbia 7443-M	

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.

Weeks to date	Position	Album	Label
Week	Last Week	This Week	
6	1	1. Rachmaninoff Concerto No. 2 in C Minor <i>Artur Schnabel, pianist, NBC Orchestra; Vladimir Goltschmann, conductor</i>Victor 1075	
36	2	2. Rachmaninoff Concerto No. 2 in C Minor <i>Rachmaninoff, Philadelphia Orchestra</i>Victor DM-58	
14	5	3. Tchaikowsky Nutcracker Suite <i>Eugene Ormandy, conductor, Philadelphia Orchestra</i>Victor DM-1020	
62	3	4. Rhapsody in Blue <i>Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor</i>Columbia X-251	
1	—	5. Tchaikowsky Nutcracker Suite <i>New York Philharmonic Symphony Orchestra; Rodzinski, conductor</i>Columbia MM-827	

First with the Fans



FRANK SINATRA **DINAH SHORE**

Singing these smash hits

FIVE MINUTES MORE
HOW CUTE CAN YOU BE?
with orchestra under the direction of Axel Stordahl
COLUMBIA 37048

THE THINGS WE DID LAST SUMMER

THE COFFEE SONG
(They've Got an Awful Lot of Coffee in Brazil)
with orchestra under the direction of Axel Stordahl
COLUMBIA 37089

WHO'LL BUY MY VIOLETS?
with orchestra under the direction of Mitchell Ayres

I MAY BE WRONG BUT I THINK YOU'RE WONDERFUL
with orchestra under the direction of Harry Bluestone
COLUMBIA 37140

YOU, SO IT'S YOU!
(from "Holiday in Mexico")
I'LL NEVER LOVE AGAIN
(La Borrachita)
with Xavier Cugat and his Waldorf-Astoria Orchestra
COLUMBIA 37090

What a set-up for flagging down the fans! Set 'em spinning!

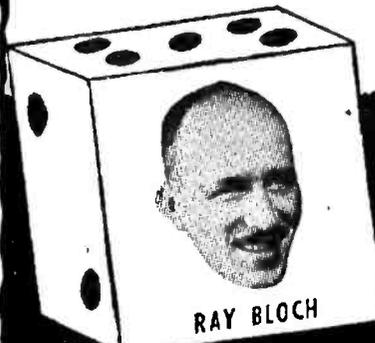


LATEST

Signature

"nickel naturals"

MAKE YOUR POINT-ROLL with SIGNATURE AND PICK UP THE CASH!



ESPAÑARLEM
JEALOUSY
RAY BLOCH

SIG. 15015



TURN THE KNOB ON THE LEFT TO THE RIGHT SOONER OR LATER WILL BRADLEY

SIG. 15049



HOLD ME, HOLD ME, HOLD ME THIS IS ALWAYS HARRY COOL

SIG. 15038



HARRY COOL

RECORDINGS PRODUCED BY BOB THIELE

Signature records
DISTRIBUTED BY GENERAL ELECTRIC SUPPLY CORPORATION

The Billboard MUSIC POPULARITY CHARTS PART V Juke Box Record Plays

Week Ending October 18



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	Last Week	This Week	POSITION		Record
			1946	1945	
6	2	1	1	1	RUMORS ARE FLYING—Frankie Carle (Marjorie Hughes) Columbia 37089
16	1	2	2	2	TO EACH HIS OWN—Eddy Howard (Eddy Howard) (Issued with two different "B" sides): Cynthia's in Love, Majestic 7188 Careless, Majestic 1070
12	3	3	3	3	FIVE MINUTES MORE—Frank Sinatra (Axel Stordahl Ork) Columbia 37048
12	4	4	4	4	SOUTH AMERICA, TAKE IT AWAY (M)—Bing Crosby-Andrews Sisters (Vic Schoen Ork) Decca 23569
9	5	5	5	5	FIVE MINUTES MORE—Tex Beneke-Glenn Miller Ork. Victor 20-1922
11	7	6	6	6	TO EACH HIS OWN—Freddie Martin (Stuart Wade) Victor 20-1921
9	6	7	7	7	TO EACH HIS OWN—Ink Spots Decca 23615
4	9	8	8	8	OLE BUTTERMILK SKY (F)—Kay Kyser Columbia 37073
2	11	9	9	9	RUMORS ARE FLYING—Andrews Sisters-Les Paul (Vic Schoen Ork) Decca 23656
13	10	9	10	10	TO EACH HIS OWN—Tony Martin Mercury 3022
1	—	10	10	10	RUMORS ARE FLYING—Tony Martin Mercury 3032
9	13	11	11	11	SOUTH AMERICA, TAKE IT AWAY (M)—Xavier Cugat Columbia 37051
5	12	12	12	12	I GUESS I'LL GET THE PAPERS (And Go Home)—Mills Brothers Decca 23638
2	—	13	13	13	OLE BUTTERMILK SKY (F)—Hoagy Carmichael ARA 155
3	15	13	13	13	RUMORS ARE FLYING—Betty Rhodes (Charles Dant Ork) Victor 20-1944
9	8	14	14	14	CHOO CHOO CH'BOOGIE—Louis Jordan and His Tympany Five Decca 23610
7	14	15	15	15	FIVE MINUTES MORE—Three Suns Majestic 7179
4	16	15	15	15	HOUSE OF BLUE LIGHTS—Andrews Sisters-Eddie Heywood Decca 23641
8	—	15	15	15	MY SUGAR IS SO REFINED—Johnny Mercer (Pied Pipers-Paul Weston Ork) Capitol 268
1	—	16	16	16	RUMORS ARE FLYING—Harry Cool Signature 15043
1	—	16	16	16	THE COFFEE SONG—Frank Sinatra Columbia 37089
3	17	16	16	16	SHANTY IN OLD SHANTYTOWN—Johnny Long Decca 23622
3	—	17	17	17	FIVE MINUTES MORE—Bob Crosby Decca 18909
1	—	17	17	17	FIVE MINUTES MORE—Skitch Henderson Capitol 287

Coming Up

Passo—Tex Beneke-Glenn Miller Ork. Victor 20-1951

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	Last Week	This Week	POSITION		Record
			1946	1945	
6	2	1	1	1	DIVORCE ME C. O. D. Merle Travis Capitol 290
9	1	2	2	2	WINE, WOMEN AND SONG, Al Dexter Columbia 37082
3	3	3	3	3	THAT'S HOW MUCH I LOVE YOU Eddy Arnold Victor 20-1948
1	—	4	4	4	SOMEDAY Gene Autry Columbia 37079
2	4	5	5	5	HAVE I TOLD YOU LATELY THAT I LOVE YOU? Gene Autry Columbia 37079
1	—	5	5	5	SHUT THAT GATE Ted Daffan and His Texans (George Strange) Columbia 37087
1	—	5	5	5	RAINBOW AT MIDNIGHT Bill Carlisle King 535

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	Last Week	This Week	POSITION		Record
			1946	1945	
11	1	1	1	1	CHOO CHOO CH'BOOGIE Louis Jordan and His Tympany Five Decca 23610
2	2	2	2	2	AIN'T THAT JUST LIKE A WOMAN? Louis Jordan Decca 23669
9	3	3	3	3	THAT CHICK'S TOO YOUNG Louis Jordan and His Tympany Five Decca 23610
23	—	4	4	4	R. M. BLUES Roy Milton Juke Box JB-504 Specialty SP-504
18	3	4	4	4	STONE COLD DEAD IN THE MARKET (He Had It Com-Louis Jordan-Ella Fitzgerald Decca 23546
22	—	4	4	4	DRIFTIN' BLUES Johnny Moore's Three Blazers Philo P-112

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending October 18

RECORD POSSIBILITIES

NO, DON'T STOP! Woody Herman Orchestra with vocal by Woody Herman... Columbia 37094

The jump urge is pronounced in this platter as the maestro chants it groovy for a blues rhythm ditty. Ditty is tailor-made for Herman's lyrical talents and it brings out the contagion mood in the chant. Band boys support with a solid rhythm setting that also shows off Bill Harris's trombone. Side is mated with a lush love lullaby, "Heaven Knows," for which maestro Herman gives full lyrical meaning with the vocal assist of The Blue Flames.

HOODLE-ADDLE Ray McKinley Quartet with vocal by Ray McKinley... Majestic 7207

With only the rhythm instruments of the band, Ray McKinley establishes the same blues boogie setting as he did many years ago with "Down the Road A Piece." And chanting in characteristic Delta fashion, whips up a real blues boogie pitch with the ditty. An original tune, it also takes in some fine piano and guitar pickings. Plattermate offers the full band for a smooth and full-fashioned exposition of "Passo," the torch importation, with Teddy Norman in good romantic voice for the lyrical articulation.

MISSOURI WALTZ Eddy Howard Orchestra with vocal by Eddy Howard and Trio... Majestic 1074

The waltz favorite of all the years is brought back with refreshing qualities in the persuasive vocal harmonies of Eddy Howard and the male threesome out of the band. And considering that the Howard singing style has caught on in a big way, his three-quarter time dreaming for this evergreen should make it blossom anew. Pipover finds another pleasant three-quarter timer with maestro Eddy singing it alone for the well-wishing "My Best to You."

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.

TEX BENEKE (Victor 20-1991)

Oh, But I Do—FT; VC. A Gal in Calico—FT; VC.

Both tunes from the forthcoming movie "The Time, the Place and the Girl," from the pens of Leo Robin and Arthur Schwartz, they are dressed up by Tex Beneke in a manner that arrests the attention for both the band and the songs. The blend of clarinets and saxes set the stage for the ballad, "Oh, But I Do," for which Artie Malvin articulates in romantic fashion. And at a faster clip, maestro Beneke and the harmonies of the Crew Chiefs make it attractive and fully rhythmic for "A Gal in Calico." Band beats it solid for the side with Beneke getting in a lick of his tenor sax.

Movie association may land both sides in the music boxes, in which event the Beneke biscuit will serve well.

KAY KYSER (Columbia 37095)

Huggin' and Chalkin'—FT; VC. The Old Lamp-Lighter—FT; VC.

Plenty in this platter to occupy the attention, particularly in the novelty rhythm ditty, "Huggin' and Chalkin'," which spins with a neat bounce beat. And more important, it's the boyish chanting of Jack Martin, assisted by the Campus Kids, for the unusual lyrical twist that packs plenty of contagion. Professor Kyser cuts it with plenty of rhythmic urge, which adds up to adaptation-getting for the side. Mated is a smooth spin for "The Old Lamp-Lighter," with Michael Douglas pouring out the lyrical nostalgia assisted by the Campus Kids.

Phono fans will delight in "Huggin' and Chalkin'."

DUKE ELLINGTON (Victor 20-1992)

Just Squeeze Me—FT; VC. Swamp Fire—FT.

With a terrific life to the beat, Duke Ellington has the horns fairly squeezing out the notes to make it a nicety for lds "Just Squeeze Me," for which Ray Nance provides the lyrical tease in top order. And for added attraction, there's more instrumental persuasion in the alto sax phrases of Johnny Hodges. The Ellington styling also blends with attraction with the familiar instrumental opus in Harold Mooney's "Swamp Fire," which also gives the maestro an opportunity to show off the fire in the hot horns.

The Ellington fans will favor "Just Squeeze Me."

CLAUDE THORNHILL (Columbia 37098)

Gotta Get Me Somebody To Love—FT; VC.

Yours Is My Heart Alone—FT.

It's real moonbeam music that Claude Thornhill creates for these melodies, the richly instrumented voices blending for harmonies rich in color creations that capture the imagination. This is especially true for Franz Lehar's beautiful melody, "Yours Is My Heart Alone," for which maestro Thornhill enhances with his

Steinway sparkle. Also taken at a slow tempo, and just as rich in color and harmony, is "Gotta Get Me Somebody To Love," a lush outdoor ballad from the movie "Duel in the Sun," for which Buddy Hughes, assisted by male voices, gives excellent lyrical articulation. For sheer masterful beauty Thornhill holds a top-drawer position all of his own.

If they appreciate Thornhill's music, they'll never get enough of these sides.

FREDDY MARTIN (Victor 20-1984)

On the Boardwalk in Atlantic City—W; VC.

I Wanna Know You Better Than I Do—FT; VC.

Spinning styled for dancing characterizes this Freddy Martin cutting. It's pert three-quarter timing for "On the Boardwalk" from the movie "Three Little Girls in Blue," with Stuart Wade and the Martin Men raising their voices in behalf of the wooden way in Atlantic City. And with three tempo changes, which dancers may not like too much, nevertheless maestro Martin makes it easy to take for the rhythm ballad, "I Wanna Know You Better Than I Do," with Clyde Rogers making the wordage count.

On the strength of the movie, phono ops may get something out of "On the Boardwalk."

BOBBY BYRNE (Cosmo 503)

Take It Slow, Taste the Vanilla—FT; VC. You Keep Coming Back Like a Song—FT; VC.

The Bobby Byrne aggregation displays plenty of rhythmic enthusiasm in its playing, with the maestro's trombone slides in high order. And with a bright heat for "Take It Slow, Taste the Vanilla," the spinning is entirely toe-tapping. However, the chanting of Karen Rich is lightweight stuff compared to the band's capabilities. While the gal has plenty of rhythmic feel, she unfortunately has no voice. More engaging piping is provided by Bob Hayden, in good baritone voice for Irving Berlin's "You Keep Coming Back Like a Song," with the maestro's sweet siphon slides bringing out the richness of the ballad melody.

The title "Take It Slow, Taste the Vanilla" will intrigue the phono fans if they won't come back for more.

WOODY HERMAN (Columbia 37094)

Heaven Knows—FT; VC. No, Don't Stop!—FT; VC.

Woody Herman rings the bell on both counts with his forthright chanting, while the Herman herd hold him up instrumentally with solid support. In the love lullaby mood, the maestro gives full meaning and voice to "Heaven Knows," with the harmonies of the Blue Flames banking the improvisings of the vibraphonist to sandwich Herman's own song selling. And in a contrasting chant, with the rhythm jumping, sings it groovy and great for a down-down lyric, "No, Don't Stop!," which

(Continued on page 32)

SEX APPEAL MEETS SAX APPEAL FOR "SOX" APPEAL



LILYANN CAROL and CHARLIE VENTURA

WITH CHARLIE VENTURA'S NEW ORCHESTRA

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

VOCAL BY LILYANN CAROL

FROM THE COLUMBIA PICTURE "DEAD RECKONING"

backed by "MISIRLOU"

A RHAPSODY BY AMERICA'S NO. 1 SAXIST CHARLIE VENTURA

NATIONAL RECORD # 7013 TO BE RELEASED OCT. 29

Watch this one... IT'S a Hit!



DICK THOMAS

who wrote and introduced SIOUX CITY SUE does it again with-

"I've Got a Gal in Laramie"

Written by DICK THOMAS and RAY FREEDMAN

backed by

I'M GONNA DRY UP MY TEARS

NATIONAL RECORD # 5013 TO BE RELEASED OCT. 29



Billy ECKSTINE

GOING GREAT!

I'VE GOT TO PASS YOUR HOUSE NATIONAL RECORD 9020

Joe TURNER

IT'S A SMASH!

MAD BLUES backed by SUNDAY MORNING BLUES NATIONAL RECORD 4009

DEALERS' OPERATORS' PRICES

4000, 5000 . 49¢ 7000 SERIES

9000 SERIES 65¢

NATIONAL Records

ANOTHER
JUKE-BOX CLICK
BY JOHNNY BLACK
WRITER OF
"PAPER DOLL"

RED
HOT

TOO MANY IRONS IN THE FIRE

RECORDED
BY

MILLS BROS. . . DECCA 23638
MODERNAIRES . COLUMBIA 37147
(WITH PAULA KELLY)
GINGER SNAPS . . . VICTOR 20-1960
TONY PASTOR COSMO 498
CURT MASSEY CADET CR205

Published by

EDWARD B. MARKS MUSIC CORPORATION
RCA BUILDING • RADIO CITY • NEW YORK, N. Y.

(Continued from page 31)

also offers an opportunity for Bill Harris to hit off some hot notes on the trombone. Count on both sides to catch on to make it a double-disk for the music boxes.

RAY MCKINLEY (Majestic 7207)
Passé—FT; VC.
Hoodie-Addie—FT; VC.

The McKinley men, with Teddy Norman in good baritone voice, lay down a smooth carpet for the cutting of "Passé," the imported torch chant. However, the kicks in the cutting belong to the mated side when maestro Ray goes down the road a-piece. The rhythm section making for a Ray McKinley quartet, the maestro chants characteristically for a catchy rhythm blues in boogie style that spins out as "Hoodie-Addie," an original tune that also takes in some fine piano and git-box tinkling, and at a lively clip.

There's real phono contagion in "Hoodie-Addie" for the young sets.

EDDY HOWARD (Majestic 1073-4)
My Last Goodbye—FT; VC.
Lynn—FT; VC.
Missouri Waltz—W; VC.
My Best to You—W; VC.

The maestro's intimacy in song making for the selling, it's a needle nicely for all the smoothness contained in these cuttings. Banked by sublime clarys and celeste tinkles, Eddy Howard fairly gushes in singing "Lynn," a lilting girlie serenade which is also his orchestration. For the second spinner Howard beats off a three-quarter time. Joined by the band trio of male voices, makes it a dreamy "Missouri Waltz." And on his own, sings it attractively for a tuneful well-wishing waltz melody, "My Best to You."

Popularity of the maestro will mean much in attracting coins to these sides, with the greatest attraction in his revival of "Missouri Waltz."

THE DARDANELLE TRIO

(Victor 20-1993)
September Song—FT; V.
When a Woman Loves a Man—FT; V.

While Miss Dardanelle is hardly expected to give Kurt Weill's "September Song" the boost it needs to assert itself as no less than the greatest song ever written, the gal is much at home with the lush lullaby. Piping to her own pianology, and adding a lick of her vibe hammerings, she displays a fine sense of lyric projection. Doesn't ring as true, however, for the mated torcher, also taken in the slow ballad tempo, Johnny Mercer's "When a Woman Loves a Man." And while there isn't the depth in her phoning to make the torch burn from way deep down, her staging and Steinelwaying, to which is added well-planned guitar pickings, makes for pleasant plattering.

Not enough substance here for the nickel machines.

TONY PASTOR (Cosmo 498 and 510)
My Neck of the Woods—FT; VC.
Too Many Irons in the Fire—FT; VC.
Margie—FT; VC.
Jalousie—FT.

Banked by a thorough rhythmic and smooth spinning aggregation, Tony Pastor gives good vocal and instrumental account for these cuttings. Tons is his rhythmic pattern for "Too Many Irons," a sentimental ballad that lends itself to the lo-lapping treatment. In a slow tempo, Pastor pipes nostalgic for the deep river music of Willard Robinson's "My Neck of the Woods," singing it for the entire side. A jump pattern is cut for "Margie," with Pastor's throaty piping plenty per for the familiar wordage, and calling on the gulf man to improvise on the melody. Band hits it hard and with plenty of beat for a rock version of the Largo "Jalousie," spinning as an instrumental with plenty of expanse for the maestro's torrid tenor saxing.

Plenty of nickels should be attracted to "Too Many Irons."

MARIE GREENE (Signature 15053)
To Each His Own—FT; V.
Doin' What Comes Naturally—FT; V.

It's soulful singing, getting under the lyric, as Marie Greene riffs out "To Each His Own" with full persuasion. Takes it at a slow tempo, her pipes banked by the sustained harmonies of the Merry-men, with instrumental support from the Bloch Four comprising piano and rhythm instruments. And at a brighter tempo, Miss Greene's song styling also makes for selling "Doin' What Comes Naturally." Plenty of warmth in this gal's pipes, altho selections are plenty dated.

Disking is for the home phones.

HAL MCINTYRE (Cosmo 491-494-499)
Should I Tell You I Love You?—FT; VC.
I'd Be Lost Without You—FT; VC.
Mabell Mabell!—FT; VC.
This Is the Night—FT; VC.
30 Miles an Hour—FT.
Please and Say It Isn't So—FT.

For the most part, these sides are late in hitting the disk marts. Nonetheless,

it's music that shows a high degree of development in Hal McIntyre's ability to gear his style to popular lines. The mated trombones and sax choir set an attractive stage for "Should I Tell You I Love You?" with Frankie Lester in good romantic voice for the Cole Porter lyric. And at a brighter beat, with McIntyre's alto sax pronounced, the rhythmic urge is also pronounced in the band's playing and Mamey Reed's singing for "I'd Be Lost Without You." Enthusiasm is lacking in both the singing and playing for "Mabell Mabell!" which has Johnny Turnbull handling the vocal chore. More attraction in the mating as Frankie Lester gushes, as does the maestro's alto, for a slow mood ballad, "This Is the Night." The McIntyre alto, in good tone and with sweetness, stands out for the band melody of "Please" and "Say It Isn't So." And also instrumental is "30 Miles an Hour," a riff opus that follows the stock pattern of all riff opuses.

Nothing in these sides that show any real phono promise at this late date.

SLIM GAILLARD (Majestic 9001-2-3)

Poppy Pop—FT; VC.
Slim's Jam—FT.
Dizzy Boogie—FT.
Flat Foot Floogie—FT; VC.
Mean Pretty Mama—FT; VC.
Early Morning Boogie—FT.

Of the six sides that introduce the prolific platterer Slim Gaillard on this label, only "Slim's Jam" is worth its shellac. And here it would have been better to carry the jam juice on to a second side instead of stopping short as it does. For here, with Slim providing live exhortations to the end of the horns of Jack Muck on tenor, John Birks on trumpet and Charley Parker on alto. For the other sides, there is some jazz interest in that they offer the alto styling of the late Charley Parker. As for gulf man Slim, he doesn't set off the kind of sparks associated with his efforts in live and scat singing. "Poppy Pop" is a meaningless doggerel for which bassist Tiny Brown adds scat. Slim and the boys revive "Flat Foot Floogie" but fail to freshen it. Gaillard's vocal growling is best for the slow race blues, "Mean Pretty Mama." "Dizzy Boogie," with Dodo Marmarosa beating the 88, is a faded carbon of "Hampton's Boogie," played sloppy. "Early Morning Boogie" spots Wini Beatty at the 88 but without any degree of distinction.

Hard to whip up any nickel enthusiasm for any of these sides.

LARRY CLINTON (Cosmo SS-704)

More Than You Know—FT.
I Don't Know Why—FT.

Two more standards in the label's Select Series which mean more in building up a catalog for the waxwork than in creating counter motion at the disk marts. Larry Clinton gives both of these familiar a bright setting, spinning them smoothly with muted trumpets, a sax choir and electric guitarist sharing the melodic lines which are followed closely. However, there is none of that Clinton imagination of old in the scoring, being the conventional commercial cutting that makes no deep impression on the disk or among the diskophiles.

Phono ops can easily skip these sides.

LOUMELL MORGAN TRIO (Apollo 1019)

Blues in the Night—FT; V.
Bow Tie Jim—FT; V.

One of the better combinations of piano, gulf and bass along the cocktailerie circuits, the Loumell Morgan (piano) Trio brings a refreshing and distinctive styling to the spinning sides. There is a high degree of individuality in their inton and harmony staging for "Blues in the Night." And also at a bright tempo, for Morgan's own rhythm novelty, "Bow Tie Jim," which shows off his Steinelwaying.

The familiar "Blues in the Night" spins with freshness here and may tempt the nickel spenders in a goudy manner.

THE TWO TONES (Cosmo 504)

Rumors Are Flying—FT; V.
I Left My Heart in Mississippi—FT; V.

Bennie Benjamin and George Weles have certainly proved their songwriting talents in penning "Rumors Are Flying." And while their honey harmonizing may serve well in demonstrating a ditty before the song publishers, such demonstration should be reserved for the private offices and not for the disks. And even when tackling a livelier "I Left My Heart in Mississippi," their intonations are still bad. Rhythm quartet for support not enough to drown out their amateurish singing efforts. Days should stick to their songwriting, which they do so much better.

Music ops can skip right by this experiment.

Billboard

MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending October 18



ADVANCE RECORD RELEASES

Table listing advance record releases with columns for record title, artist, and label. Includes records like 'A GAL IN CALICO', 'ADIOS A MI NOVIA', 'AMAPOLA', 'AMONG MY SOUVENIRS', etc.

(Continued on page 34)



GOT THE NO RECORD *SELAS BLUES?

*SPELLED BACKWARDS MEANS SALES!

Get relief this proven way . . .

Millions sold!

CALDONIA

LOUIS PRIMA - Majestic
ERSKINE HAWKINS - Victor

WOODY HERMAN - Columbia
LOUIS JORDAN - Decca

BUZZ ME

ELLA MAE MORSE - Capitol
LOUIS JORDAN - Decca

HENRY RED ALLEN - Victor
ALBERT AMMONS and SIPPY WALLACE - Mercury

IF IT'S LOVE YOU WANT (BABY THAT'S ME)

WOODY HERMAN - Columbia
HENRY RED ALLEN - Victor
ERSKINE BUTTERFIELD - De Luxe

LOUIS JORDAN - Decca
BUDDY RICH - Mercury
The CATS and the FIDDLE - Manor

AIN'T THAT JUST LIKE A WOMAN

LOUIS JORDAN - Decca
FRANKIE LAINE - Mercury

PAT FLOWERS - Victor
ERSKINE BUTTERFIELD - De Luxe

THAT CHICK'S TOO YOUNG TO FRY

LOUIS JORDAN - Decca

BILL SAMUELS - Mercury

DEEP RIVER BOYS - Victor

BANANA BOAT

THE STARLIGHTERS - Mercury

HAL McINTYRE - Cosino

LET THE GOOD TIMES ROLL

LOUIS JORDAN - Decca

GEECHIE SMITH - Capitol

YOU SATISFY

JESSE PRICE - Capitol

ANITA BOYER, RED NICHOLS - Mercury

GUESS I AIN'T BEEN LIVING RIGHT

WOODY HERMAN - Columbia

Rx Don't let up when Nature lets you down - Try these new cure-alls!

I RISE TO TELL MY DETERMINATION by SUNNY SKYLAR

TEXAS AND PACIFIC

by JACK WOLF FINE and JOSEPH E. HIRSCH

JACK, YOU'RE DEAD

by WALTER BISHOP and DICK MILES

I NEED YA LIKE I NEED A HOLE IN THE HEAD by AL STILLMAN and SEGER ELLIS

Earl Mills P.M.D.

PIC MUSIC CORP. ASCAP

PREVIEW MUSIC CO. BMI

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Chicago, Ill.

TOP TUNES ON TOP LABELS BY TOP ARTISTS

THE OLD LAMP-LIGHTER

Victor Record No. 20-1963—Sammy Kaye
 Columbia Record No. 37095—Ray Kyser
 Decca Record—Guy Lombardo (In preparation)
 Capitol Record No. 288—Hal Darwin
 Cosmo Record No. 502—Hal McIntyre
 Majestic Record No. 1061—Morton Downey
 Sonora Record No. 3026—Saxie Dowell
 Mercury Record No. 3033—Anita Ellis

FILIPINO BABY

Victor Record No. 20-1975—Texas Jim Robertson
 Decca Record No. 46019—Ernest Tubb
 Four Star Record No. 1009—T. Texas Tyler
 King Record No. 505—Cowboy Copus

RAINBOW AT MIDNIGHT

Decca Record No. 46018—Ernest Tubb
 Victor Record No. 20-1975—Texas Jim Robertson
 Majestic Record—Eddie Dean
 King Record No. 535—Carlisle Brothers

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CONTINENTAL RECORDS

BOOGIE AT ITS BEST!

"DOROTHY'S BOOGIE"
 "YESTERDAY"

Continental No. C-6033-A

"TIGER RAG"

"LIMEHOUSE BLUES"

Continental No. C-6034-A



FREDERICK BROTHERS' AGENCY, Inc.

NEW YORK

CHICAGO

HOLLYWOOD

(Continued from page 33)

IT'S ALL OVER NOW.....	Russ Morgan (Russ Morgan)	(HOLD ME)	Decca 18922
IT'S YOU I LIKE THE BEST OF ALL.....	Piccadilly Pipers-Bonnie Davis	(ILL PLAY)	Tune-Disk 101
I'VE GOT MY ONE WAY TICKET.....	Bailes Brothers	(DUST ON)	Columbia 37154
(To the Sky)	Wesley Tuttle and His Texas Stars	(WESLEY TUTTLE)	Capitol 321
I'VE LOVED YOU TOO LONG TO FORGET.....	Wesley Tuttle and His Texas Stars	(NO CHILDREN)	Capitol 321
JINGLE BELLS.....	Frank Sinatra (Ken Lane Singers-Axel Stordahl Ork)	(WHITE CHRISTMAS)	Columbia 37152
AL JOLSON ALBUM.....	Al Jolson		Decca 469
April Showers			
California, Here I Come			
Ma Blushin' Rosie			
My Mammy			
Rock-a-Bye Your Baby With a Dixie Melody			
Sonny Boy			
Swanee			
You Made Me Love You			
JULIA'S BLUES.....	Julia Lee and Her Boy Friends (Julia Lee)	(WHEN A)	Capitol 320
LA BAMBA.....	Hermanos Huesca (EL TORITO)		Peerless 2165
LA LUNA ENAMORADA.....	Esmeralda-Federico Baena Ork	(ADIOS MUCHACHOS)	Peerless 2197
LA PALOMA.....	Alonso Ortiz Tirado-Noe Fajardo Ork	(AMAPOLA)	Peerless 2033
LOVE.....	Judy Garland (Victor Young Ork)	(CHANGING MY)	Decca 23688
MAMBO.....	Sacasas Ork (Ruben Gonzalez) (I CHERISH)		Victor 26-9002
MAYBE SOME DAY.....	Tampa Red (CRYING WON'T)		Victor 20-1988
MI TRAGEDIA.....	Pedro Infante-Juan S. Garrido Ork (TU FELICIDAD)		Peerless 2355
VAUGHN MONROE'S DREAMLAND.....	Vaughn Monroe (Vaughn Monroe)		Victor P-160
SPECIAL ALBUM.....			
Did You Ever See a Dream Walking?			Victor 20-1866
Dreams (The Moon Maids)			Victor 20-1067
Drifting and Dreaming			Victor 20-1964
I'll See You in My Dreams (The Norton Sisters)			Victor 20-1964
I've Got a Pocketful of Dreams (The Moon Maids)			Victor 20-1065
Meet Me Tonight in Dreamland (The Moon Maids)			Victor 20-1065
My Dreams Are Getting Better All the Time			Victor 20-1967
My Isle of Golden Dreams			Victor 20-1065
GARRY MOORE ALBUM.....	Garry Moore		Decca 23597
Elsie, the Glow Worm			Decca 23597
Fugh, the Blue Ghu			Decca 23599
Little Red Riding Hood			Decca 23599
Orto to a Cow			Decca 23598
Randelay for a Rabbit			Decca 23598
Song Satire			Decca 23597
MOTHER GOOSE PARTY ALBUM.....	Dick Brown	Merry-Go-Sound TP-3	
(2 10")			
MUSIC FOR MEMORIES ALBUM.....	Paul Weston Ork		Capitol BD-37
All the Things You Are		I'll Be Seeing You	
Blue Moon		Love Locked Out	
Deep Purple		Somebody Loves Me	
East of the Sun (West of the Moon)		You Go to My Head	
MY PRAYER (Avant De Mourir).....	Mischa Borr and His Continental Ork	(SERENADE)	Victor 25-0070
NO CHILDREN ALLOWED.....	Wesley Tuttle and His Texas Stars	(WESLEY TUTTLE)	Capitol 321
NORA.....	Carl Brisson (Jerry Jerome Ork) (IRELAND)		Apollo 1021
NOT SO LONG AGO.....	Betty Sager and the Bluebonnet Serenaders	(I TIPPED)	Victor 20-1997
OH, BUT I DO.....	Tex Beneke-Miller Ork (Artie Malvin) (A GAL)		Victor 20-1991
ON THE BACK PORCH.....	Sunny Skylar (THE BEST)		Mercury 5004
PA RAM PAN PIN.....	Havana Cosmopolitan Ork (CACHITA)		Peerless 2232
PERFIDIA.....	Havana Cosmopolitan Ork (SIBONEY)		Peerless 2214
PRINCESITA.....	Alfonso Ortiz Tirado-Noe Fajardo Ork	(ADIOS MARIQUITA)	Peerless 2178
PROMISE.....	Jo Stafford (Paul Weston Ork) (THIS TIME)		Capitol 317
RAINBOW AT MIDNIGHT.....	Ernest Tubb (I DON'T)		Decca 46018
RECUERDO.....	Lira De San Cristobal (BLANCA)		Peerless 2127
ROCKIN' CHAIR.....	Roy Eldridge Ork (YARD DOG)		Decca 23697
RON Y COCA COLA.....	Durango Trio-Abel Dominguez Ork (BRASIL MORENO)		Peerless 2157
RUMPELSTILTSKIN ALBUM (2 10").....	Merry-Go-Sound Players		Merry-Go-Sound TP-1
RUSTY IN ORCHESTRVILLE ALBUM.....			Capitol BC-35
SANTA MONICA JUMP.....	Slim Gaillard Ork (Slim Gaillard-Tiny Brown) (THAT AIN'T)		Majestic 9004
SCREAMING AND CRYING BLUES.....	Blind Boy Fuller (SHE'S A)		Columbia 37155
SERENADE (Toselli).....	Mischa Borr and His Continental Ork	(MY PRAYER)	Victor 25-0070
SEVEN AT A BLOW ALBUM (2 10").....	Merry-Go-Sound Players		Merry-Go-Sound TP-2
SHE'S A TRUCKIN' LITTLE BABY.....	Blind Boy Fuller (SCREAMING AND)		Columbia 37155
SIBONEY.....	Havana Cosmopolitan Ork (PERFIDIA)		Peerless 2214
SILENT NIGHT.....	Jo Stafford (Lynn Murray Singers-Paul West Ork) (WHITE CHRISTMAS)		Capitol 319
SLAMBOREE.....	Don Byas (SMOKE GETS)		Arista 5001
SMOKE GETS IN YOUR EYES.....	Don Byas (SLAMBOREE)		Arista 5001
SONGS OF THE SOUTH AFRICAN.....	Josef Marais and His Bushveld Band		Decca A-471
VELD, VOLUME I, ALBUM.....			Decca 23690
Auntie Milna's Cooking the Sirup (Chorus)			Decca 23693
If Maria Married Me			Decca 23694
Jan Pierlewiet			Decca 23693
Ma Says Pa Says			Decca 23690
Old Johnnie Goggable			Decca 23692
Pity the Poor Patat (Chorus)			Decca 23690
Pretty Kitty			Chorus 23691
(1) Sugarbush (Vastrop); (2) The Capetown Girls (Chorus)			Decca 23689
(1) The Wanderer's Song; (2) Coon Walk With Me Tonight (Chorus)			Decca 23682
The Zulu Warrior			Decca 23694
(1) There Comes Alabama; (2) Train to Kimberley			Decca 23691
When Will We Be Married, Gentle?			Decca 23691

(Continued on page 113)

THE BILLBOARD
 1946-'47
**ENCYCLOPEDIA
 OF MUSIC...**

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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
ANOTHER NIGHT LIKE THIS (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
ANY WAY THE WIND BLOWS (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
COSTA RICA (Carnival in Costa Rica—20TH CENTURY FOX)	E. B. Marks Music Corp.	November 1
FIESTA (20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
FLAME BALLET (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
GOTTA GET ME SOMEBODY TO LOVE (Duel in the Sun—UNITED ARTISTS)	Edwin H. Morris & Co.	November 1
GUI-PI-PIA (Carnival in Costa Rica—20TH CENTURY FOX)	E. B. Marks Music Corp.	November 1
HARVEST SONG (Carnival in Costa Rica—20TH CENTURY FOX)	E. B. Marks Music Corp.	November 1
HYDE PARK ON A SUNDAY (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
I HAD TOO MUCH TO DREAM LAST NIGHT	ABC.....	(Restricted until further notice)
IF SPRING WERE ONLY HERE TO STAY (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
I'LL CLOSE MY EYES	Peter Maurice Music Co., Ltd.	December 1
I'LL KNOW IT'S LOVE (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
IT'S A GOOD DAY	Capitol Songs, Inc.	November 1
LAS CARRETAS (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
MARACAS (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
MI VIDA (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
MY HEART GOES CRAZY (New American title for English film "London Town")	Burke-Van Heusen, Inc.	November 1
PUNTO GUANACASTECO (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
RUMBA-BOMBA (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
SHHHHH!—DON'T WAKE THE BABY	Chelsea Music Corp.	December 1
SO WOULD I (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
THAT'S THE BEGINNING OF THE END (No Film)	ABC Music Corp.	November 1
THAT'S WHERE I CAME IN	Robbins Music Corp.	(Restricted until further notice)
THE 'AMPSTEAD WAY (London Town—J. ARTHUR RANK)	Burke-Van Heusen, Inc.	November 1
THE CHRISTMAS SONG	Burke-Van Heusen, Inc.	(Restricted until further notice)
WEDDING MUSIC (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
WHICH WAY DID MY HEART GO?	Chelsea Music Corp.	December 1
WHY DO MEN BRING OUT THE MOTHER IN ME? (Carnival in Costa Rica—20TH CENTURY-FOX)	E. B. Marks Music Corp.	November 1
YOU CAN'T KEEP A GOOD DREAMER DOWN	Burke-Van Heusen, Inc.	November 1
YOU'LL KNOW WHEN IT HAPPENS (No Film)	Bourne, Inc.	December 1



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THE LAZIEST GAL IN TOWN
BY FRANKIE AND HER BOYS</p> <p>JB-506 PINE TOPS BOOGIE WOOGIE
ECCENTRIC RAG
BY THE BAILEY SWING GROUP</p> <p>JB-508 FAT BOOGIE WOOGIE
LOVED AND LOST
BY OLLIE JACKSON AND HIS BAND</p> | <p>JB-509 BABY, GOT TO HAVE IT
YOU'LL MISS ME WHEN I'M GONE
BY OLLIE JACKSON AND HIS BAND</p> <p>JB-510 TAKE YOUR BIG HANDS OFF
HE'S GOT A PUNCH LIKE JOE LOUIS
VOCALS BY ALBERTA HUNTER</p> <p>JB-511 DON'T WANT NO MAN THAT'S LAZY
YOUR BREAD MAY BE GOOD, BUT IT
AIN'T AS GOOD AS MINE
VOCALS BY ALBERTA HUNTER</p> |
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JUKE BOX RECORD CO. INC., 7 W. 46th St., N. Y. C.

A Look at Vogue's Glamour-Puss Disk Plant and Viny Fabricators

DETROIT, Oct. 19.—Harassed by the shortage of plastic, which is also a major problem with other manufacturers, Tom Saffady, head of Vogue Recordings, has moved to install his own plant here for fabricating the vinylite which is an essential ingredient in the picture disks. Process, known as calendering, is a bottleneck in the production of records from vinylite and Vogue is believed to be the first record plant to put in its own equipment for this purpose—something fairly comparable to a metal-processing plant establishing its own steel mill.

Motors Needed

Saffady and Al Lynus flew out to the West Coast to get the principal machinery required from a rubber plant out there. This is now installed and the new calendering plant is all set to turn as soon as controls for the 150-h.p. motors required can be obtained.

The new addition will take the raw vinylite and turn it out in strip form for use in the record presses, relieving Vogue of dependence upon other fabricators and the uncertainties of truck transportation. Work was done for a time as a courtesy by the Bakelite Corporation, sole supplier of the raw vinylite, and lately by a company in Ohio, but transportation difficulties constantly hampered production.

Saffady says the capacity of the calendering plant is sufficient to turn out raw stock for 1,000,000 records a month. Vogue is now producing about 300,000 disks monthly and expects to step up within two months to 500,000. The output will be up to the million-disk figure with three-shift operation, according to Al Lynus, technical chief. Actual increase in production is now being held down by top naval priorities set on vinylite, which is being used to coat naval vessels, but this priority is scheduled to be released within the next two months.

Ups Plant Cost to Mil

Vogue execs say cost of the calendering plant is around \$80,000, bringing the total cost of the record plant to approximately \$1,000,000. Coincident with the disclosure of the vinylite plant, details of the record plant itself, which has had a large part of the industry guessing for at least a year past, were disclosed to the press for the first time during a visit to the plant by *The Billboard* correspondent.

Plant now has facilities to turn out records complete from raw material to finished product under one roof—from the recording and the raw vinylite to the complete disk. Recording facilities, like just about everything else in the plant, appear to have not only the most up-to-date equipment but a series of special Saffady touches in the way of improvements. The recording studio, in charge of Harvey Dodge, formerly of American Sound-casting Company, has been rented on a number of occasions by other record companies for their sessions.

Aluminum, received in large coils, is stamped out for the center cores, which makes the disks unbreakable, in one section of the plant and prepared for the presses or a production line paralleling the plastic line. The aluminum and plastic meet up at the presses, which have Saffady-devised time and temperature controls.

42 Presses Now, More To Come

The paper labels, incidentally, are the only items not made in the plant—and the chief problem in scheduling a regular flow of production because of the difficulties involved in getting out four-color printing. There are at present 42 of these presses, with 12 more to be delivered, each with a

capacity of 40 disks per hour. Excess plastic trimmed off the disk after pressing is salvaged and re-used in the new calendering plant. The record itself is budded on a new machine developed at this plant to assure a smooth edge. There are a series of other special tricks of technique in the process, particularly in producing the mothers and stampers from the original masters or down, mostly too technical for treatment here.

New Home Record Player To Use Film Recordings

CHICAGO, Oct. 19.—Home record playing sets, which utilize pieces of film and operate on the same principle as the sound track of a motion picture, are being evolved by Audionics, Inc., Gotham firm, which was repped at the AFM conclave here this week by H. A. Howell, chairman of the board of the firmery. Howell said that he hoped to contact some of the record reps at the AFM confab in Chi with his record gimmick.

Firm claims to have player, which operates on photo-electric cell principle, which will furnish one hour of music with 100 feet of standard-size movie film. Cell picks up images on film, which are transmitted to record player speaker. Howell claims cost of film records will be 50 per cent of shellac platter cost, will have much higher fidelity for photo-electric cell, can pick up large number of impressions on film, and tests with specially coated film have shown that records will last from 8 to 10 years' playing.

Philly's Negro Disk Jock

PHILADELPHIA, Oct. 19.—Something new in radio disk jockeying has been added to the local scene this week. With local radio boasting a bumper crop of disk jockeys of every sort, WHAT is the first station here to add a Negro lad to spin the platters. Slotted after midnight from 1 to 2 a.m., WHAT airs the city's first Negro disk jockey in Ramon Bruce.

Calling his spinning "Ravin' with Ramon," and sponsored by the Premier Record Shop, Bruce is an avowed hipster. Not only are the selections geared to the hot jazz and blues, but all announcements and chatter are in jive talk. Much of his fan mail is from listeners asking him to interpret his language.

Gray Into Chi Sherman

CHICAGO, Oct. 19.—Glen Gray, who switched the banner of the Casa Loma band from GAC tutelage to MCA several weeks ago, will make his first Chi p. a. in almost three years when he opens December 6 for four weeks at the Hotel Sherman.

Cherce Chirps

NEW YORK, Oct. 19.—Charlie Spivak went deep into the heart of Brooklyn to find the vocal quintet who are to join the band for its Hotel Pennsylvania date late this month. They will assume the Spivak vocal group title, the Stardreamers. Group is trained and arranged by Charlie Ryan, ex-Three Smoothies, and is made up of five Brooklynites, Margaret Manning, Naomi Mann, George Salerno, Frank LoPinto and Chick Gallico. Spivak has been playing his Paramount engagement without a vocal group.



Something
NEW in HOT
JAZZ—

CHARLIE SHAVERS' QUINTET

ON THE NEW VOGUE
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ON THE STAND

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

Eddy Howard

(Reviewed at Casino Gardens, Ocean Park, Calif., October 16. Booked by Music Corporation of America.)

TRUMPETS: Bob Capelli, Ken Myers, Sid Commlings.

TROMBONES: Harry Hestelinger, Jimmy Pithk, Eddy Howard.

SAXES: Norman Lee, Andy Polleh, Tom Martin, Cecil Gullickson, Alden Pallock.

RHYTHM: Pete Roth, bass; Sam Tannen, drums; Ed Radtke, piano.

VOCALISTS: Ken Myers, Norman Lee, Eddy Howard.

ARRANGERS: Ken Myers, Norman Lee, Hil Radtke, Lon Quadling, Tom Dean.

Due to his top-selling Majestic recording of *To Each His Own* Howard's crew is currently riding the popularity crest. Band is a simple, sweet combo, with no frills or flourishes. While the crew, as now constituted, will never zoom to the top of the pop ladder, this type of danceable, easy-to-listen-to music is readily acceptable to the majority of terpseters.

Book leans heavily on sweet stuff, with the bulk of arrangements built around Howard's vocalizing and occasional solo rides on the tram. For good measure the ork offers plenty of old standards and an occasional jump or novelty tune to satisfy the jitterbugs.

For fullness and color Howard depends heavily on the five-man reed section which carries the bulk of the melodic burden, only occasionally bowing to brass. Rhythm section is a bit on the weak side and might use a guitar for help on the beat.

Vocally, Howard does a competent job, spotlighted in ditties such as *The Girl I Marry, Why Does It Get So Late So Early?* and the oldie *I Only Have Eyes for You*. Sidemen Ken Myers and Norm Lee join Howard to form a sweet trio. Myers rides solo on novelty tunes like *Frim Fram Sauce*.

Carmen Cavallaro

(Reviewed at *Ciro's*, Hollywood, October 7. Booked by Music Corporation of America. Road manager, Al Dale.)

TRUMPETS: Tony Lipe, Ben Arden, Charles Cognata.

SAXES: Jack Schildkret, Joe Forchetti, Dick Mulliner.

STRINGS: Tony Maratea, Teddy Jesselson, Eddie Koski.

RHYTHM: Frank Granata, bass; Andy Agello, drums; George Harris, guitar; Carmen Cavallaro, piano.

VOCALIST: Gloria Foster.

ARRANGER: Sid Feller.

The "poet of the piano" is packing them in nightly at Hollywood's swank *Ciro's*. An ace showman and 88-er, Cavallaro has molded a comparatively small ork into a velvety-smooth background for his solo work. Without Cavallaro, ork would have none of its luster and sparkle.

Arrangements are as unpretentious as possible, avoiding anything but the simplest intros and segues, and designed solely to spotlight Carmen, which is as it should be. There is little opportunity for solo breaks for sidemen, altho trumpeter Tony Lipe, saxer Jack Schildkret and violinist Tony Maratea get in an occasional lick or two. String section is prominently featured behind Cavallaro. Mike in piano sounding board accents tone.

Book is definitely sweet with a smattering of south-of-the-border tunes tossed in. Ork, however, never gets schmaltzy. Book leans to pops. But oldies such as *How Deep Is the Ocean?*; *Zing, Went the Strings of My Heart*, and *I've Got You Under My Skin* are beautifully showcased by Cavallaro at the keyboard. Thrush Gloria Foster adds soft, feminine touch and registers in the ballad department. Gal does best with *Adventure, Surrender*, and *To Each His Own*. At show time, Gal scored with well-delivered *South America, Take It Away*.

Freddie Slack

(Reviewed at the Band Box, Chicago, October 4. Booked by Associated Booking Corporation. Personal management, Maurice Dulce.)

TRUMPETS: Jack Mootz, Ernie Figueroa, Ken Wygal.

TROMBONES: Jack Newman, Rog Ingman, Tom Hardin.

SAXES: Don Brassfield, Howard Davis, Bill Hood, Everett McLaughlin, Jack Ordean.

RHYTHM: Freddie Slack, piano; Gene Englund, bass; Al Hendrickson, guitar; Dave Coleman, drums.

VOCALISTS: Dottie Ann Dare, Al Hendrickson.

ARRANGERS: Phil Moore, Everett McLaughlin, Frank Devenport, Tommy Todd, Lou Gottlieb.

Back in the business after a year and a half off the bandstand, Freddie Slack's name has been kept alive by Capitol disk releases, notably his own tune, *House of Blue Lights*. Band is on string of location bookings and present stand will be followed by theater dates. Band is good musically, but will probably need some strong novelty number, preferably comedy, to put it across for stage fare.

Crew is very much on the jump side, featuring some up-to-the-minute impressionistic jazz, in addition to solid work on the standards. Book is limited. Ork is packed with good jazzmen, Don Brassfield, tenor; Jack Ordean, alto once with Kenton; Kenny Kygal, trumpet; Al Hendrickson, guitar, and Jack Newman, who looks like TD but doesn't emulate the "Sentimental Gentleman" on tram. Boys step down for specialties often, as well as holding down solo parts of some good arrangements. Slack rates biggest mitt for his well-known recorded boogie tunes, all of which have been recorded.

Best basic unit is rhythm section, with saxes next best. Band is still in the formulative stage, with personnel changes still coming, but six weeks more work should iron out personnel shifts. Vocal department needs sharpening up with Al Hendrickson, who's doing his first crooning, lacking stage presence. He is almost rigid at mike and needs more voice than he now musters to make up for lack of stage savvy. Dottie Ann Dare does the vocals on numbers that Ella Mae Morse made for Capitol with Slack and she does a pretty fair job of aping la Morse to good mitt.

El Lawrence's. Solid \$2,427 At Bridgeport Ritz Terpery

BRIDGEPORT, Oct. 19. — Elliott Lawrence, in for a one-nighter at the Ritz Ballroom here Sunday (13), drew 1,517 persons, and with admission at \$1.60, grossed \$2,427.20. According to McCormack and Barry, operators of the ballroom, the Lawrence ork was considered one of the best to play this spot.

On September 30 Gene Krupa drew 1,085 persons at \$1.80, grossing \$1,953. Shep Fields played the spot October 6, drawing 1,082 persons at \$1.30 and grossing \$1,406.60. Tomorrow Johnny Bothwell will make his initial appearance here.

El's Late Moon

NEW YORK, Oct. 19.—Elliott Lawrence penned an original tune called *Once Upon a Moon*, which he and his ork cut for Columbia. Song was also cut by Freddy Martin on Victor and Bob Eberle on Decca, and these two versions will reach the market before the composer's own waxing of his tune is released.



KING RECORD CO.

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MISSOURI
HANK PENNY

KING 535
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DON'T TELL ME YOUR WORRIES
BILL CARLISLE

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Enterprise, Latest Indie To Get EMI Export Biz Boost

NEW YORK, Oct. 19.—A number of independent record manufacturers is slated to pick up some extra coin by sale of their disks in England, Europe, South America, Australia and other foreign countries thru arrangements with Electrical Musical Industries, Ltd., of England. The big British disk combine has already made deals with Musicraft, and this week closed a deal with Enterprise Records in Hollywood, thru Irving Mills, repping the English disk manufacturers and distributors. Enterprise deal calls for EMI to pay artists a 3 per cent royalty on records sold in foreign countries.

Enterprise is shipping masters of disks by Rudy Vallee, Pat Friday, organist Collins Driggs, Paul Page, John Gary and Norwood Smith to England for pressing by EMI. In the Musicraft deal the English record combine expects to do a hefty business with Artie Shaw platters and particularly with Duke Ellington's disks when Musicraft starts to cut them November 1.

Victor All Out in Drive To Build L. Greene Ork

NEW YORK, Oct. 19.—RCA Victor is going to give hitherto unknown Larry Greene and his orchestra an all-out push toward fame via the promotion disk route. Reason is that Greene is a piano-playing maestro, and is the only such talent on the Victor roster. Victor loses Duke Ellington, last of the RCA piano-playing leaders, to Musicraft November 1.

In order to compete with the other majors, each of which has a piano-playing leader of some repute on its roster, the diskery is planning a campaign, based on disk jockey plugs, counter promotion and heavy publicity for Greene. This marks the second young band which the RCA firm recently has marked for all-out plugs, the other being the Herbie Fields' ork.

McKinley Barberton Hi a 1st

AKRON, Oct. 19.—Ray McKinley's band set a precedent in the Akron district Thursday (17) when the orchestra played a concert-dance in the Barberton High School gymnasium exclusively for teen-agers. Barberton is a town of 30,000, adjacent to Akron.

District high school students only will be admitted to the gym, and inasmuch as the dance is being held on a school night the program will run from 7:30 to 11:30. Dance will be preceded by an hour's concert of swing compositions arranged by Eddie Sauter.

Dance comes as result of McKinley's recent engagement at Palace Theater here and his appearance on teen-age recording program of Alan Freed, of WAKR. Reaction of teen-agers was so good Freed made the arrangements for the Barberton dance.

Gross With FB Chi Office

CHICAGO, Oct. 19.—In an effort to strengthen their coverage of the Midwest territory Frederick Bros. here this week announced acquisition of Gary Gross, formerly associated with a Chi office set up by Howard White, Omaha booker, who skedded heavily thru these smaller outlets in the territory.

It Pays To . . .

NEW YORK, Oct. 19.—Indie Keynote Records, which claims in its advertising to have the greatest shellac content per record, had 11 sacks of shellac stolen from its Hollywood branch. Loss was estimated at \$2,000 in actual cash value. Keynote sources in New York didn't expect such a boffo reaction to their shellac content publicity.

Kaycee Biz Still Okay, Says Pla-Mor's Wittig

KANSAS CITY, Mo., Oct. 19.—Ballroom ticket sellers in this area still are keeping plenty busy despite reports of a lull in the dance trade in other sections, according to Will H. Wittig, manager of Pla-Mor Ballroom. Wittig said he had expected a tapering-off after the war, but he hasn't seen any sign of it yet.

Harry Cool's 17-man troupe rolled up a \$2,550 gross Saturday (12), and Victor Lombardo is expected to do nearly as well tonight. Wittig said Cool chalked his K. C. date up as his best one-nighter. Leo Pieper's crew played the week nights.

Wittig has scheduled the following line-up of name orks for his spot: Frankie Masters (November 2), Tommy Tucker (9), Henry Busse (16) and Tony Pastor (23). Location band the rest of this month will be Don Glasse, with Lee Williams taking over October 30 and being replaced November 13 by Walter Bloom. George Winslow will take over the week-night baton November 20 thru December 1.

Howard Pulls "Rickshaw"

NEW YORK, Oct. 19.—Melody Lane, a Southern Music subsidiary, working all out on a sleeper song, *The Rickety Rickshaw Man*. Majestic waxing by the hot Eddy Howard ork gave the Ervin Drake tune sufficient impetus to average a sheet sale of 2,000 copies a day for the past three weeks.

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Is It True?
My First Love Letter From You

UNIQUE MUSIC PUBLISHERS AND RECORDING CO.
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Carle Re-Signs With Columbia

NEW YORK, Oct. 19.—Pianist-ork leader Frankie Carle has renewed his contract with Columbia Records. Deaf is a term agreement for an undisclosed amount guaranteed Carle per year.

Carle's renewal with Columbia spikes rumors which had the pianist going with the new M-G-M diskery or other firms at the conclusion of his present waxing pact.

Hines Regains Eyesight

NEW YORK, Oct. 19.—Earl Hines regained the sight of his right eye after protracted surgery had been made. Hines was blinded in the right eye after a serious auto accident several months ago. Plastic surgery has removed facial scars that were left from the accident. An 88-er, he has been playing dates with his band in dark glasses. Next major Hines booking is set for November 22 at the Riviera Club in St. Louis.

Church Orks?

HARRISBURG, Pa., Oct. 19.—A recommendation that orks be part of church service programs "to add to variety in the worship period" was made this week by Dr. Horace C. Geisel, principal of John Harris High School, Harrisburg, in a talk at the annual convention of the Dauphin County Council of Christian Education. "An inspiring song leader" would be the keystone of the set-up as suggested by the high school head.

Berle, Garrett, Greene For Rodgers-Hart Album

NEW YORK, Oct. 19.—RCA-Victor is preparing an album of Rodgers and Hart songs featuring Milton Berle, Betty Garrett, Marie Greene and Vic Damone. Chirp Greene was loaned out to Victor for these sides by her contracted diskery, Signature. Ork for the album will be led by Lehman Engel.

Altman to Black & White

HOLLYWOOD, Oct. 19.—Black & White Records, Hollywood indie plattery, has named Bruce Altman, formed department, handling all sales promotion. Altman will head newly formed department handling all sales promotion, advertising and publicity for the firm. Plattery Prexy Paul Reiner indicated addition of new department was in line with firm's expansion program.

MCA Signs Canuck Thrush

VANCOUVER, B. C., Oct. 19.—Juliette, Vancouver thrush who has been chirping over CBS's national net and with Mart Kenny's band for the past seven years, has been signed by MCA on a seven-year contract. She was on Alan Young's program in Toronto before he hit the big time in the U. S.

"That's the Last Straw"
AND IT AINT HAY IN YOUR CASH REGISTER

OZIE WATERS and the PLAINMEN

COAST RECORD 237

ONCE IN A BLUE MOON

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"AIN'T MISBEHAVIN'"

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Royalty Fund And Scales Wind Up Together

NEW YORK, Oct. 19.—Significant factor in the new AFM-diskery contract is the fact that the pact expires December 31, 1947. The trade agreement covering amount of royalty per record sold, which the record companies pay the musicians' union, expires on the same date. In other words, come January 1, 1948, the diskers will be sitting down with the AFM to discuss not only new wage scales and working conditions, but the royalty fund as well.

Some record men feel the '48 confab will make the one just concluded look like a tea party with heavy cream and plenty of sugars. Most record men, however, feel there are plenty of immediate problems to worry about and are content to cross the '48 bridge when they come to it.

Masters Free, Clear, Says ARA Receiver; Peer, MGM, Bidding

HOLLYWOOD, Oct. 19. — ARA Records goes on auction block Tuesday (22) in Hugh Dickson's bankruptcy court. Entire works will be offered intact or piecemeal, including masters. Bankruptcy court officials denied reports that masters could not be used until creditors and AFM had exacted alleged royalty fees and other claims. Max Fink, attorney for firm's receiver, stated no claims of any kind can be made against masters, and that purchasers will obtain unrestricted use. Fink estimated that ARA had invested over \$75,000 in unreleased masters, which include sessions by Lionel Barrymore, Georgie Jessel, Ferde Grofe, Judy Canova, Smiley Burnette, Ginny Simms, and others.

Peer, Cohen and MGM Maybes

Trade circles speculated, however, on value of masters to new owners, holding that unless creditors (which include AFM as well as artists and publishers) are paid off, buyer would be prevented from using masters in any way. Speculation as to plattery purchasers centers around Ralph Peer with Maurice Cohen, Palladium owner, as a dark horse. MGM Records is also reportedly angling for firm, altho seemingly interested only in big stockpile of shellac, valued at more than \$186,000.

Gale Gets Gates and Weed

NEW YORK, Oct. 19.—Moe Gale Agency signed the Golden Gate Quartet and the Buddy Weed Trio to management pacts this week. Quartet will continue to be booked by Music Corporation of America, while the Weed group will be booked from the Gale office. Gale Agency replaced Herman Levin as the Golden Gate group's management.

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Two or 3 gaily colored gummed labels and 1 tab in cellophane packet for leading record albums—retails profitably at 10¢. Self-storing displays available. Endorsed by educators and parents. Send for sample packet and complete information.

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8925 Belmont Lane Milwaukee, Wis.

E.T. Probabilities
NEW YORK, Oct. 19.—AFM negotiations with transcription companies continue beginning Tuesday (22). For trade opinion on probable developments in connection with these negotiations see story in the Radio Department this issue.

Huddleston's Round In Court Tussle Vs. Old Pied Piper Pals
HOLLYWOOD, Oct. 19.—Superior Court Judge Alfred Paonessa nixed demurrers filed by Max Fink, attorney for the Pipers and Jo Stafford, joint defendants in legal battle growing out of three suits filed against Pied Pipers by ex-Piper Johnny Huddleston. Demurrers sought to define which of three pending suits Huddleston will press when case comes to trial. Jurist ruled that it made little difference which suit Huddleston pushed, as long as he could charge violation of a written contract.

Job Back and \$ Wanted
Huddleston has based claims on fact that Pipers refused to take him back into the fold upon his release from military service, and that since he was a partner in the combo he was entitled to damages plus a percentage of the profits. Crooner filed two separate suits in Superior Court, one for \$150,000 damages, the other for an accounting of the profits, plus a third suit, filed in Federal Court, in which he contends that he was an employee and therefore entitled to old job back under the G.I. Bill of Rights.

Huddleston has between now and time case goes to trial to decide upon which of three contracts to base his claim. All contracts were pactcd at same time, each different in text from the others. Pipers, thru attorney Fink, will deny existence of alleged partnership, claiming such partnership was dissolved when Jo Stafford left group to do solo trick. Huddleston's spot was taken over by Hal Hopper, with June Hutton joining group in place of Miss Stafford. Chuck Lowry and Clark Yocum are other members of the foursome.

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IVORY JOE HUNTER
HAS SOCKED THE JUKE MARKET EVEN HARDER THAN WE EXPECTED WITH HIS LATEST ORIGINALS
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Legit Next for AFM In Philly; Air Rates Seem Likely To Hold
PHILADELPHIA, Oct. 19.—Having cleaned up its work in the nitery, hotel and ballroom field, local musicians' union is thinking in terms of price hikes for other musicians. Apart from the symphony men, who have just received new contracts with higher pay, Local 77's exec board is now formulating new demands to be made of the legitimate theaters in town. Negotiations for the new agreement, which are expected to include a price hike for the pit men, will begin in late November or early December. City's four legit houses all operated by the Shubert interests.
As for the radio studio toolsters, local union is expected to renew its present contracts with the local stations without changes when they expire in January. Radio men had their demands met in the current 1946 contract.

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Name

Address

City Zone State

Django on Duke's Concerts

NEW YORK, Oct. 19.—Django Rheinhardt, French jazz guitarist who is being brought over to the United States by the William Morris

Agency, has been set to play as a single with the Duke Ellington ork on its series of concerts, which begin in New York on November 23 and 24. Concerts will also feature Ellington's newest serious work, *Deep South Suite*.

Diskers, Orks, Pubs: Hospital Vets Need Record Pre-Releases

NEW YORK, Oct. 19.—Following letter from disk jockey at Tilton General Hospital at Fort Dix, N. J., is self-explanatory. It gives record manufacturers, distribs, band leaders, singers and publishers an opportunity to make life a little more pleasant for wounded army veterans at Tilton. All disks should be sent direct to Disk Jockey Robins at address listed. Here is the letter:
To the Editors:

I'm a disk jockey for the Armed Forces Radio Service at their Radio Station WTGH, here at Fort Dix (Tilton General Hospital), N. J. We are faithful subscribers to your magazine, *The Billboard*. We have a constant listening audience of 5,000 patients from all sections of the country. Our listening audience differs quite a bit from the regular trend of average listeners. The greatest difference is that most of them have been overseas for varying lengths of time and who have been cut away from the general music trend here in the United States, and they remember only those tunes and orchestras that were popular when they left the States. Therefore, they request those tunes more often than they do the coming crop of new tunes. Their requests have a trend toward blues, ballads and bands which do not feature the screaming brass sections. Jump orchestras and combos are readily received only in the afternoons and evenings, the specific hours being from three in the afternoon until nine in the evening. From nine to 10 they want the sweet and ballad type of music.

56 Hours Daily

I think I should explain our hook-up, which is quite different from any station on regular networks. We have a studio distribution system consisting of four channels (or stations). On Channel 1, we present classical music; Channel 2, popular and swing music; Channel 3, variety shows (*Breakfast Club*, *Burns and Allen*, *Give and Take*, *Radio Theater of the Air*, etc.), and Channel 4, is our information, news and sports channel. We are on the air 14 hours a day, from eight in the morning until 10 in the evening, which isn't much by the clock, but with four simultaneous programs, it becomes 56 hours of programing daily, which is 32 hours more than any radio station puts out.

Tchaikowsky and Strauss Favos

Another interesting observation we have discovered is that symphonic music presented with a brief story of the life of the composer, and the reasons behind each composition, has drawn a remarkable listening audience of patients who would not ordinarily listen to the classics at all. This subtle lesson in music appreciation has made composers such as Beethoven, Bach, Debussy, Rimsky-Korsakoff, Prokofieff and Ravel hospital corridor by-words, with Tchaikowsky and Strauss standing well above the others.

We also have a problem which I hope you can help us on. It pertains to popular music. We purchase our records once a month (around the first of each month), and then we are unable to purchase until the first of the following month. Any records that are re-released during the month that are true hits are bought up immediately, and we are having quite a time trying to get these new hits before they become "obsolete".

Our library fund reaches a grand total of \$100 a month, and this is for both classical and popular records. We have four sources of records, however: *Thesaurus* (N. B. C.) li-

brary, which doesn't give the new tunes the proper rendition they deserve; Armed Forces Radio Service library which records tunes only after they have become established hits; V-Disks we receive once a month (15 records average), covering everything from symphonies to jazz, and finally, our record purchase of \$100 a month.

I was wondering if it was possible thru your magazine to receive pre-releases of new recordings which would enrich our record library, also giving patients a complete coverage of popular music, and we, in turn, would plug these recordings for the companies and artists.

We are now running 28 hours of record shows daily, and six of these hours are exclusively request (classical and popular). During these request programs, I can gather information as to which tunes are heading in what direction when they are finally released.

I hope the information I have given you in this letter will prove to be of interest to you, and perhaps you'll help us with our little problem.

At this time, I would like to extend an invitation to you and any members of your staff to come down and visit us at your convenience. Give me sufficient notice, say a day or two, and we'll have a staff car meet you at the railroad station in Trenton, N. J., and bring you here to the hospital for a real close-up of what we have and what we are trying to do.

Yours in radio,

WINSTON H. ROBINS,
STATION WTGH,
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RECORD HIT OF THE WEEK
I'M IN THE MOOD FOR LOVE
HILDEGARDE — CARMEN CAVALLARO
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ANNOUNCES ITS INITIAL CATALOG—
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By Stan Rochinski—Junior Spangler—Bob Roberts
THE VETERANS' SONG
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Three New Spots Start in Philly

PHILADELPHIA, Oct. 19.—With musical bars making for the major activity after dark, next week brings three new cocktaileries to the local scene. Major interest centers in the new Ocean Room at the Drake Hotel, with the Herbert Ayers Trio teeing off to mark the first musical entertainment at the swank hostelry.

Also on the downtown scene is Eddie Mitchell's new musical bar, bowing Tuesday (22) with the Don Glazer Quartet. In the nabes, new Club Macombo joins the local circuit, lighting up with Jimmy Golden, pianist who left Billy Eckstine's band to bow with his own quartet. Includes Al Steele, Tenor sax; Charlie Rice, drums, and Shrimpie Anderson, bass.

Frisco Bars Ordered To Have Food Available

SAN FRANCISCO, Oct. 19.—Bar owners here must be prepared in 30 days to serve a hot meal to any customer who asks for one or face loss of their liquor licenses. That was the statement made by George Reilly, board of equalization member, after the State Supreme Court ruled Thursday (17) that serving drinks without having food available in a public place isn't legal.

Sandwiches are not enough, Reilly said. Actually, 95 per cent of the city's bars already are equipped to serve food. They have to have the equipment to obtain a license. The other 5 per cent got by since up to now the liquor enforcement agency had no clear definition of what food had to be served.

IN SHORT

New York:

Eddie South ork opening at Cafe Society Uptown October 22. . . . Bill Peterson, of CRA office, convalescing from foot ailment. . . . Andrews Sisters and Tony Pastor ork into Paramount Theater December 18. . . . Bookers Al Dow and John Stein angling to bring Fridolin's Continental Revue into New York. Troupe is currently working in Montreal. . . . Major Bowes' Graduates into National Theater, Louisville, October 17 for one week. Said to be first Bowes' unit in four years. . . . Jean Sablon goes into Wedgewood Room of Waldorf-Astoria for four-week return date October 31.

Dorothy Douglas bowed at Village Vanguard Monday (21). . . . Korn Kobbler end a four-year stay at Rogers' Corner this month for 10-week theater tour, after which they will return to spot. . . . Four Step Brothers packed to hooking contract by Gale, Inc. . . . New Brooklyn supper club, Stardust Room, Hotel St. George, slated to bow October 23 with Marjorie Dean and Charles Turecamo ork.

Marie Wilson in town on vacation from Ken Murray's Hollywood Blackouts. . . . Linda Parrish opens November 11 at Esquire Club, Montreal.

Detroit:

Carl Vincent moved into Vogue Lounge after a long run at Tropics in Wolverine Hotel. . . . Dardanelle and Her Men of Music opened remodeled Cafe Burgundy for fall season. . . . Pete Angle, who has his own cocktail unit in addition to being musical director of WJBK, is opening his own lounge at Five Points, suburb. . . . William H. Lanksbury has taken over Caravan Gardens from Mrs. George Kangas. Louis Corsini's five-piece unit is booked in indefinitely for dancing.

Elgin Mason, former local booking agent, is returning to Los Angeles, where he is now in the p. c. business, after a visit with his family here. . . . Jim Deland and Wendell Mason, singing pianists, opened October 7 at Chancellor Lounge in Barium Hotel. Les Brown is new emcee at Club Stevadora.

Philadelphia:

Bob Hall takes over the lead at Frank Palumbo's Cafe. . . . Embassy Club re-lights with Jerry Cooper, Josephine Delmar and Phyllis Claire heading opening revue. . . . Modernaires with Paula Kelly new at Ciro's. . . . Gracie Barrie and Mark Bolero top new revue at Latin Casino. . . . Lily Ann Carol, ex-Louis Prima diva, added starter at the Coronet. . . . Pearl Williams new at the Hi-Hat Musical Bar.

Jimmy Hamilton heads new fall revue at Hopkins Rathskeller. . . . Johnny Cahill returns to Kainer's Rathskeller. . . . Jack Griffin heads the new revue at Ralph Puppio's Cumberland. . . . Harry McKay and Daisy Mae usher in new season at Roman Grill. . . . Warwick Hotel opened its newly decorated Warwick Room this week with Bob Grant's band and Donald Richards' vocals.

St. Louis:

Professor Lamberti set at Crystal Terrace, Park Plaza Hotel, for two weeks starting October 25. . . . Joe Schirmer Trio in Steeplechase at Hotel Chase. . . . The Novel-Aires with vocalist Jean Webb in Merry-Go-Round, Park Plaza. . . . Jack Herbert, comic, at Club Continental, Hotel Jefferson, with the Gaywoods, ballroom dancers. . . . Maxine and Her Violin featured in Rendezvous Lounge. . . . Carmen La Favre ork rounding out first year at Crystal

Terrace. . . . Ernie Young's ork will open the new Lord Baltimore Room, Hotel Maryland, first week in November.

Vancouver:

Mills Brothers opened at the Palomar Supper Club Monday (14). . . . Jack Teagarden ork into the State Theater for a week Sunday midnight matinee (13).

Elcota and Beatrice head line-up at the Cave. . . . Bert Niosi, Canada's king of swing, playing terp dates here sponsored by War Memorial Committee. . . . Ernie Buchana and His Music moved from the Embassy to Pender Auditorium.

Miami:

Lou Walters may produce a girl show at the Frolics in addition to Latin Quarter duties this winter. . . . Patsy Shaw now warbling at Don Richards Famous Door where she opened October 2. . . . Tommy Dowd, comedy magician, added to Clover bill. . . . Birthday party honoring Dot Raymer, Miami News drama ed, held at Famous Door.

West Coast:

West Coast tour skedded by Miles Ingalls for Constance Moore, pic star, was canceled due to the strike. Miss Moore has now gone back to work in pix.

Doc Parker Trio draws an indefinite hold-over at El Toro Club, Albany, Calif. . . . Jesse Price Quartet set for Brass Rail, Glendale. . . . Joyce Wellington, pianist-thrasher, moves to Bonanza Club, Reno, Nev., middle of month. . . . Four Barons set for Boulevard Club, Cour d'Alene, Idaho. . . . The Cutters, instrumental quartet, making four sides for Rhapsody Records. . . . Men of Note set for La Casita, Riverside, Calif. . . . Vivian Green going into Colony Club, Oakland.

Hunter Gray held over for another four weeks at Zanzibar, Sacramento. . . . Roy Milton Sextet, now on Eastern personal appearance tour, slated to hit West Coast end of year with bookings in L. A.'s Million Dollar and Lincoln theaters set for January. . . . Frontier Girls returning for another stint at Oasis, Yuma, Ariz. . . . Evanna Cotton going into San Diego's Stork Club middle of month. . . . Buddy Banks held over at San Pedro Club, L. A. . . . Downbeaters and Mitzl Tricola (Ann's kid sister) opening at Morocco, L. A.

Here and There:

The Jordans at Lobby Cafe, Juarez, Mexico, thru October 27. . . . Robert Drake and Little Jeane at Rio Cabana, New Bedford, Mass. Slated next for Laurier Hotel, Lowell, Mass. . . . Irene Brooks replaced Muriel King at New York La Martinique, Miss King now at One Fifth Avenue, New York. . . . LaMaes opening return engagement at Henry Grady Hotel, Atlanta, November 1. . . . Johnny Rempfer, house advance agent for Warner Bros. 14 years, for 10 of them chief biller of Hamid's Pier, Atlantic City, is now billposting for various spots in Long Beach, Calif.

Jimmy Butts Trio at Esquire House, Schenectady, N. Y. . . . Dick and Jennie Court, niterity act, changed monicker to Dick and Gina Court. . . . Bob Kennedy heads stagershow at Brandt's Victory Theater, Bayonne, N. J., October 25-27. Bob Howard in for November 8-10. . . . Tunesters in eighth month at Spa, Baltimore. . . . Alan McPaige Trio current at Merryland Club, Washington. . . . Kirby Walker opened October 16 at Five o'Clock Club, Washington. . . . Bobby Martin at Rose Room, Newark, N. J. . . . Skeets Light and Phil Forest opened last week at Sky Bar, Chicago.

Quebec Cops Enforce Curfew; Speaks Benefit

MONTREAL, Oct. 19.—Periodical clamor of dries, politicians and religious authorities has caused the Quebec Liquor Commission to ask niterity operators to respect the laws regarding closing hours and Sunday restrictions. This time, however, commission seems more serious than usual about the whole business, and the ops are complaining bitterly to both provincial and municipal authorities that this forceful closing order is giving a break to the blind pigs which are cutting deeply into legitimate business.

Altho these restrictive laws have been on the books for years, the authorities usually close their eyes in the case of well-kept niteries and clubs, except when the anti's make too big a howl. Such was the case a few months ago when provincial and municipal police joined hands to restrict liquor selling, Sunday floorshows and Sunday dancing. Few weeks later the word was passed around that things were "back to normal" and that everything was okay as long as there was no abuse. Liquor police officials admit that they would prefer having legit places open after the lawful hours rather than clip joints and blind pigs.

In the past few days, however, politicians and the church authorities have pressured the all-powerful Quebec Liquor Commission to have the law respected. Night club and bar operators have been approached personally by police, who have given them the order to respect the closing hour. Selling of liquor must stop at 2 a.m. and patrons must be out by 3. Police are particularly pressing the Sunday laws. On Sunday only beer can be sold between 1 and 9 p.m. only. No-show-on-Sunday law is circumvented by the ops who stage their shows at 12:05 a.m. on Monday.

Legit ops claim the blind pigs, which have been practically out of business recently due to the fact that legit places were allowed to stay open after hours, sell cheap stuff at high prices (beer is \$1 and \$1.25 a bottle), the cleanliness is poor, score of streetwalkers infest the place and the owners pay no taxes or licenses.

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BALTIMORE BISTROS BATTLE

Clubs Switch To Name Acts In Biz Drive

Boites Up Budgets

BALTIMORE, Oct. 19.—If it was a ding-dong battle in Baltimore for the last six months it's a lot more than that now. Up to a few weeks ago it was the Charles vs. the Chanticleer. Both clubs managed to make a buck, depending on which had the bigger attractions. Now that the Walnut Grove has come into the ring everybody is swinging from the floor.

Francis McLane, owner of the Walnut Grove, put up about \$300,000 to build an impressive room way out in the country. Then he really went to work with a man-sized bank roll buying all kinds of expensive talent. His competitors said McLane couldn't make a go of it. Whether he will remain to be seen, but meanwhile he's knocking the other clubs' brains out.

Right now the Grove is spending about \$11,000 for its show. Considering the 1,000-seat capacity and big effort to get established, but isn't too high. It becomes too high if early efforts take too long to catch on. Yet the location of the new room calls for a big budget if it is to get the crowds to make the long trek. For his next show McLane has Harpo Marx and the Tony Pastor band. These two alone will cost him about \$10,000. He also has a dance team, girl singer and relief band.

Marx is a picture name, tho an uncertain cafe quantity, while Pastor is a juve favorite, but here again the operation runs into trouble. Baltimore has a law which forbids anybody under 21 from entering any establishment selling liquor. Burden of proof of age falls on the operator. So the coca-cola trade which would have to pay the \$2 minimum and would be attracted by bands such as Pastor's is automatically ruled out. As a result the Grove plays to a beer and pretzel trade; it takes a lot of suds to break even.

Chanticleer's Budget

The Chanticleer, in the center of town, is a 400-seater and operates on about a \$5,000 budget, figure varying with attractions. Occasionally it spends almost \$8,000. Against Marx the Chanticleer will have Bert Wheeler, Yvette and a dance team and line. Majority of Chanticleer trade goes for scotch and rye at about a buck per shot. Grove charges about 60 cents. Chanticleer Marquee is seen by thousands, an advantage the Grove lacks.

The Charles, easily the class room of Baltimore, operates on about the same size budget as the Chanticleer and like it is also in the center of town. Room was completely overhauled last spring and now seats about 450. But unlike the Grove or the Chanticleer the Charles serves food. It has an elaborate kitchen and expensive chefs. It's questionable how successful its food biz is.

There is hardly a cafe in the country that makes dough on its food and there is no reason to believe that the Charles is an exception.

When the Grove preemed there was an immediate drop by both the

Moulting Time

BRIDGEPORT, Conn., Oct. 19.—Theft this week of her six-foot African ostrich feather, just before she was supposed to go on at Walter's here, has temporarily put Manya Del Ray, fan dancer, out of business. Feather, valued at \$150, can't be replaced easily. Police are investigating.

Celeb Nights OK'd for Fla. On Fee Basis

AGVA Asks \$250 Weekly

NEW YORK, Oct. 19.—Celeb night gimmick is back in the picture, but this time it's the Florida ops who are seeking AGVA okay. Matt Shelvey, talent union head, says that for all practical purposes he is against all kinds of celebrity nights, but as a means to increase the union's death benefit fund he is willing to sanction it under certain conditions.

These conditions call for payment of \$250 a week to AGVA's national office and a guarantee that celeb nights will be part of regular policy. Payment must be on an annual basis with at least 50 per cent of the total to be paid in advance. Several clubs already have done so.

Permission for celeb nights cannot be given by any regional AGVA rep but must come from national headquarters.

Florida, a seasonal town, will get special dispensation. Instead of being on an annual basis, term will be for three months. Permit has been given to the Copacabana, with others seeking okay. As far as Philadelphia celeb nights are concerned, Shelvey said no permits have been granted.

Chanticleer and the Charles. Each has picked up since, but takes are definitely down. Business which the Chanticleer and the Charles used to share has been cut into by the new club. In pre-Grove days the two old clubs frequently played the same acts after a reasonable lapse of time. Now with a new club in the battle the problem of getting acts will become that much more difficult.

Business of getting attractions for the town is handled by Dick Henry (William Morris) for the Chanticleer; Eddie Elkhart (MCA) for the Walnut Grove, and Sol Tepper for the Charles. Top cafe names are mostly William Morris properties and the assumption is that the Chanticleer gets the cream of the crop. In actual practice Tepper comes up with some pretty hot names, frequently buying acts that the Morris office feels it has an interest in even if they are not signed to the office. For example, the Charles will play Harry Richman, theoretically committed to the Chanticleer, against Harpo Marx.

Elkhart, with his MCA stable, can also deliver some hot properties. As a matter of fact MCA is out to break into Baltimore, come what may. Its drive stems from the org's policy of net deals for all MCA properties. (Baltimore Clubs Switch, page 47)

Indie Agents Plan Own Org To Fight Net Commish Deal

NEW YORK, Oct. 19.—A new organization made up of small agents is being mulled with the idea of standing up to the major offices. Ever since the big talent agencies agreed on a policy of no commission splits, indies have had a tough time. Policy has hurt them so much that an unofficial taboo has been placed by the indies on offices which refuse to split the 10 per cent. Altho the trade admits that net deals for attractions can't be avoided, the indies' cry is against the policy spreading to all acts. It's in the small-act department where the boys make a buck. Agents who are talking up the new combine say that one of the plans will be an effort to undercut biggies. To make it stick, every agent who comes into the org will have to agree to the plan, which will run something like this: when a big office calls on indie and asks for an act, indie is to ask for what spot he is wanted. After hearing the name of the spot, indie is to quote a figure of, say, \$600, altho the regular price may be \$400. Indie will then go direct to the spot and offer the turn for \$400.

Indies argue that that is exactly what the big offices are doing on their own properties, quoting agents one price and operators a lower one. If indies join together they claim they too can use the same tactics. Since all the indies together control more acts than the big offices, they feel that such an org, if it sticks together, can make the biggies yell "uncle."

At the same time there is a grass-roots movement among the indies to bring their problem before the December meeting of the Artists' Representatives' Association. They are now talking up a drive to get the smallies to unite to do something about changing the leaders of ARA. They argue the governing body is made up of big office reps who have no concern with the problems of the indie.

Various agents say that if ARA, at its next meeting, will continue to "hand-pick" its governors they will quit ARA and join whatever new org is set up.

Indies interested in the new org are doing so very hush-hush. They all say they have to do business with the big offices, and if these hear they're forming to fight back, the battle will start before they're ready for it. A battle, however, is in the cards.

Lincoln, L. A., Ends All-Negro Vaude

LOS ANGELES, Oct. 19.—Lincoln Theater, Negro vaude-pix house, will darken its stage Monday (28) and turn to all flicker fare. Reason for vaude blackout is lack of biz. Sherill Corwin, Metropolitan Theaters exec, bought the house from Harry Popkin last May and hoped to lure Negro trade by opening last July with stage policy. Idea was to book acts into Lincoln for one week, then switch same show to the Corwin-operated Million Dollar, town's only remaining vaude house. Corwin will throw in staggers from time to time and already has Louis Jordan skedded for this winter.

Some bookers blame Lincoln's shows for the low gross streak that has plagued Million Dollar the past couple of months. Since Million Dollar admits Negro customers, percenters say Corwin competed with himself by opening a second vaude house. Management, however, banked on war-born boost in town's Negro population to fill both theaters. Showbiz slump hitting the Coast sank Corwin's plans.

Kaye Bounce Seen Calming H'wood Scene

NEW YORK, Oct. 19.—Jack Irving, Chicago AGVA head, will take over the West Coast territory starting November 1. Arrangement will be temporary, lasting until about January 1.

Sam London, Great Lakes AGVA regional head, will move to Miami for the season (November 1-March 1) to take over that area. He will be assisted by Jerry Hirsch. The Great Lakes district will be run by Al Locastro and Lou Smoley.

Dismissal of Arthur Kaye as AGVA's West Coast rep (*The Billboard*, October 19) is expected to pave the way for eventual settlement of differences between nitery ops and union.

Kaye's removal leaves several important controversies still unsettled. Union demand for cash bonds, which blew up into national issue last August, was outwardly settled when top night spots reportedly shelled out a total of \$12,500 in bonds. It was learned recently, however, that AGVA received and accepted a joint bond from six spots totaling only \$5,000. Slapsy Maxie's and Florentine Gardens, two largest spots, each gave \$1,500, while Band Box, Larry Potter, Bar of Music and Charley Foy each came thru with \$500 each.

Club Wants To Withdraw

Joint bond was to be used to pay off acts in case of default by any contributing clubs. Understood now, however, that at least one club would like to take dough out of the joint pool and give individual cash guarantee for his own spot. With biz dropping, this owner is reluctant to take rap in case other guy doesn't pay off. Should others contributing to joint bond go along and withdraw dough, entire situation will be once again forced into negotiation.

Still another problem to be settled is so-called six-day week which was to have become effective in Las Vegas, Nev., September 1. Las Vegas was chosen as test city, with feeling that once the six-day week was put into effect there other West Coast centers would fall in line.

With Kaye out of the picture, however, it is expected that AGVA will reopen cases in an effort to discover and eliminate causes of current gripes. Shelvey will, in all probability, trek coastward around first of the month give entire situation another look-see.

Fire Destroys Pa. Spot

HARVEY'S LAKE, Pa., Oct. 19.—Fire late Saturday night (12) destroyed Harvey's Lake Night Club, owned by Anthony Burnett. Burnett estimated his loss at \$10,000.

Extra Pay for Sun. Phil. Work, Shelvey Rules

NEW YORK, Oct. 19.—Acts working in Philadelphia must get paid extra for Sundays, was the rule issued by Matt Shelvey, AGVA head, just before he left for the Mayo Clinic. Decision arose out of long-standing arguments between Philly spots and AGVA and was brought to a head by contract issued by Arthur Fisher, new Coronet Club booker.

Fisher bought Joey Adams, Mark Plant and Tony Canzoneri to open at the Coronet December 26. In the contract he returned to Sol Tepper, who handles the boys for niteries, Fisher put a clause that said the acts would be required to work Sundays if the club had private parties or banquets. Tepper called AGVA and ruling resulted.

Philadelphia has a local law which doesn't permit cafes to run Sundays. It is a common practice, however, for clubs to stay open Sundays by selling their room to private parties and then asking the performers to work on that day as part of their regular work week. According to the decision, any actor who works Sundays in that town must get paid extra. Deal cannot be included in a regular contract. It must be treated as a special engagement.

D. C. Hotel Strike Helps Nitery Biz

WASHINGTON, Oct. 19.—Airtight strike on Capital's hotels is sending a flurry of added biz to non-hotel niteries and eateries. Strike by hotel employees is regarded as one of the tightest in history here, with the big hostels forced to brown-out their night spots. Result is that hundreds of customers are looking elsewhere for their entertainment.

Strike entered its second week today, with picket lines lengthening and usual nocturnal customers getting used to the idea of abandoning their favorite cocktail haunts for new atmosphere. Washington's night-life crowds continue heavy as ever, and business outside the hotels is, from all reports, bright.

AGVA Stymies Policy Switch by Falato's, Chi

CHICAGO, Oct. 19.—Falato's, formerly the 51 Hundred Club, North Side bistro, will be unable to switch from its present policy of using vaude-type cocktail combos to an act policy, as planned by op Al Falato, until \$1,650 is forked over to AGVA here to make up for a sum which acts dropped eight months ago when the spot folded as the 51 Hundred Club. At that time the nitery was opped by Byron Massel and Henry Weiss.

Falato has refused to pay the sum demanded by AGVA, pointing out that he feels no obligation to pay debts incurred by the former op.

Frisco To License N.C. Fotogs

SAN FRANCISCO, Oct. 19. — A \$100 annual tax for night club photographer licenses and \$20 a year for each solicitor has been approved by the board of supervisors on recommendation of Police Chief Charles W. Dullea. Camera girls will be fingerprinted and required to wear identification badges.

New Las Vegas Spot Due in Dec.

LAS VEGAS, Nev., Oct. 19.—Hotel Flamingo, city's newest and most luxurious hotel-casino-night club, is skedded to open December 26, with top-budget acts and an ork being booked for the opening.

New hotel, located on Los Angeles Highway, five miles from heart of the city, is said to be the last word in accommodations, activities and entertainment, and will aim at attracting top Hollywood show people. Talent agencies are currently bidding for booking rights, offering name attractions in line with total budget reported at about \$12,000 per week. Spot will pay between \$5,000 and \$7,000 weekly for bands, rest being allotted for acts.

Still another luxury hotel to be erected here will be Frank Sinatra's Hotel New Horizon. Der Bingle, likewise, will build a large resort community in vicinity of Boulder Dam's Lake Mead, approximately 30 miles from Las Vegas.

Biz Takes Dip In Cincy Area

CINCINNATI, Oct. 19.—Nitery biz in this area has dropped perceptibly in the last four weeks with the fall-off estimated at between 15 and 20 per cent. Drop has hit minor and major clubs alike.

Gibson Hotel's Sidewalk Cafe, featuring dining and dancing, and the Hotel Netherland Plaza's Restaurant Continentale, on an ice-show policy for the last six years, experienced bonanza business all thru the war period. Same holds true for the major over-the-river niteries, such as Beverly Hills Country Club, Glenn Rendezvous and the Latin Quarter, all in Newport, Ky., and the Look-out House, Covington, Ky.

Ops are not too alarmed over the drop in patronage, figuring it just a natural retrenchment toward normalcy and something that had to come sooner or later. Cut in business will have no effect on the Kentucky clubs' heavy talent budgets.

Early-show business still holds up well, but the clubs have been having difficulty holding a quorum of the patronage for the late shows with the exception of the week-ends. Gradual sluff in late-show biz has been noticeable since the midnight curfew was instituted during the war days. The Kentucky clubs, with the exception of the Latin Quarter, offer two shows nightly, with the last coming at 1 a.m. Latin Quarter does three a night, with the final offering at 3 a.m.

Beverly Hills Country Club is planning on moving its late show up to 12:30, and with the new season, which begins in March, may even go to a midnight finale.

Ex-AGVA Cashier Indicted On Grand Larceny Charge

NEW YORK, Oct. 19.—Marion Cusak (ex-Marion Marlowe ballet dancer), former cashier of the AGVA New York office, was indicted by the New York Grand Jury Wednesday (16) for grand larceny in the first degree. Mrs. Cusak, it was alleged, had been pocketing members' dues which, she is said to have told the district attorney, was being used to finance Henry Woode, a new band. Shortage was discovered by auditors last August, who notified Dave Fox, New York AGVA head, who in turn called in the D. A.

When she was faced with the charge, she is alleged to have said that she had "borrowed" the dues

New York:

Total Stem Trade Tapers; MH Fair 142½G, Others Dive

NEW YORK, Oct. 19.—Despite a preem at the Radio City Music Hall, aggregate take of Stem vaude-filmers was down last week as against the previous week. Over-all figure for the six houses was \$399,500, compared with previous week's \$410,000.

Radio City Music Hall (6,200 seats; average \$110,000) collected \$142,500 for its preem with Nip Nelson, Rudy Tone and the *Jolson Story*.

Roxy (6,000 seats; average \$75,000) for its third and final week with Beatrice Kay, Maurice Rocco and *Three Little Girls in Blue* did \$62,000, compared with previous week's \$65,000 and opener of \$98,000. New bill, reviewed in this issue, has Frances Langford, Jon Hall, Al Bernie, Carl Ravazza and *Margie*.

Chicago:

Courtney Big In 3d Chi Wk.

CHICAGO, Oct. 19.—Del Courtney's ork, with Chris Cross and Jayne Walton supporting, climaxed a three-week stand at the Oriental Theater (2,800 seats, 65-95 cents) Thursday (17) with a final-week figure of \$44,000, which proved the best third-week grosser for the house in the past month.

Drop from first week was only \$15,000, when Courtney bill pulled \$59,000, while second week pulled \$52,000. Pic, *Holiday in Mexico*.

Ciro's, Mocambo In Plug Swap For Off Nights

HOLLYWOOD, Oct. 19.—Two of Hollywood's lushest sunset strip night spots, ordinarily highly competitive rivals, last week worked out a reciprocal deal whereby each is to plug the other on off nights. Spots are *Ciro's* and *Mocambo*, and deal, on a four-week experimental basis, calls for *Ciro's* to shutter Tuesdays and *Mocambo* Mondays. Reservation calls on dark nights will be referred to other club, with signs displayed outside niteries advising patrons to visit other club.

Cross-plugging goes into effect Monday (21) and is expected to benefit *Ciro's* immediately, since Carmen Cavallaro, current attraction, is off on Tuesdays, and alternate band fails to draw enough biz to pay off.

Kathryn Duffy Dancers Into Two New Spots

CINCINNATI, Oct. 19.—Kathryn Duffy, in her third year as producer at Beverly Hills Country Club here, featuring her 12 Kathryn Duffy Dancers, has added two more class spots to her books, Northwood Inn, Detroit, and Bill Miller's Riviera, Fort Lee, N. J. In addition to producing, she will have an eight-girl unit at each spot.

Duffy Dancers began the Riviera run Thursday (17) and move into the Detroit Club October 29. Miss Duffy recently concluded an 18-month run at the Glass Hat of the Hotel Belmont, New York. It was her third engagement there.

and if the shortage, claimed to be \$3,200, had not been discovered, she would have repaid every cent and been in the money herself. AGVA said that she had returned \$400 and that the rest of the money was covered by surety bond. Ex-AGVA cashier will now face a trial jury and a judge. Penalty for grand larceny in the first degree is 10 to 20 years.

Capitol (4,627 seats; average \$72,000) fell off to \$49,000 for its third and last frame with Paul Whiteman ork, Martha Tilton and *Three Wise Fools*, after opening with \$73,000, followed by \$59,000. New bill, reviewed this issue, has Les Brown ork, Henny Youngman, Bill Johnson and *No Leave, No Love*.

Six Weeks for Para

Paramount (3,654 seats; average \$75,000) bowed out with \$60,000 for its sixth and last week with Charlie Spivak's band, Peggy Lee, Bob Evans and *Monsieur Beaucaire*. Bill teed off with \$110,000, followed by \$100,000, \$87,000, \$81,000 and \$65,000. New bill, reviewed this issue, has Stan Kenton ork, Dean Murphy and *Blue Skies*.

Strand (2,770 seats; average \$45,000) slipped to \$57,000 for its second week with Alvina Rey's ork, Joan Carroll, Sondra Barrett and *Cloak and Dagger*. Opened with \$78,000.

Loew's State (3,500 seats; average \$25,000) lifted slightly to \$29,000 for Mill Britton, Edith Fellows, Paul Haakon and second week of *Holiday in Mexico*. Previous week's figure was \$28,000. New bill, reviewed this issue, has Smith and Dale, Hal LeRoy and *Strange Love of Martha Ivers*.

Boston:

Series Puts RKO 6G Over Average

BOSTON, Oct. 19.—Amid World Series fever and OPA confusion, RKO-Boston business held up solidly with Bob Crosby and band on stage and *Crack-Up* on the screen. Biz at this house has held up well even when grosses dipped sharply around town. Week ending Wednesday (16) pulled \$35,000, \$6,000 above average.

Current stageshow has Dave Apollon and his revue plus Paul Remos and the Three Rockets, Double-feature bill on the screen includes *Captain Caution* and *Captain Fury*.

Los Angeles:

Impotent 19G For "Vanities"

LOS ANGELES, Oct. 19. — Earl Carroll *Vanities* will bring a mildish \$19,000 this week at the Million Dollar, falling short of house average by \$5,000. Pic, *Strange Voyage*.

Double-barreled offering last week of Billy Eckstine ork and Eddy Howard combo pulled a weak \$20,600 in 27 performances. Stage bill also had Mack and Ace, with pic offering of *Glass Alibi* completing the bill.

Marine Dining Room, Edge-water Beach Hotel, Chicago

(Thursday, October 17)

Room's decorators have changed atmosphere to completely rustic scene with checked gingham tablecloths, pumpkins and other Halloween trimmings. Decor is pleasant change from usual garish nitery interior and especially fitting for fall show opening.

Show has been expanded, with three acts on bill. Martin Brothers opened with their marionette turn, which grabbed far better response than at the Chicago Theater, where their fine puppet work was lost to crowds in balcony. Grabbed good mitt for each bit.

Pitchmen in second slot are doing same routine they've been doing locally for past three years, but boys wisely see that they are booked into different type locations here each time so that their work gets top attention.

Four Moroccans, tumbling and acro male foursome, really put sock finish to show, working in Egyptian production number. Boys do different type of stands, interspersed with tumbling, and racked up 100 per cent on the applause meter.

Stephen Kiskey's ork, in a Wayne King groove, is just right for orchestral show background and dancing.

NIGHT CLUB REVIEWS

Kitty Davis, Miami Beach

(Sunday, October 13)

Talent Policy: Dance bands and floorshows at 9, 12 and 3. Owners-operators, Kitty and Danny Davis. Prices: \$2.50 minimum.

New show here offered two canaries, both doing a similar brand of songs. Jayne Manners is held over and going strong with her sophisticated material; Ann Brewster is new. Opened with *Anything Goes*, following with *Not Worth the Wear and Tear*. Character studies with the one about the gal from the other side of the tracks made sock comedy.

Pat Chandler, ensee, overcoming nervousness as he warmed up, put across some clever parodies. Impersonations of Jerry Colonna, Slapsy Maxie and Barry Fitzgerald scored big. Cleaned up with Jimmy Durante, his topper.

Vince and Clara Haydocks, brother and sister hoofers, proved their worth when they jumped rope while doing a rapid fire finish. Good.

Roy Douglas and Eddie, his dummy, stole the show. Compares favorably with top ventriloquists, but some of his gags are a bit ancient. Getting rid of the dummy in a suitcase evoked roars of laughter. Insistent mitt brought out Mrs. Douglas with a fem dummy. Pair had to beg off.

Johnny Silver ork handled the show without a slip. Biz capacity.

Cotillion Room, Hotel Pierre, New York

(Tuesday, October 15)

Talent Policy: Shows at 9:15 and 12:15. Room manager, Charles Reader; owner, Hotel Pierre; publicity, Paul Coates.

New show with new band and new entertainment director, started off with a lot of promise, but never lived up to it. There seemed to be two things wrong with it. Intros by Charles Reader were labored and replete with platitudes. An act coming out after one of his bulld-ups would have to be nothing short of sensational. In addition, Reader drags out a xylophone for a couple of soporific solos. This is excellent if the management wants its customers to snore, but it works a hardship on any act that follows.

Show opened brightly enough with a solo by Gonsalves-Menconi orchestra (5), doing an original, *Cubano*. Boys did nicely on the rumba beats. Next came Roberto and Alicia, flamenco team, who really pulled hands. The kids' appearance, exciting Gypsy terps, castanet clicks and heel work, made the customers tingle. Particularly effective was their flashy and rousing solo work. Showed one number, sans music (just drums), to which they worked in a flame-colored spot. Gigantic silhouettes and furious dancing produced a primitive effect that captured the imagination. Result was a terrific mitt.

Reader and his hammer-hocking stuff came next and when he was thru every thing dropped with a dull thud. After him came the Nilsson Twins, introed as "two charming young Swedes." Twins are beautiful and apparently identical—at least it's hard to tell them apart. They're tall, slim blondes, with charm galore, but unfortunately their charm and class disappears as soon as they start singing. Material, a combo of satire and corn, plus slapstick, means nothing. They bounce around a la Betty Hutton, but miss fire. They might make a theater act, but don't stack up as class hotel room performers. Yet, looks are so outstanding, that given a smart routine, kids would probably click.

Show music is handled capably. Dance music was not. When Reader's ork was on, it sounded as tho it should be behind palms; the rumbas of Gonsalves-Menconi filled the floor.

Embassy, New York

(Tuesday, October 15)

Talent Policy: Floorshows at 8:30, 12:30 and 2:30. Operator, Bill Miller; publicity, Howie Horwitz. Prices: \$3-\$2.50 minimum.

Second show of the fall season here has some fine singing and excellent solo dancing. Opened with Cabot and Dresden, ballroom team, who did okay with their lifts. But it was only their one-armed lift spins which won good receptions. Their straight terping and tricky half lifts meant nothing. For one thing, the man was obviously struggling and straining to get the gal up. For another, the gal appeared tense as if expecting an accident.

Estelita, looking a little heavier than when last caught, still proved a good Latin personality singer. Managed to get a lot of verve into her chants, playing with the ringsiders for chuckles. Her *Stone Cold Dead in the Market* sounded like it was made for her. With her rolling r-r-r's, natural accent and flashing eyes, number was sock.

Fanchon, who's been around for some time, managed to get an unbelievable amount of speed into her interpretative ballets and modern dance routines. Did three numbers and finished with *Park Avenue*, easily the most commercial and the best received. Dance is satirical take-off of phony social registerite who for-

Latin Quarter, Newport, Ky.

(Friday, October 18)

Talent Policy: Dancing from 7:30. Floorshows at 9, 12 and 3. Owner, Tommy Callahan; manager, George Gebhardt; maitre d', Tommy Chare; publicity, Don Heck. Prices, \$1.50 minimum.

Production goes above par here with the return of the Jule Sollberg-captained Muriel Kretlow Dancers (6), in for their third time in as many years. Talent array is headed up by the Golden Gate Quartet (5) and solidly paced by Emsee-Singer Jack O'Neil, who offers ear-pleasing tenoring of *There's a Great Day Coming* to open the show. Should do more of it.

Kretlow lassies, attractively attired in flimsy costumes, gain approval with a spirited jive and jump routine. Work with a refreshing vivacity.

Three Edwards Brothers add plenty to proceedings with their speedy acro-balancing numbers which feature the usual assortment of tumbling, somersaulting and lifts and spins, but the ease with which they consort over and under tables is standout stuff. Breath-taker is their pyramiding of tables and chairs on a four-bottle base, with one of the lads doing a neat handstand.

Coley Worth, comedy impressionist, garnered titters with his screwball fiddling, won belly chuckles with a subtle chatter and mimicry line and scored a sock hand with a Groucho Marx take-off and a humorous jitterbug routine.

Golden Gate Quartet clicked at out-set with an attention-getting swingeroo job on *Runnin' Wild* and *Alabama Bound*, plus ace torching on *Prisoner of Love*. Big hand brought them back for spiritualistic version of *Shadrach*, well handled. On the second recall lads did a well-conceived and arranged *Joshua Fit the Battle of Jericho*. Skipped to a thunderous mitt and begged off.

Kretlow Dancers scored handsomely in the closer with a *Rumbalero*. Show cutting and dance music well done by Sammy Leeds ork (8). Charlie Hudson still boffing 'em at the bar with his organ-pianistics.

La Salle Circle Lounge, Milwaukee

(Saturday, October 12)

Talent Policy: Shows at 8:30, 10:30 and 12:30. Owner, A. J. Nyberg. Manager, Ruby Delaware. Prices: \$1.20 cover.

Packed Lounge gave the singing Lind Brothers hearty applause. Starting with *Dark Eyes*, the men warmed up with *Donkey Serenade*, and then had the audience toe-tapping to their light-touch *My Little Cousin*. *Vesti la Giubba*, done in several languages, got a big hand. Did *Don't What Comes Naturally*, and for an encore, *Begin the Beguine*. *Eili, Eili*, finale, had the usually staid audience whistling and stamping their feet in approval.

Carroll Ernst did a stand-out job of trumpet playing in the background while the Lind Brothers sang, and the Russ Zarling orchestra did a good job of backgrounding the whole musical program. Pattie Rogan, who has an infectious smile, got a big hand for her songs, and Dick Knight, who is improving fast, showed good poise and a flexible voice.

gets her pompousness when she hears a boogie beat. Number showed originality and Fanchon gave it enough humor to earn effective laughs.

Chucho Martinez did a fine job with his Latin tonsil tossing. Boy's soft caressing tones hushed the room completely. His almost perfect phrasing and his choice of songs earned him recall after recall. Started off with four numbers but was forced back for three more.

Irwin Kent ork cut the show and Noro Morales supplied the rumba beats.

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Leon and Eddie's, New York
(Wednesday, October 16)

Talent Policy: Floorshows at 8:30, 10:30, 12:30 and 2:30. Owner-operators, Leon Enken, Eddie Davis; publicity, Dorothy Gulman. Prices: \$2.50 minimum.

One of the best shows seen here in a long time preemed Wednesday night. Bill is loaded with entertainment nuggets and pulls sock hands practically all the way. Topper, naturally, is Eddie Davis. The way that guy takes corn and makes it commercial so the visiting firemen gobble it up is amazing. Davis showed up with new material, most of it in his usual vein. But one number, a Gilbert and Sullivan parody, without a blue line in it, rang the bell. Long-beaked fellow also did an after-bit with Sherry Britton, a satirical dialog between Rhet Butler and Scarlett O'Hara, which just about killed 'em. With a hep mob out front, this bit will probably be sensational.

The surprise of the card was the Armory Quartet. Four tall boys, last caught with Art Mooney band and later at the Roxy, have changed style completely. Today they are a kind of white Golden Gate Quartet. Their bouncy spirituals had a vibrancy and rhythm which was infectious from the first note. Even their *Gypsy* was wonderful voice blending. The kids stopped the show cold and had to come back. The Armory group is going places.

Show opened with Val and Joy, boy and girl hoofers. Kids are both young and impressed with their good looks and routines. Next came Lee Noble, magician. Tricks are ordinary, but style and chatter lifted it out of the average class. Boy showed an ability to hold his audience all the way.

Bromley and Barrett, two lads, doing a slow lift and balancing act, also were good applause pullers. Their one armed lift from the floor was particularly effective.

Sherry Britton, back again, is still one of the best strippers in the business. She put enough coyness and sex into her act to make even the feds applaud. Incidentally, her reading of lines (in the after bit with Davis) showed a surprising acting ability.

Dick Raymond, singing emcee, was pleasant both in looks as well as chanting. The Frank Shepherd line (8) was attractively costumed and went thru three routines with spirit and skill. Art Waner's ork cut the show.

Florentine Gardens, Hollywood
(Wednesday, October 16)

Talent Policy: Dancing and floorshows at 9:30 and 12. President, Frank Bruni; publicity, Rose Joseph Allison and David Allison; maître d' hotel, Eddie Brady. Prices: From \$1.50.

Pinky Lee is the new headliner who shares honors with Jack Hilliard, Marilyn Hare, Igor and Tanya, Rivas Troupe and Linda Lombard in the current revue, *Laffs With Pinky*. Show opens with the 12-gal line in short wardrobe parading on and waving banners announcing Lee's "political" campaign. Second production number, *Cavalcade of Books*, is spotted halfway thru the 90-minute show, and the third, *Doing the Hula Rhumba*, closes.

Igor and Tanya, ballroom dancers, show versatility to the payees' satisfaction. Best reaction came from their fast turn with graceful lifts and Igor's rapid-fire spin across the floor with Tanya perched on his shoulders for the finish.

Miss Hare has a spot in *Cavalcade* as Sophie Tucker, and her singing a la Tucker wins a hand. Allotted her own spot, she handles the take-off on *South America, Take It Away* most ably. Her material isn't too cleverly done. Miss Lombard encountered a faulty mike during her vocalizing in *Cavalcade* which undoubtedly prevented her from doing her best. The Rivas Troupe, six acrobats, do serious lifting and pyramid to a good hand.

Cavalcade of Books, with its large front jacket showing best sellers, depicts characters from 17 tomes. As the jackets are turned the main character is imitated by a Florentine lovely. Outstanding are Miss Hare in her Sophie Tucker role for *Some of These Days* and Joan Brandon for *The Outlaw*.

Pinky Lee works thruout the show. His new material needs polish, but his familiar lines are still fresh and strong enough to pull him thru to good hands. Outstanding was his *Grammatically Speaking* in which, in his lisping manner, he advises rather sophomoricly what can be done with a preposition. Hilliard plays straight to Lee and emsees, both in good style.

Emil Baffa's ork (14) does okay job playing the show and for dancing. Biz good.

S. F. Copa Reopens; 'Mickey' Charge to Court, 4 Are Held

SAN FRANCISCO, Oct. 19.—Copa-cabana, closed since August 24, when four employees allegedly slipped "mickey finns" to Band Leader Noel DeSelva and several of his musicians, reopened Wednesday (16). Musicians' union, which pulled the band out of the nitery after the incident, permitted the band to return to the club and play while the case goes to the courts. Four accused employees have been arrested and bound over to Superior Court, where the case is to be heard in about eight weeks.

Meanwhile AGVA has collected \$4,000 for Bedell and Matson on their four-week contract at the Copa, even tho the pair were unable to fill their engagement. Spot was closed before the act opened when the band was yanked.

Ella Mae Morse, who played out a week of a scheduled two-week run, made no attempt to collect on extra week due her in contract. Chorus was kept on half pay, with musicians getting same from the union.

The Boulevard, Elmhurst, L. I., N. Y.
(Wednesday, October 16)

Talent Policy: Floorshows at 8:30 and 12. Owner, Hank Coughlin; managers, Bill Solomon and Wally Signer; publicity, Milton Rubin. Prices: From \$1.50.

Hank Coughlin, owner of this well-entrenched Long Island spot, recently gave his tavern an extensive 100G face-lifting, increasing the seating capacity to 700, setting up a new kitchen and installing new lights and decor. It's a smart-looking place now, but the lights, fed from ceiling banks and troughs, are far too bright once the dinner hour is over. Intimacy required for supper and post-supper drinking is lacking.

Lou Nelson, comic; Sonny King, tenor, and Vic Charles, puppeteer, headlined an hour show. Additionally there are Reva Lee Deane, hooper, and a line, the Boulevardiers (7), with the show staged by Sidney Sprague. For this type nabery it's more than satisfactory, altho the spotting of the acts could be improved—notably by bringing King on later, with Charles moved down into his spot. King deceus now, but his work rates a more important spot. Conversely, Charles is not strong enough for next to closing.

An ex-pug, King's crooner-type high tenor fills the room well, and good selection of songs helps put him over. However, he's still too tense and impassive on the floor. He should loosen up and use more gestures. Nevertheless, he scores well, especially with Italo-English lyrics to *Sorrento*, done quite effectively and, to close, an imitash of a jivester swinging *Donkey Serenade*. He should keep his voice in middle register—when he goes high or low he reaches much too much.

Charles does a more or less standard puppet turn, working on round platforms brought on from off-stage. With the exception of his last bit, an ice skating routine, he'd probably improve his act by working behind a screen. In full view much of the charm of puppetry is dissipated. Does a Negro hooper, an opera soprano, both weak; a drunk, fair, and the skater, good. Part of the drunk is in execrable taste, with the stew throwing in. It's not only in bad taste, but it's poor business savvy, especially in a place where the main income derives from dispensing hooch.

Lou Nelson is a promising comic, well-liked here, with a pleasant, bright personality. Hindered by a small house, much of his better material went to waste. Relies almost exclusively on off-color stuff, aggravated by the fact that most of it isn't even good blue material. A change of script, plus a change of pace, and Nelson would rate big time. As it is, tho, he clicked.

Opener is Reva Lee Deane, a cute tapper, who pleased with standard rhythms. Poor lighting—characteristic of the whole show, the nitery lacking a traveling spot—makes it tough for the youngster to sell her wares. The line does three numbers, all poorly costumed and pretty much small time.

Bill Henry's ork (7), plus leader on trombone and fiddle, dish out the dansapation and show, making a lot of music for a small combo. Some of the show, however, is done over fortissimo.

Baltimore Clubs Switch to Names In Drive for Biz

(Continued from page 44)
Both the Charles and the Chanticleer would like to use MCA properties, but elimination of the booker's cuts is an obstacle. Right now Tepper is in a legal tangle with MCA over his commission on Martha Tilton, an MCA-er.

More \$ for Talent
What it adds up to is that with three clubs fighting it out attractions will get more and more dough. Trade observers say, however, that while names will get more the rooms will do less. End result, they say, is that there may be a folderoo or a complete policy switch. Spot most likely to change its policy, say insiders, will be the Walnut Grove. It is understood that McLane already is mulling a straight name-band policy after present commitments, running into Christmas, are filled.

All three clubs would like to buy their names for one-week stands, thus getting a hypo every week. However there is the question of availability plus the equally important one of money. One large agency said that any attraction that would play a one-weeker would insist on at least time and a half.

Also entering the situation is the fact that Baltimore is not a late town. It does business for first shows about 10 p.m. but dies for midnight shows. Week-ends are big, but few niteries can continue big-time operations on just week-end takes. Actually town isn't very hot for more than two weeks with anything. It has played the biggest. They open big but usually fade before two weeks are up.

Another drawback is a lack of newspaper support. After-dark rooms spend plenty in daily ads. Some even buy full pages for preems, yet dailies give them virtually no publicity. A few weeks ago there was a mass benefit in town for a man who was crippled when he helped a cop during a stick-up. Benefit pulled every act in town and was staged at the Walnut Grove. Papers gave the story a big play but nowhere did they mention the Walnut Grove. It's that way with every club in town.

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Oriental, Chicago

(Friday Afternoon, October 18)

House keeps commercial band heading this week, with Frankie Carle following three weeks of Del Courtney's music. Switch to different styled music might have hyped gross.

Carle's band pulled mitts consistently in every department. Leader is spending more time away from the piano and has acquired more aplomb at mike and in fronting crew. Still manages to sneak away often to piano bench, where his solos usually grabbed mitt at start and finish. Carle scorings are just what Midwest eats up, with nothing too jumpy and melody emphasized always. Vocal corps is new to Chicago, with singers Marjorie Hughes and Gregg Lawrence displaying full, relaxed voices which indicate plenty of schooling. Throat-ing evoked hefty palm whacking. Carle has come up with a great novelty, *Chick With the Band*, in which la Hughes brings out that Frankie is her dad and his alternate 88-er is her hubby.

Helene and Howard deserved and got plenty of chuckles and mitting because they're a comedy ballroom duo that has something entirely different. Team stresses interesting acro variations in their hokey terping and get best response when gal puts guy thru judo spins.

Johnny Morgan started off in the right groove and kept his comedy top drawer until closing, when his parody on symphony batoneer started to drag. He uses plenty double entendre, but his distinctive, coy delivery makes jokes lose any taint of

VAUDEVILLE REVIEWS

Olympia, Miami

(Wednesday, October 16)

A sock show this week, every act clicking. Ray Heatherton, in stellar spot, is a likable chap with a fine tenor coupled with plenty of charm. Leaned to the Irish side for numbers and drew plenty of laughs on stories.

Dick Bernie and Eddie Lane, with an unbilled stately fem, ran a close second. A telephone bit with Bernie in the middle was a sure-fire rib-tickler. Plenty of comedy and closed to tremendous mitt.

Daisy the Wonder Horse is back again. The boys, fore and aft, are both good hoofers, with a graceful fem to run thru the antics. Nice hand.

Carlton and Dell, mixed team, offered a terp specialty in which the acro stunts of Miss Dell stand out. On their new steps they were palmed heavily at finish.

Marshall Rogers, vaude vet, still using the touch system to get harmony out of glasses of all sizes and shapes. Took several bows.

Pic, *Crackup*. Biz big.

embarrassment. Did best parody on housing shortage. Instead of hearing parodies made up of tunes that have left *The Billboard's* Popularity Charts months and years ago, the Morgan song story was full of current faves. Received additional yocks. Housing bit would make better closer than his conductor's routine.

Roxy, New York

(Wednesday Afternoon, October 16)

Names pop at this house, plus a variety of talent offerings, make this new bill a solid one and, if preem crowd's reaction can be a gauge, lay-out should mean a healthy b.-o. session.

Opening, after the Gae Foster Roxettes and men dancers in a colorful Chinese number, has Carl Ravazza returning as solo chanter. An outstanding member of the charm-chirp school, Ravazza pulls down the house with two numbers, *South America, Take It Away!* and *To Each His Own*. Former he sells in his own manner and sells socko. Latter he handles with complete disregard of tempo, but it, too, is peddled to heavy palm-whacking. He got four recalls but begged off.

Borrah Minnevitich's Harmonica Rascals continue to depend more and more on Johnny Puleo for putting over their act. He turns in his customary imp routine as smoothly as ever. Boys do a few numbers between Puleo's closing and end with a nice job of *Meadowland*.

Fresh material, slick timing and delivery put Al Bernie over as an ace boff-getter in this week's bill. His gags are fast, often nonsense, but they cull yocks loud and long. Rightly, he has cut down his mimicry to a closing bit of Churchill, okay. His clowning with radio, commentating, plays, etc., is top funny biz. The closing ditty on the Englishman and his beer is good for plenty of laughs. Bernie bows off to top mitting.

As long as Frances Langford, glamorized heavily, is chanting she's tops. Her pipes and her peddling of oldie ditties are excellent. Then the act flops with the appearance of her husband, Jon Hall, who joins her for several minutes of gruesome dialog on the husband-and-wife theme. It strains to cracking for the giggles. Hall then joins her in *I Love Mike* and reveals that whatever charms he has for the bobby-soxers are not in his throat. Act just howls for a slick script.

Paul Ash and the ork do a good background job. Film, *Margie*. Biz, good.

Loew's State, New York

(Thursday Afternoon, October 17)

Comedy is the strong accent in this week's bill and all acts have sufficient yock material to get hands aplenty. Opener is the flash Skating Macks, who send show off to a fast pace. The Four Yearys, musical comedy act, do okay by both the notes and the laughs, with the guitarist hitting the high spots as boff getter. Outfit does from near-classical to cowboy ditties and gets big hands for its ensemble work and comedy.

Tapster Hal LeRoy is still individual among terpers, with his long, complicated steps and humorous touches. He relies on his tootsies to do most of the mitt-culling and wins big hands, especially his comedy routine with the drummer. He closes with his standard chair bit, long familiar, but still tops.

Top name act on the bill is Smith and Dale, whose classic *Dr. Kronkheit* foolery is as boff as ever. No matter how many times it shows up, it's an ace. Comics, aided by two stooges, end up as usual with four-part harmony on *If You Were the Only Girl in the World* and *By the Light of the Silvery Moon*. Had to beg off.

Andre, Andree and Bonnie, a dance-fashion act, close the bill with smooth terping.

Louis Basil and the boys play a good show. Film, *The Strange Case of Martha Ivers*. Biz, fair.

RKO Albee, Cincinnati

(Thursday Afternoon, October 17)

House resumes its vaude policy, left dormant for over four years, with a peppy bill stuffed with solid entertainment that rang the bell all the way.

New red and gold print drops make for good background as Deke Moffitt, who doubles as emcee, puts his 12-piece house band thru solid treatment of *Five Minutes More* for a snappy starter.

The Sensationalists, two boys and a gal, exhibit excellent co-ordination and pacing while running the gamut of tricky roller skate lifts, spins and twirls that had pew sitters gasping and gaping. A difficult trio spin at the blow-off earned them sound applause.

Any doubt that Fred Lowery isn't the top man in his line is dispelled by his splendid treatment of *Whistler and His Dog* and the varied whistling impressions with which he enhances the number. Socked 'em with *Indian Love Call* and *William Tell Overture*, and then brought on Dorothy Rae, who pulled plenty of palms with *It Had To Be You* and *Debutante's Lament*, a cutie which she authored. On the recall they were well rewarded for their whistling-canarying of *Whistlin' Joe*, also written by the lass.

Herb Shriner, corn-fed comic, scored with his Hoosier-gear'd philosophies and harmonica caperings. Rustic comedy patter is the same as used on his air show and altho familiar to radio ear-benders this audience took to him like a duck takes to water. Earned two recalls and left 'om limp.

Kitty Kallen, former TD and Harry James warbler, goes neatly commercial in her canarying of *Blue Skies*, *I'll Buy That Dream* and *I'm Beginning To See the Light*. Attractively gowned looker tops it off with *Personality* and *Can't Help Lovin' That Man*, displaying excellent range to win going away.

Three Hollywood Stooges (Moe, Shemp and Larry), using the same time-tested material that has been their forte for many years, click as solidly as ever. Their vintaged slapstickery is still effective, and lads scored dexterously with their eye-gauging, nose - pulling and face-whamming antics. Went away to extensive palm-pounding.

Pic, *Home Sweet Homicide*. Three-quarter house.

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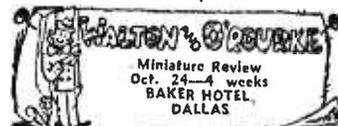
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Capitol, New York

(Thursday, October 17)

New card doesn't run very long, but what there is of it is plenty commercial. There's excellent singing, yock-provoking comedy and band music with sufficient variety for all age-range tastes.

Stage came up with the Les Brown ork making with *Sentimental Journey* for a welcoming mitt. Once on top the boys went to work on *Beach at Waikiki*, starting with mutes and ending with full brass. Band's biggest number was *Caprice Viennoise* in which practically every sideman got a chance to shine with a sax ride. Number was built around drummer who put plenty of heart into his skin work. Brown has a good organization and he let every man do a turn and take his bows. Band also did its customary comedy bits, with Stumpy and Butch Stone walking off with plenty of giggles for their jitter dance. Stone, working as a single (he doubled on sax), did okay with his vocal, *Feets Too Big*. Ork singer Jack Haskell showed a pleasant voice with his *September Song*, the youthful, gangly appearance made his song unbelievable. Canary Pat Flaherty, a cute brunette, started with a straight version of *Five Minutes More*, then doubled with Haskell in a delightful parody of the number for a good reception.

Henny Youngman had a field day. Every gag and every piece of business pulled belly quakes. Tall comic's timing was right on the button from his opening, "Here's Les Brown for less money," to his beg-off speech. In between he killed them with his glee-club bits and his life of Youngman routines.

Bill Johnson's appearance was all in his favor. Tall well-built tousle-headed bary started off with *To Each His Own*. After a short intro he walked into the prolog from *Pagliacci* and wound up with *The Way You Look Tonight*, getting nice applause all the way.

Pic, *No Leave, No Love*.

Chicago, Chicago

(Friday, October 18)

B. & K. are feting the 25th anniversary of Chicago Theater with a 35-minute vaude revue that will stand up to anything they've had on the bill here since theater opened. Danny Kaye, whose last p. a. netted him \$700 per week and who expects to grab \$40,000 in the next seven days thru a percentage deal, is largely responsible, but remainder of cast comes in for big plug too.

Lou Breese's house band has been upped five pieces and ops would do well to keep an additional tram, sax and guitar as permanent, because two fiddles, which are permanent, aren't heard often enough anyway. Extra brass and guitar are used in all arrangements in this show. Additional sidemen's blowing was especially noted in background for Georgia Gibbs. Breese men opened with a spirited *Tico-Tico*, spotting Rudy Wagner's 88-ing.

Tip, Tap and Toc, Negro trio, ran into hard luck when one of the boys injured his ankle during the first show, but remaining two carried on to hefty mitt for the following show. Boys now do first part of their act atop their special box, pulling the platform away for their closer when they do solo steps that excited plenty of mitt.

Radio songstress Georgia Gibbs displayed much stage know-how and versatility in delivering a trio of diversified tunes. Gal, who makes a striking p. a., puts plenty of animation in her work and has an excellent throat besides. Had time permitted, she could have done more numbers, judging from audience reaction.

Headliner Kaye received riotous ovation. Using a minimum of prepared stuff and delighting with crisp

Paramount, New York

(Wednesday, October 16, 1946)

New card is loaded with stuff aimed at the hep cats and jive kids. Stan Kenton, with stork-like antics, and his ork put it on hot and heavy with arrangements and rides which will probably go big with the hot jazz buyers. But on night caught house didn't have many hepsters, hence the blasting and all the weird musical patterns didn't add up to good theater fare.

The only time Kenton did get enthusiastic responses was when he did his hoke vocal of *St. James Infirmary*, which the boys in the band deliberately loused up. Result was really hilarious and crowd gave with yocks and mitts.

Band canary, June Christy, was way over the customers' heads. Her be-bop lyrics and 52d Street style drew litters more than it pulled hands. Her low-down *He's Funny That Way* probably kills the hot jazz trade. Here it was just gibberish, with pew-sitters looking at each other wondering what it was all about.

Dean Murphy came on with a few gags, shooting them across like a machine gun, then went into his take-offs. Among them were Charlie McCarthy, which must be something for a name to do—imitate a dummy. Finished with Wendell Willkie. Eleanor Roosevelt and FDR, the last-named in excellent taste and earning him a great exit mitt.

King Cole Trio came on with a nice hand and went to work on *Route 66*, followed by Lorraine, *Best Man* and a medley of oldies. Boys did their usual good musical job but their phrasing didn't seem to get across. Show finished with Kenton's ork joining the Cole group for the descent with everybody getting hot.

The Lane Brothers' standard routines got a nice welcome. Their knockabout across, taps and rope jumping paid off with hearty applause.

Flicker, *Blue Skies*.

Million Dollar, Los Angeles

(Tuesday Afternoon, October 15)

Roadshow packaged edition of Earl Carroll's *Vanities* fails to ring the bell, altho show has its high spots which register sporadically. Generally, tho, it's a B offering dressed up as Grade A merchandise.

Show has the usual Carroll touch, replete with lanky showgirls and line of 14. Best group offering is a jungle number, colorfully costumed and well staged. Other group bits are run-of-the-mill dance routines which offer nothing new.

Heaviest chores fall to Syd Dean, working with partner, Bonnie, who dishes out some tired gags and a few specialties. In solo spots he clowns and takes usual number of pratfalls for yocks. Dean could easily become a top comic if he had material to match his talent.

Mercer Brothers, soft shoe comedy hoofers, do okay with several numbers, especially with burlesqued south-of-the-border routine. Jimmy Vey, tapster, doubles with his feet and hands, doing a terp routine while playing xylophone.

Trick cyclist Joe Mole and Vernon and Draper; comedy dance team, complete the bill. Vernon doubles as emcee and singer—adequate in both departments. Ben Yost Guardsmen, five-man vocal combo, latch onto the anchor spot and do well.

Production and costuming are up to par, but show lacks zip and novelty to make it click. Pic, *Strange Voyage*. Biz, fair.

ad libs, Guy got his best reaction from moppets, who seemed to have declared holiday from school for his opening. Could have stayed on indefinitely if clock hadn't run out. Every bit of his work brought yocks and end of each number a huge hand. Pic is *Bachelor's Daughters*. House was seven-eighths full when caught.

FOLLOW-UP REVIEWS

RUBAN BLEU, NEW YORK: Muriel Gaines has returned to this spot and her performance spark the bill. Aided by the Cedric Wallace Trio, she does a nifty job of ditties which she makes completely her own by her slick chanting style. Opener, *Ain't That Just Like a Man*, sets the pace, followed by *Young and Merry*, a lulu, and her "New York" song, which brought top hands and a recall which she answered with a calypso number for a beg-off.

Other newcomer to the bill, Judy McGee, miming to platters, misses. Her Beatrice Kaye and Jerry Colonna numbers got nowhere, and she made her only showing on the comedy panto to a Spike Jones disk. But it all means little or nothing and, since she opens the show, puts the onus on succeeding acts to pep up the evening. That's just what Paul Villard does with his sailor songs and folk tunes, delivered in his casual style. It sells sock. Day, Dawn and Dust continue with their comedy routines and net heavy mitting. The trio and 88-er, Wally Blacker, fill in the lulls nicely.

VILLAGE VANGUARD, NEW YORK: On page 1014 of Max Gordon's *Pharmacopoeia* it is written:

An old familiar remedy for box officeitis—add ingredient P (proven talent) to S (okay hold-overs); result is generally soothing to the pocketbook.

Taking his own prescription, Gordon has replaced Stanley Facey Trio with the Herman Chittison Trio and the Chic Chocs with Eddie Manson, harmonica player. Current bill emerges as a stronger show, with better entertainment to lure the waning niterygoers.

The Chittison Trio (bass, piano, guitar) is the kind of ace combo that draws the drinkers and anchors them to the place. The music and delivery are class, smooth and rhythmic, creating ripples of pleasure. The

boys back the show too. On opening night (Monday, October 14) they had a little trouble with one of Eleanor Bowers' songs, but a couple of run-overs can lick that.

Eddie Manson, assisted by Margery Welles on the piano, makes his return here a sock occasion. The maestro of the mouth organ is placing more emphasis on longhair, which is okay with the cellar customers. Opens with an ineffectual *Crazy Rhythm*, which only makes it tougher for his next wistfully played *Clair de Lune*, which connects. Guy really shows his stuff with *Pop Goes the Weasel* in Bach, boogie and Stravinsky arrangements. Great hand.

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Arbiters Give Icers Pay Hike

HOLLYWOOD, Oct. 19.—Findings of four-man arbitration board mulling dispute involving *Ice Follies* cast are to be presented to the cast some time today. Panel is understood to have recommended a general pay hike of 20 per cent, plus back pay for extra rehearsals and adjustment of working conditions in line with talent demands.

Hearing of grievances was held under supervision of AGVA's Florine Bale, and panel board included Sam Shayon, AGVA attorney, Joe Ross, *Ice Follies* legal head, and Walter Hadlich, ice-show biz manager.

If board recommendations are accepted by cast new management will be drawn up and submitted to AGVA National Director Malt Shelvey for ratification. Pay hikes by cast of *Ice Follies* and approved by union also will apply to cast of *Ice-Capades* and other iceries.

Singer Miranda To Work For Nitery Boss Miranda

HOLLYWOOD, Oct. 19.—Carmen Miranda will headline her own room at Monte Proser's Hollywood Copacabana. Miranda Room, to open first of the year, will seat 200 people and will be decorated with Brazilian trimmings.

Miss Miranda and Brazilian combo will furnish the entertainment. Actress owns piece of room, reportedly one-third.

STEM REVIVALS HIT PAY DIRT

Oldies Outdo New Shows as B. O. Clicks

Plenty Others En Route

NEW YORK, Oct. 19.—In spite of advance headshakings at a fall season top-heavy with revivals, it looks as though the refurbished legit is better than holding its own. In fact, the out-of-the-moth-balls contingent has the new entries in Stem sweepstakes backed off the boards.

Of the newbies, only O'Neill's *Ice-man Cometh* and Ben Hecht's *A Flag Is Born* have registered in the hit class, while three others, *Hidden Horizon*, *Hear That Trumpet* and *Mr. Peebles* and *Mr. Hooker* shuttered with a dozen showings or less. Against that, however, out of nine revival unveilings to date, only one has actually taken a bow-out. *Yours Is My Heart* called it a day early this month after 36 performances. *Obsession*, known as *Jealousy* when first done, is slated to wind up Saturday (26) after 31 showings.

Against these mishaps is balanced the smash hit of Jose Ferrer's *Cyrano de Bergerac* and the continued success-build of the Herbert operetta, *Gypsy Lady*. *Front Page*, first of the autumn revival crop, while off materially from a terrific b.-o. start, still appears solid at the Royale.

Four others bowed in this week. The Homer Curran revival of *Lady Windermere's Fan* is off to a sock start and has all the earmarks of a top contender in the success column, but Paul Czinner's importation of London's *Duchess of Malfi* drew a unanimous thumb-down press. Nevertheless, an advance sale of 150G would seem to insure the gory costume piece a reasonable stay. The all-Negro *Lysistrata* also took rough handling from the aisle experts and looks to lower the revivals Stem batting average. It is impossible to rate *Naughty Naught*, beer-and-pretzel comedy-melo, which unveils at the Old Knickerbocker Music Hall tonight, but if it stacks up with the original as played at the little American Music Hall back in 1939 it should get a successful coin play.

Still more revivals are on the way. Come November 6, the new American Repertory Theater gets to town with preems of *Henry VIII*, *What Every Woman Knows* and *John Gabriel Borkman*. A new version of *The Beggar's Opera* went into rehearsal Monday (14). The New Opera Company is prepping an edition of *The Belle of New York*, last on view here in 1927, and J. H. Del Bondio is readying another production of *The Chocolate Soldier*.

It begins to look as if the producers who climbed on the revival bandwagon have been smart. Whether the trend is due to a dearth of good new material, or whether there is a new generation eager to get a look-see at the oldies, fact remains that plenty of b. o. has been slumbering on the shelf. It just takes canny producing to wake it up.

Chic Johnson, Huntsman

VANCOUVER, Oct. 19. — Chic Johnson, of Olsen and Johnson, blew into Vancouver last week after a month's big game hunting in Northern British Columbia, an annual event on his itinerary. Team's new opus, *Hullabaloo*, will be produced at the Carnival, New York.

BROADWAY SHOWLOG

Performances Thru October 19, 1946

New Dramas		Opened	Perfs.
<i>A Flag Is Born</i> (Music Box)	9-3, '46	82	
<i>Anna Lucasta</i> (Mansfield)	8-30, '41	908	
<i>Born Yesterday</i> (Lyceum)	2-4, '40	302	
<i>Deep Are the Roots</i> (Fulton)	6-26, '45	445	
<i>Dream Girl</i> (Caronet)	12-14, '45	283	
<i>Harvey</i> (48th Street)	11-1, '44	836	
<i>Joeman Cometh</i> (Marlin Beck)	10-9, '46	10	
<i>Life With Father</i> (Bijou)	11-8, '30	2,012	
<i>Obsession</i> (Plymouth)	10-1, '46	23	
<i>O' Mistress Mine</i> (Empire)	1-23, '46	246	
<i>State of the Union</i> (Hudson)	11-14, '45	391	
<i>Voice of the Turtle</i> (Morosco)	12-3, '43	1,058	
REVIVALS			
<i>Cyrano De Bergerac</i> (Alvin)	10-8, '46	15	
<i>Front Page</i> (Royale)	9-4, '46	81	
Musicals			
<i>Annie, Get Your Gun</i> (Imperial)	5-16, '40	171	
<i>Call Me Mister</i> (National)	4-18, '46	212	
<i>Carousel</i> (Majestic)	4-10, '45	681	
<i>Oklahoma!</i> (St. James)	3-31, '43	1,582	
<i>Three To Make Ready</i> (Broadhurst)	3-7, '40	290	
REVIVALS			
<i>Gypsy Lady</i> (Century)	9-17, '46	39	
<i>Red Mill</i> (56th St. Theater)	10-16, '45	421	
<i>Show Boat</i> (Ziegfeld)	1-5, '46	329	
ICE SHOW			
<i>Ice-time</i> (Center)	6-20, '46	173	
BALLET			
<i>Ballet Russe</i> (Metropolitan Opera House)	9-29, '46	24	
<i>Ballet Theater</i> (Broadway)	9-29, '46	24	
OPENED			
<i>Lady Windermere's Fan</i> (Cort)	10-14, '46	8	
Received a seven-to-two nod from critics. Yes: Louis Kronenberger (PM), Robert Coleman (Mirror), Robert Garland (Journal-American), Ward Morehouse (Sun), William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Richard Watts Jr. (Post). No: John Chapman (News), Brooks Atkinson (Times).			
<i>Duchess of Malfi</i> (Barrymore)	10-15, '46	7	
Took complete thumb-down from the critics. No: Louis Kronenberger (PM), Robert Coleman (Mirror), Richard Watts Jr. (Post), John Chapman (News), Robert Garland (Journal-American), Ward Morehouse (Sun), William Hawkins (World-Telegram), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Louis Kronenberger (PM), Robert Coleman (Mirror).			
<i>Loco</i> (Biltmore)	10-16, '46	5	
All-negative chorus from critics. No: Richard Watts Jr. (Post), Ward Morehouse (Sun), William Hawkins (World-Telegram), Robert Garland (Journal-American), John Chapman (News), Howard Barnes (Herald-Tribune), Brooks Atkinson (Times), Louis Kronenberger (PM), Robert Coleman (Mirror).			
<i>Lysistrata</i> (Belasco)	10-17, '46	4	
Took unanimous facing. No: Robert Coleman (Mirror), Louis Kronenberger (PM), Richard Watts Jr. (Post), Howard Barnes (Herald-Tribune), Robert Garland (Journal-American), John Chapman (News), William Hawkins (World-Telegram), Ward Morehouse (Sun), Brooks Atkinson (Times), (Old Knickerbocker Music Hall).			
<i>Naughty-Naught</i> (Old Knickerbocker Music Hall)	10-19, '46	1	

Scene Set-Ups by Designers Draw IA Ire; Two Get Tossed

NEW YORK, Oct. 19.—Stagehands' union, adamant in its decision that scenic designers keep hands off complicated scenes being set up on stage for premieres, this week chased two designers off the boards. Boris Aronson, working on *Sweet Bye and Bye*, got the heave-ho, with Donald Oenslager, working on *The Fatal Weakness*, also getting the bouncer, both incidents taking place at the Shubert, New Haven.

Grips made the same threat in each case, stating they would walk out unless the designers laid off the sets and worked from the pit instead. New Haven deckhands were working under orders from IATSE headquarters in New York.

N. Y. Walkout Threat

James Brennan, IA vice-president, stated that the union would pull grips out of all New York houses unless the designers ended their set-up practices. Brennan declared, "They are

interfering with our work and are not property men, carpenters or electricians."

Fight is believed to be partially a retaliatory step by the IA, in connection with scenic artists support of the Conference of Studio Unions' Hollywood strike. Additionally, a jurisdiction element is involved; grips took similar action against Elizabeth Montgomery, in connection with *Second Best Bed* when it played Schenectady last May.

Many legit producers claim designers are indispensable in setting up new shows, and that delays which will follow if the IA puts thru its edict will add considerably to deck-hand pay rolls.

Hollywood Bowl Plans Legitery

NEW YORK, Oct. 19.—Hollywood Bowl is planning to go into legit. New combo, called Hollywood Bowl Theater Association, has George Bagnall at its head and is launching a drive for \$1,000,000 to build a theater and school on Bowl ground and hopes to bring top attractions in from the East. Douglas Field, a Bowl rep, is here now to see whether the Shuberts, Theater Guild, Playwrights Company and other producers will book their shows in the projected Bowl house.

Tentative opening date for the theater is in 1948, with a drama festival starting at the Bowl's outdoor Pilgrimage Theater in July and going indoors October at the new house. The HBTA hasn't the dough to build the house, it has the land free on a non-profit deal with Los Angeles County. With locations at a premium in Hollywood, land itself is valued at \$500,000.

HBTA will also do new scripts, try-out plays for Eastern producers and do revivals. School plans call for a two-year course with a third post-graduate year. Altho set-up won't have a tie-up with movie companies, the fact that it will be major legit project in the heart of film capital is expected to attract plenty of students. Besides Bagnall, Katharine Hepburn, Bette Davis, Mrs. Pat O'Brien, Robert Reynolds and Dame Mae Whitty are on HBTA's executive board.

Set Painters Asking 65% Hike in Hourly Wage, 30-Hour Week

NEW YORK, Oct. 19.—Scenic Artists' Union is pitching for a 65 per cent increase on hourly wage plus decreased work week in its new contract. Current rate for scene painters is \$3 per hour for 35 hours per week; demand is for \$5 hourly for 30 hours per week. Old agreement between the union and contractors expires October 31.

Meanwhile scenic artists are having a better season than last year. There are contracts for 20 more shows in work now as compared with last year.

Equity's Mag Attacks Fay

NEW YORK, Oct. 19.—In a very unusual editorial, Actors' Equity attacked one of its council members, Frank Fay, in the October issue of its magazine. Fay guested a column for local paper in which he deprecated the talent and motives of junior members of the association. This happened while he was serving on a committee to consider revising the qualifications for senior membership. Subsequent action by AE removed him from the committee.

Union, while making it clear that it did not question Fay's right to free speech, claimed he disregarded his responsibilities as a council member "by going direct to the public on an issue which was still before the council, and on which he was one of the members. In doing so, he maligned a large section of the membership and the good name of Actors' Equity Association."

Rose Pays Cast Expenses During Capital Lay-Off

NEW YORK, Oct. 19. — Tuesday (15) session of Actors' Equity Council granted a request by Billy Rose that he be allowed to lay off cast of *Carmen Jones* October 26, 27, 28 in Washington. Actors will get expenses for the three days until they move on to Harrisburg, their next date.

Rose, because of the shortage of houses originally planned to play Uline Arena in Washington, but found the cost of building a proscenium too much. Producer expected to spend 3G, but estimates ran \$15,000 and up.

COMING UP

(Week of October 21, 1946)
Made in Heaven (10-21, '46)
 (Henry Miller)
 Playbox of the Western World, The (10-26, '46)
 (Booth)

CLOSED

Bees and the Flowers, The (9-26, '46)
 (Booth)
 Saturday (19).

THE DUCHESS OF MALFI

(Opened Tuesday, October 15, 1946)

ETHEL BARRYMORE THEATER

A tragedy by John Webster, adapted by W. H. Auden. Staged by George Rylands. Sets, Harry Bennett. Costumes, Miles White. Incidental music, Benjamin Britten, arranged by Ignatz Strasfogel. Company manager, Lester Al Smith. Stage manager, Forrest Taylor Jr. Press representative, Jean Dalrymple. Presented by Paul Canner. Ferdinand, Duke of Calabria... Donald Eccles The Cardinal, His Brother... John Carradine Giovanna, Duchess of Malfi, Sister of Ferdinand and the Cardinal, Elisabeth Bergner Antonio Bologna, Steward of the Household of the Duchess... Whitfield Connor Dello, Antonio's Friend... Richard Newton Daniel De Bosola, Gentleman of the Horse to the Duchess... Canada Lee Officers Attending on the Duchess: Ben Morse, Michael Bey, Lawrence Ryle, Robin Morse Ladies Attending on the Duchess: Beth Holland, Diana Kemble Carlota, First Lady-in-Waiting to the Duchess... Patricia Calvert Old Lady... Micheleleto Burani Roderigo... Rupert Pole First Guard... William Layton Second Guard... Frederic Downs Julia, Wife of Castruchio... Sonia Sorrell Monk... Michael Ellis Pilgrim... Jack Cook Antonio's Son... Maurice Cavell Antonio's Daughter... Kathleen Moran Madmen: Priest (Singer)... Walter Peterson Lawyer... Robert Pike Astrologer... Frederic Downs Doctor... Guy Spaul Courtiers, Officers, Soldiers, Ladies and Gentlemen of the Court.

A program note advises that because the London revival of The Duchess of Malfi was one of the most successful productions of last year's West End season, Dr. Paul Czinner reached across the Atlantic and sought Director George Rylands to repeat his task here. Dr. Czinner might better have kept his hands in his pockets. Ryland's direction may have made Malfi a tidy hit in London, but at the Barrymore it unfolds as sonorous and mostly unintelligible. Fault must lie in the staging, because some very literate guys have attested that John Webster's verse touches little less than the sublime and the tragedy inspires pity and terror. The only pity engendered in the current version is that of customers for some of the actors, and the terror manifests itself in pew-sitters' seat-wrigglings and a desire to giggle in the wrong spots.

However, while Malfi would be tabbed for as short a shift as that enjoyed by most of its principal characters, it has, of course, Elisabeth Bergner in the title role. The Bergner has a way with her, even in a bad play, of luring them to the box office. Already reports credit Malfi with a 150G advance, so it should continue pleasantly in the black for (The Duchess of Malfi on page 52)

LADY WINDERMERE'S FAN

(Opened Monday, October 14, 1946)

CORT THEATER

A comedy by Oscar Wilde. Directed by Jack Miner. Sets, costumes and lighting, Cecil Beaton. Incidental music, Leslie Bridgewater. Company manager, Emmett Callahan. Stage manager, Robert Linden. Press representative, Helen Hoerie. Presented by Homer Curran in association with Russell Lewis and Howard Young. Lady Windermere... Penelope Ward Parker... Thomas Loudon Lord Darlington... John Buckmaster Duchess of Berwick... Estelle Winwood Lady Athalia Carlisle... Sally Cooper Lord Windermere... Henry Darnell Mr. Rufford... Paul Russell Miss Rufford... Jeri Sauvnet Lady Paisley... Marguerite Gleason Hon. Paulette Sonning... Tanagra Thayer Lady Jedburgh... Elizabeth Valentine The Bishop... Peter Keyes Miss Graham... Pamela Wright Sir James Royston... Jack Merivale Lady Stutfield... Anne Curson Mr. Dumby... Evan Thomas Mrs. Gower-Powper... Leonore Elliott Mr. Fopper... Stanley Bell Lady Flyndale... Nan Hopkins Lord Augustus Lorton... Rex Evans Mr. Cecil Graham... Cecil Beaton Mrs. Erylne... Cornelia Otis Skinner First Footman... Guy Blake Second Footman... Richard Burns Rosalie... Marjorie Wood

As an echo of an era as brittle as the China pug dogs that graced its (See Lady Windermere on page 52)

BROADWAY OPENINGS

HEAR THAT TRUMPET

(Opened Monday, October 7, 1946)

THE PLAYHOUSE

A new play with jazz overtones by Orin Jennings. Presented and staged by Arthur Hopkins. Designed by Woodman Thompson. Stage manager, Edward A. McHugh. Press representative, Richard Maney.

Mumford, Clarinet... Sidney Bechet Alonzo Armonk... Frank Conroy Dinger Richardson, Trumpet... Bobby Sherwood Floyd Amery, Piano... Ray Mayer Abba, Bass Viol... Bart Edwards Rocco, Drums... Marty Marsala Erica Marlowe... Audra Lindley Skippy, Trombone... Philip Layton Sally Belle... Lynne Carter Cleary... Raymond Bramley

Chalk up an error in judgment on this one; it just doesn't jell. The Jennings script, while it has possibilities and even flashes of the right stuff in it, badly needs a rewriting job and a tightening up everywhere. Then, too, the direction doesn't help any, for the pace is laggard and the dialog at this tempo grows dull and heavy. Hear That Trumpet is not Stern fare.

Plot, for some reason or other, despite the vet angle, seems dated, and Jennings has contrived little in his script to alter this opinion. It is dated speech, dated action and above all, dated, mawkish melo in the finale that does nothing to send the pew-sitters out with good feeling toward the play. Best moments in the show are when the combo gets into the groove.

CRITICS' TAB

Consensus on this was a heavy mix, R-1. No: Brooks Atkinson (Times), John Chapman (News), Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), Ward Morehouse (Sun), Richard Watts Jr. (Post), Robert Garland (Journal-American). Yes: William Hawkins (World-Telegram).

Story builds around Dinger Richardson, his six-piece combo, an evil mouthpiece with a load of power, and his erotic girl friend. The gal friend, tired of her floozy existence, falls for Dinger and persuades the lawyer, Armonk, to handle the band. He does, but after the gal and Dinger get spliced, wreaks his vengeance slowly and evilly on the whole band. Gal justifies herself when she poisons Armonk and gets the band back together.

Dialog, for the most part, is either banal or turgid. It strives sometimes to say something and there's even a whiff of social significance. But it all adds up to very little. What talk there is to satisfy is handled by Ray Mayer, the combo 88-er, who does a stand-out job with his caustic cracks and drunken story told at the piano to his own accompaniment. This is the high spot of the play.

As far as thesping goes, Mayer walks off with top honors as the battle-shocked war-bitter cynic. He dominates every scene he plays. Bobby Sherwood, ork fronter and trumpeter, who was drafted from a podium for the job, does an overall good job. He's convincing and credible. Others in small roles who do okay are Sidney Bechet, another tyro; Marty Marsala and Raymond Bramley. As the villain, Frank Conroy is correctly sinister. But the cast sags badly on the staff side. Audra Lindley, as the lead, plays the early scenes as if she were not too sure of the next line. The rest of the role she handles stiltedly and sometimes awkwardly. Lynne Carter's comedy bit is badly overdone. The Woodman Thompson set is so-so.

In short, at The Playhouse you can Hear That Trumpet if you can stand sour notes. This one's off key most of the time.

Closed Saturday (12). Printed for the record. (Review crowded out of the last issue.)

LOCO

(Opened Wednesday, October 16, 1946)

BILTMORE THEATER

A comedy by Dale Eunson and Katherine A. Belmont. Produced by Jed Harris. Settings, Donald Oenslager. Costumes, Emeline C. Roche. General manager, Ben F. Stein. Press representative, Dick Weaver. Stage manager, Del Hughes.

Alma Brewster... Helen Murdoch Naomi Brewster... Beverly Bayne McIntyre... Barry Kelley Waldo Brewster... Jay Fassett David Skinner... Morgan Wallace Loco Dempsey... Jean Parker Ginger... Mario Dwyer Matron... Darin Jennings Eben... Parker Fennelly Pamela Brewster... Elaine Stritch Nicky Martinez... Si Varlo Miss White... Lauretta Maxine

Loco has motive, if not motion, and gets really nowhere by curtain fall. Framed around a thin plot of a tired business man and a Conover model with chassid and no gray matter, comedy plays for laughs more often than it gets them. There are quite a few sags in the script and blank moments that cull the gapes. Show seems destined for a brief encounter on the Stem.

Main merit is the acting, which is generally good. Cast tries heavily to juice the weak lines, and Jay Fassett, Jean Parker, Parker Fennelly and Beverly Bayne manage here and there to make the script sound much funnier than it really is.

Waldo Brewster, who is bored with family life and, anyway, is annoyed with his daughter for marrying a terper on USO overseas, meets a brainless model whose name, incidentally, is Loco, and on the advice of a friend, suggests she come with him on a hush-hush trip to his Maine hunting lodge. Scene where the gal makes up her mind after talking to her roommate, who's also out on a date, is one of the comedy high spots. When the couple reach Maine the gal comes down with measles, and in the course of convalescence makes Brewster see that he owes something to his family. He returns and makes peace at home.

Play is slotted into nine scenes, and action gets choppy as a result. Donald Oenslager's sets are good.

LYSISTRATA

(Opened Thursday, October 17, 1946)

BELASCO THEATER

A comedy by Aristophanes, modern version by Gilbert Seides. Directed by James Light. Sets and lighting, Ralph Alswang. Costumes, Rose Bogdanoff. Choreography, Felicia Sorel. Music, Henry Brant. Company manager, Eleanor Fitzgerald. Stage manager, Phil Stein. Press representatives, Marjorie Barkentin and Michael O'Shea. Presented by James Light and Max J. Jellin. Leader of Old Women's Chorus, Pearl Gaines Old Women's Chorus:

Beatrice Wain, Phyllis Walker, Hilda Offley, Theresa Brooks, Olive Ball, Ethel Purnello, Wilhelmina Williams, Edyth Reid Lysistrata... Etta Moten Kalonika... Fred Washington Young Women's Chorus: Lora Pierre, Geneva H. Fitch, Laph-Iawn Gumbs, Marie Cooke, Jean Starvall, Geri Bryan, Jackie Greene, Courtney Olden, Minnie Gentry Myrrhina... Mildred Smith Lampito... Mercedes Gilbert Spartan Women: Louise E. Evans, Tica Janine Theban Women: Lou Sealla Swarz, Eunice Elenora Miller Corinthian Women: Valerie Black Margaret Tynes, Marie Cooke, Jean Leader of Old Men's Chorus, Leigh Whipper Old Men's Chorus: Wardell Saunders, Cherokee Thornton, James H. Dunmore, Louis Sharp, Andrew Ratousheff, George Dozier, Larrri E. Lauria, Service Bell President of the Senate... Rex Ingram Spartan Envoy... Maurice Ellis Kinias... Emmett Babe Wallace Trygges... John De Battle Nikias... Larry Williams Polydoros... Sidney Poitler Senators:

Harry Bolden, P. Jay Sidney, Bootsie Davis, Hanson Elkins, Milton J. Williams, Wilson Woodbeck Lykon... Emory S. Richardson Officers... Milers Winbush, George F. Carroll Satyrs... Archie Savage, Jay Flasha Riley Dancers: Bill O'Neill, Frank Green, H. Roderick Scott, Albert Popwell, George Thomas, Royce Wallace, Marble Hart, Erona Harris, Gwyn Hale, Hettie Stephens, Ann Henry

Sixteen years ago last June the Philadelphia Theater Association had Gilbert Seides modernize Aristophanes' comedy, Lysistrata. It was unveiled at the 44th Street Theater and ran for 252 performances. Violet Kemble Cooper in the title role received considerable encomiums. Likewise saluted were Miriam Hopkins, Hortense Alden, Sidney Greenstreet and Ernest Truex. So much for the record.

At the time, the bawdy nonsense of the play tickled the public funny bone (1) because it was daring (the dialog would have caused a lifted customer eyebrow on current burly wheels); (2) it was played with (see LYSISTRATA on page 52)

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OUT-OF-TOWN OPENINGS

THE INSPECTOR GENERAL

(Opened Tuesday, October 8, 1946)

LAS PALMAS, HOLLYWOOD

A comedy in five acts by Gogol. Directed by Michael Chekov. Translation, Serge Bertensson and Arnold Bergard. Settings and costumes, Nicolai Remisoff. Costumes, Virginia Sharpe. Production manager, Lloyd Bridges. Stage manager, Sam Gary. Lighting, Milton Starr. Make-up, Feodor Chaliapin, Sidney Dublin. Press representatives, Ted Sully, John Anderson. Presented by Actors' Lab.

CAST: Morris Carnovsky, Al Eben, Roman Bohnen, Stephen Brown, Frank Cady, Loyd Bridges, Ken Jones, Peter Brocco, Russell Johnson, Anton Backus, Jody Gilbert, Dorothy Bridges, Art Smith, Phil Brown, Carl Millatare, David Fresco, Adrian Wood, Herman Waldman, Steve Bennett, Leonard Auerbach, Joseph Mantell, Manny Shipow, Virginia Sharpe, Irene Tedrow, Barry Eddy, Carl Milletaire, Janet Brandt, Doris Karnes, Richard Davis, Ruth Sanderson, Danna McGraw, Kenn Bader, Muriel Coburn, Richard Avondo, Don Davis.

Even for so talented and ambitious a group as the Actors' Lab, the modern presentation of Gogol's 110-year-old Russian classic is no small accomplishment. To achieve the free translation and adaptation required, while still retaining the subtleties of Gogol's crafty characters, Michael Chekov wields his directorial brush with wide strokes, sometimes overplaying his hand as he roams from a pattern of straight comedy to near burlesque. It is this deviation from a definite mood pattern which somewhat dulls the play's edges, since the piece is set neither as a farce nor a comedy, but a puzzling mixture of both. Farcical twists, obviously aimed at milking laughs, could be eliminated in favor of straight comedy.

Heaviest acting chore falls to Phil Brown, who portrays the foppish, petty government clerk, Khelestakov. Mistaken by grafting village officials for an important government official on an inspection trip, Khelestakov uses the opportunity to fleece the politicians and have a royal time, outsmarting the crooked officeholders and leaving town with them holding the bag. Brown's precise portrayal is consistently sound, altho a lack of shading is distracting. The role is done in high vocal register with clipped delivery, resulting in loss of dialog. It is an exacting role, and Brown should improve as he loosens up.

As the scheming mayor and ring-leader of the town's chiseling officials, Morris Carnovsky romps thru the five acts with assurance and ease, often carrying the entire acting burden on his shoulders, yet never losing his grasp. Carnovsky's interpretation of the role is a sweeping, unfettered caricature, amusing, delightful and sometimes pathetic.

Outstanding in a uniformly good cast are Roman Bohnen, Al Eben, Stephen Brown, Frank Cady and Loyd Bridges as fellow politician-conspirators. Standout support is given by Ken Jones and Peter Brocco as two simple-minded citizens. Art Smith as a manservant is polished and amusing. Jody Gilbert and Dorothy Bridges carry feminine leads easily.

Nicolai Remisoff's settings contribute greatly to the stylized pattern of the play. A special nod is due Feodor Chaliapin and Sidney Dublin for highly effective make-up.

This isn't the best offering by the Actors' Lab, but it comes near enough to the top to merit attention and generous praise.

Berle Turns Megger

For "Gorilla" Revival

NEW YORK, Oct. 19.—Jules Pfeiffer is readying a revival of Ralph Spence's *Gorilla* for the road. Show will co-star Hugh Herbert and Benny Baker, with Milton Berle directing. Tentative opening date for production is November 30.

Pfeiffer already has *Maid in the Ozarks* on tour.

THE FATAL WEAKNESS

(Opened Thursday, October 17, 1946)

SHUBERT THEATER, NEW HAVEN, CONN.

A new comedy by George Kelly. Directed by the author. Setting and lighting, Donald Oenslager. Costumes, Bianco Stroock. Production supervised by Lawrence Langner and Theresa Heiburn. Company manager, John Turek. Press representative, Joseph Heldt. Stage manager, Freeman Hammond. Presented by Theater Guild.

CAST: Ina Claire, Mary Gildea, Margaret Douglass, Madge Evans, Howard St. John, John Larson.

In selecting George Kelly's *Fatal Weakness* to return her to the stage after a five-year gap, Ina Claire has made a good choice. With a few minor changes, this novel and highly edifying preachment on divorce is destined to have a healthy and enjoyable life on Broadway. It's gaited for fem trade and appealing to men in reverse.

It's typical Ina Claire comedy and played to the hilt by the star, who completely dominates the show. She chose no easy role in Olive Espenshade, whose fatal weakness is an uncontrollable desire to attend weddings, whether or not she knows the principals concerned. The part keeps her on stage thruout the five scenes of the three acts.

Her interpretation of the scatter-brained, high-strung matron is tops and she is completely believable in every shading given the difficult role. Faulty memory and several bad fluffs marred an otherwise flawless job, but these slips can be laid to opening-night jitters and fact that Miss Claire had been ailing all during opening week.

Supporting cast does notably with exception of Madge Evans, who is woefully weak. She gives a purely mechanical interpretation of the married daughter with domestic troubles of her own, and the audience was conscious of the fact that she was acting out a part every moment she was on the stage. The peculiar tonal quality of the Evans voice didn't help any in winning favor.

After Miss Claire, honors go to Margaret Douglass, who gave her comedy role as the guide and confidante of the aggrieved wife, a beautifully rounded performance. An able foil for Miss Claire's deft handling of polite comedy, she was able to build every scene to proper climax. Howard St. John, the erring husband, is physically and vocally suited to the role, but allowed himself to become overwhelmed by his lines during his two big scenes with the star. Mary Gildea, as the maid Anna, and John Larson, as Vernon Hassett, Mrs. Espenshade's son-in-law, were okay in the minor roles.

Donald Oenslager's setting of the Espenshade apartment is beautifully done and loudly appreciated at curtain's rise. Staging by Theater Guild is in the TG groove.

LADY WINDERMERE

(Continued from page 51)

mantelpieces, Homer Curran's revival of Wilde's comedy of Victorian manners and fashions is as near tops as anything to come along. *Lady Windermere's Fan*, at the ripe age of 54, may seem leisurely and frilly measured by current tempora and mores, but regarded thru the wrong end of the telescope, it packs a period-piece charm that should have the customers mobbing the Cort for many weeks to come.

Curran has done much more than blow the dust off *Fan*. He has framed it in plush and gilt settings and costumes by Cecil Beaton that are eye-fillers as well as precisely in the groove of the Mayfair of the '90s. He has stuck to the original somewhat stilted text and retained the soliloquies and asides and or-

LYSISTRATA

(Continued from page 51)

superlative raffishness by a top cast of actors, and (3) it was of the end of a prohibition era which baited sex as a lure for legit entertainment. Sex is still with us, but as a total means to an amusement end in the theater it has lost its sting.

Perhaps that is what ails this revival of *Lysistrata* at the hands of James Light and Max Jelin. There is no reason in the world why the Seldes version of the Aristophanes fable of the triumph of the Athenian and Spartan women taking the Peloponnesian war into their own hands shouldn't be brought to life again by an all-Negro cast. However, the suspicion remains that Messrs. Light and Jelin revived it in black-face more or less as a stunt. The major question is: should they have revived it at all? The answer, on an honest report of results, is no.

Lysistrata in its latest edition sums up to sex, sex, sex to the nth degree. And where 16 years ago, broad and bawdy as it was, it received light and devious treatment at the hands of Norman Bel Geddes and a corps of fine players, this time the staging and the playing accents all the dirt and omits most of the charm. In the current version most of the chuckles are gone and it leaves the customers with the impression of reading dirty words chalked on a fence.

It is unfair to tab all the proceedings as dull and vulgar. Etta Moten makes an acceptable enough Athenian suffragist, and both Fredi Washington and Mildred Smith deserve considerable palming for acting chores as ladies who can't live up to their celebrity chores. Rex Ingram and his half-dozen war-mongering senators are as amusing as ever. Biggest genuine laughs, however, stem from Sidney Poitier as the sex-hungry but wifeless Polydorus and from the expert comic timing of a moppet whose name is unfortunately omitted from the program.

Ralph Alswang has designed a bizarre, cock-eyed sort of background for the two-act session on the Acropolis, and Rose Bodanoff's body dressing is good enough. But *Lysistrata* you can take or leave. Most people will leave it.

dered up a top-flight cast. It's a production which would please the esthetic Wilde, if he were around to see and hear it.

The doings of the Windermere household are frankly dated and nobody cares much what the lady did with her fan, but the Wilde wit and facility in making good sound like bad, and vice versa, still come across as sharply as ever. Much of this is due to fine direction and expert playing. Jack Minster has an excellent job of pacing the action to fit the Victorian frame, and the actors from top to bottom get everything out of the satiric crackle of the lines.

Fan cast is so uniformly good that it is almost unfair to salute individuals. Top honors go to Estelle Winwood's Duchess of Berwick. She adds another crisp character portrait to her long list. Cornella Otis Skinner gets off to a slow start as the fascinating Mrs. Erylne, but more than comes into her own in the final stanzas. Penelope Ward brings plenty of charm to the jealous young Lady Windermere and Henry Daniell makes a properly stuffy husband. To John Buckmaster, Cecil Beaton and Rex Evans, however, fall most of the epigrammatic plums, and each makes the best use of them for sharp performances.

In sum, while *Fan* may be faintly archaic and far from the best of Wilde, for sheer opulence of production and excellence of playing it is a top-bracket addition to the season and definitely headed for the success column.

ROUTES

Dramatic and Musical

American Repertory Co. (Colonial) Boston.
Anna Lucasta (Town Hall) Toledo, O.
Apple of His Eye, with Walter Huston (Hanna) Cleveland.
Ballet Russe de Monte Carlo (Music Hall) Kansas City, Mo., 25-27.
Ballet Theater (Bushnell Aud.) Hartford, Conn., 26.
Blackstone (Court Square) Springfield, Mass., 23; (Lyric) Bridgeport, Conn., 25-26; (Ford) Baltimore 28-Nov. 2.
Bloomer Girl (Energy Auditorium) Cincinnati.
Blossom Time (Shubert) Philadelphia.
Born Yesterday (Wilbur) Boston.
Carmen Jones (Park Youngstown, O., 23; (Lisner Aud.) Washington 25-27.
Come On Up, with Mae West (Lyric) Allentown, Pa., 23; (Shubert) New Haven, Conn., 24-26.
Dream Girl (Selwyn) Chicago.
Dear Ruth (Lyric) Richmond, Va., 21-25; (Academy of Music) Roanoke 26.
Fatal Weakness, with Ina Claire (Walnut St.) Philadelphia.
Follow the Girls (Shubert) Chicago.
Hamlet, with Maurice Evans (Cass) Detroit.
Happy Birthday, with Helen Hayes (Shubert) Boston.
Harvey (Harris) Chicago.
Hasty Heart (Biltmore) Los Angeles.
Haven, The (Playhouse) Wilmington, Del., 24-26.
I Remember Mama (Studebaker) Chicago.
If the Shoe Fits (Shubert-Lafayette) Detroit.
Joos Ballet (Royal Alexandra) Toronto.
Life With Father (Piney) Boise, Idaho, 23; (Temple) Tacoma, Wash., 25; (Metropolitan) Seattle 26.
Lute Song (Lyceum) Minneapolis 21-23; (Auditorium) St. Paul 24-26.
Magnificent Yankee (Nixon) Pittsburgh.
Mary Had a Little (Erianger) Buffalo.
Oklahoma (Erianger) Chicago.
Park Avenue (Ziegler) Philadelphia.
Present Laughter (Plymouth) Boston.
Pygmalion (National) Washington.
Song of Norway (Opera House) Boston.
State of the Union (Blackstone) Chicago.
State of the Union (Curran) San Francisco.
Student Prince (Ford) Baltimore.
Sweet Bye and Bye (Forrest) Philadelphia.
Tobacco Road (Davidson) Milwaukee.
Up in Central Park (Metropolitan) Seattle, 21-25; (Mayfair) Portland, Ore., 26.
Voice of the Turtle (American) St. Louis.
Voice of the Turtle (Locust St.) Philadelphia.

THE DUCHESS OF MALFI

(Continued from page 51)

some weeks, no matter what anyone says about it.

But a Bergner emoting statuesquely (and most of the time very indistinctly) in 16th century brocades is a far cry from the Bergner of the continental stage tricks which have endeared her to American audiences, and it doesn't seem that her excursion into Elizabethan tragedy is going to do her any good.

Malfi plot, of course, is strictly on blood and thunder lines. It concerns the skulduggery of a pair of brothers, one a churchman, to keep their sister single. The lady secretly marries her steward and has three children by him. The brothers, aided by a venal master-of-horse, murder the whole family, and then the trio winds up a sanguine evening by knifing each other. Obviously, such a tale must depend on its verse and diction to put it across. *Malfi* gets little justice on either score. Director Rylands has permitted his actors to mutter and mumble in their beards to a point where one has to strain to keep up with the proceedings, and the ear strain just isn't worth the effort.

Donald Eccles, as the more vicious of the two brothers, is one of the worst offenders in the muttering department, but John Carradine is malignantly clear in his cardinal's robes. Whitfield Connor, as the be-deviled husband, knows his way around with blank verse, too, but the staging shoves him around like a juvenile in a musical. Patricia Calvert deserves a bow for getting the most out of a dull part as the duchess's loyal waiting-woman.

It is likely, however, that *Malfi* will be remembered mostly because it boasts a Negro playing a white man. It is a novel experiment, but Canada Lee, with the aid of some new make-up, called "covermark," is bearded and bewigged to perfection as a captain of renaissance mercenaries. It's a long and trying part and Lee carries it with great credit. The experience should do him a lot of good for future bouts with blank verse. But *Malfi*, as a whole, should have called it a day in London.

Burlesque

By UNO

Carol Lord, former burly feature, is newly associated with Bob Irwin and Bob Starr in talent bookings. . . . Marion Lee rejoined the Lynchettes at the Hudson, Union City, N. J. . . . Lester Montgomery is producing at McVan's nitery, Buffalo. . . . Charles H. Allen booked Ryan and Benson for the Gayety, Montreal. Also formed a new combo out of Mac Dennison and Bob Rogers. . . . Jacques Barrie and Colline celebrated their fourth wedding anniversary in Buffalo last week. Attending were Vivian Hall, Aida Ramirez, Palmer C. Cote, Nona Martin and Toney Baffo. . . . Frances, of the Crosby (La Rosa) Sisters, convalescing after a tonsillectomy. . . . Paul Marakoff, producer, renewed his contract at the Casino, Toronto. . . . Artie Lloyd and Faye Neal left Ohio for a stock house in Columbus, O. Replaced by Freddie Frampton. . . . Babe Fenton is at the Gayety, Baltimore, where Marie Costello is doubling as showgirl between the theater and Gayety night club. . . . Jean Williams, new strip on Hirst circuit, is a recent promotion from chorus by Scotty Humbert at National, Detroit. . . . Helen McArdle celebrating her third year at Metro-pole Bar, New York.

Primrose Seimon, feature femsee after six weeks at Swing Club, Rochester, N. Y., moved to Andy's Inn, Syracuse, where she is in her fourth week. . . . Eddie Girlock, new comic on the Hirst wheel, comes to burly after three years of entertainment work in the army. . . . Mitch Todd opened at Star and Garter, Chicago, as house singer. Alternates every 10 weeks at the Casino, Toronto. . . . Patricia Jordan, six-foot-six dancer on the Hirst wheel, to embark for Tokyo to take part in shows and join her husband and former teammate, Maurice Wayne. He was recalled for service in Japan. . . . Tommy Matthews (4) and Bobby St. George (3) are chaperoning their dads, Jimmie Matthews, comic, and Billy St. George, dancer, as well as their mothers, Sue Gay and Ann St. George, over the Hirst route. . . . Frances Parks, producer at the Avenue, Detroit, is vacationing in Chicago. . . . Charbi Ames, sister of Mitch Todd, is working niteries in Chicago.

Bert Carr and Al Anger have replaced Harry J. Conley and Freddie Frampton on the Jessica Rodgers show.

Closed Shop Due Again for Burly

NEW YORK, Oct. 19.—Over 200 traveling principals and 500 stock chorines employed by the two major burly circuits, Hirst in the East and Schuster in the Midwest, as well as Kane in Ohio territory, will probably be enrolled shortly in the Burlesque Artists' Association, (AFL). Total of 26 wheel houses are involved.

Meeting with execs of the Schuster Circuit October 10 in Detroit, Tom Phillips, BAA prexy, opened negotiations for a closed shop for Schuster burly workers. Settlement is expected within 10 days. Similar negotiations are being hatched with representatives of the Hirst wheel. Four Ohio, or Burma Road spokes, will be handled later.

Burly stock houses, located in a large area in the extreme West as well as others in various Southern districts, are already enrolled, Phillips declared. Principals and chorines are eager to join up in order to be represented by collective bargaining and for unionized protection. BAA has been quiescent for some time.

Include Us Out On Act Battle 'Stigma'—D.C. Ops

Washington.

To the Editor:

Your October 12 issue contains an article headlined "D. C. Spots Battle for Acts," wherein it is stated that "Round robin was started by Paul and Dave Young, who bought Buddy Lester and Steve Condos for an October 8 opening." True, these acts were booked, yet the wording of this statement will undoubtedly give many readers an erroneous impression.

It should be remembered that the undersigned originally opened the Romany Room in 1939, years before many present operations, and that the room was closed in 1944 only because the operators entered the armed forces; that Buddy Lester and many other acts of the same caliber had appeared in the Romany Room several times during the years of operation; that the show policy does not differ one iota from the policy then established. And so the placing of the stigma of starting a "round-robin battle" for acts on Paul and Dave Young is unjust.

Insofar as a "battle for acts" is concerned, please be advised that this operation has never been and will not be a party to any such practice. Any outbidding for or "stealing" of acts will not occur on our part. This stand can be readily verified by the questioning of any of the many agents with whom we have dealt.

PAUL YOUNG, DAVID YOUNG.

Basil-Universal 100G Ballet Bout Is Aired and Tabled

NEW YORK, Oct. 19. — Federal Judge John Bright, after a six-day trial, reserved decision this week in the suit of Universal Art, Inc., against Col. Wassyly de Basil and the original Ballet Russe. Action for \$100,000 damages for alleged breach of contract was instituted in 1941.

Universal Arts alleges that Colonel Basil breached a 1938 agreement whereunder both were to pool their interests, and further charged the impresario with misappropriation of plaintiff's property. Perkins, Malone & Washburn represented Universal, and Leo V. Eastman and A. Walter Socolow appeared for the defendants.

Magic

By Bill Sachs

A SERIES of clinics for magicians will be held November 4, 8, 15 and 24 at Buffalo, New York City, Boston and Philly respectively under auspices of Stars of Magic, Inc., in which Dai Vernon, one of the top-notchers of the craft, will explain card, coin and ball tricks. Series is being ducated at a fancy \$5 per, with proceeds going to Vernon. Object of lectures is to help magi brush up on their technique. Sponsor intends to have clinics with other top magicians in the future. Men behind the org are George Stark, city marshal of New York, and George Carter, photographer. Buffalo date will be at the University Club; New York, at Hotel McAlpin; Boston, at Huntington Chambers Hall, and the Philly night at Sylvania Hotel. . . . Jack Herbert is back in his home town of St. Louis, playing the Jefferson Hotel. . . . LeRoy, one of the foremost magical pitchmen, is with Slim Kelly's *Cavalcade of Oddities* on Al Wagner's *Cavalcade of Amusements*. Magicians can benefit by watching LeRoy operate. His watch trick is a honey. . . . Prof. Ralph M. Pabst writes from Tampa under date of October 12: "Winter season is on. Caught Bernardi doing his magic and mental act at the school auditorium. Drew a better mitt on his mental routine than on his magic. Saw Duke in Miami. Good sleight-of-hand and presentation. Florida seems to be better than many would estimate it at this time of the year. What has become of Prof. Fred C. Teschner? . . . Ali Ben Ali, hypnotist, is playing RKO theaters in the New York area, with Nina Mancuso, former artist model, as assistant. Dates are set by Ted Garden, of the Lawrence Golden office. . . . Rajah Raboid has returned to his home in Miami Beach, Fla., and intends to spend the winter there playing clubs and private parties. . . . In answer to numerous queries regarding her plans for the future, Fran Ovette is telling friends that she has no intentions of taking out any part of her late husband's show. She plans first to enjoy a much-needed rest and then joining up with a good magic show at a later date.

CHICAGO Magicians' Round Table, which meets daily at 1 p.m. at Delazon's, Loop eatery, is sponsoring a testimonial dinner for Dr. Harlan Tarbell in appreciation of his contributions to magic. Dinner will be held November 18 at Hotel Continental, Chicago, in conjunction with Tarbell's appearance at Chi's Orchestra Hall November 23, which show both Mayor Kelley and Governor Green are expected to attend. . . . Having finished the first lap of their fall tour thru Northwestern Oregon and Southwestern Washington, Virgil and company have invaded California, traveling on two trucks and trailers and sporting an assortment of new wardrobe, scenery and illusions. Virgil this season features *The Modern Cabinet*, *Thru the Eye of a Needle* (built by Dante), *Artist's Dream*, levitation, guillotine, a cremation effect, *Shooting Thru a Woman*, *Doll House*; *In Again, Out Again*; substitution trunk, sawing a woman in half, *Phantazmo*, flash appearance, vanishing radio and vanishing leopard woman. Virgil is assisted by Julie and Robert Fenton. Bob James looks after the

Profesh Children's School Starts Fund Raising Drive

NEW YORK, Oct. 19.—A cocktail party Monday (21) at Cafe Society Uptown will tee off a drive to add \$200,000 to the development fund of the Professional Children's School. Additional coin is needed for scholarship help for deserving students, retirement fund for teachers, general administration, amplified recreational facilities and repairs to physical plant.

School, now in its 32d year, has existed solely on its low tuitions and occasional voluntary contributions. Fifty would-be entrants had to be tabbed on a waiting list this year, since PCS had accommodations for only 250.

Sub-committee heads who will function during the drive terminating November 30 include Russel Crouse, Nila Mack, Harry Conover, Ann Thomas, Mr. and Mrs. Benny Goodman and George Frazier. A fund-raising party will have Milton Berle as emcee, and Georgie Price, Kenny Delmar, Beatrice Kay, Mary Small and Jackie Kelk. Students Richard and Robert Williams and Mitzi Kuehn also will help out.

stage and baggage. . . . H. W. Hollingsworth (Karnak) waxes interestingly from his headquarters in Mango, Fla., where he operates a citrus nursery of some 12,000 trees as a side interest. "Was kept busy by Uncle Sam for 46 months during the war, both in the merchant marine and with the maritime commission," writes Karnak, "and returned to magic last year, playing 197 schools in this State. Florida is a tough State to play (ask Birch). I have opened several counties that were closed to school shows, but the carnivals will be down this winter and close them up again. The days are numbered for school shows. Assembly bureaus have ruined the North and Midwestern States for percentage work. They have lots of work—three days and travel 200 miles for \$150 a week. The movie moguls are moving in on the schools. Several schools I played last year are using their percentages to buy movie projectors. Have been thinking seriously of going on a foreign tour. Cuba, Jamaica and Puerto Rico are good territory, especially the first named."

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THE FINAL CURTAIN

BANTOCK—Sir Granville, 78, English composer, conductor and teacher, in London, October 16. He was professor emeritus of music at Birmingham (Eng.) University and vice-chairman of the Corporation of Trinity College of Music, London. After studying music at the Royal Academy of Music, he founded and edited a musical quarterly which he abandoned after three years to go on a world tour as conductor with one of George Edward's *Gaiety Revues*. From 1896 to 1900, he was musical director of the Tower at New Brighton, English shore resort. His musical compositions included operas, symphonies, choral works and folk orchestrations. He made several visits to the United States and Canada.

CARUSO—Madame Ada Giachetti, wife of the late Enrico Caruso and a former opera singer, in Rio de Janeiro October 16.

COHEN—Madison S., 75, Kentucky commissioner of agriculture and president of the Kentucky State Fair, Louisville, from 1916 to 1920, in Los Angeles October 4. He published *The American Horseman*, at Lexington, Ky., until 1941, when he sold it to take up residence in California.

CROUCH—Nora, 65, mother of Orville Crouch, manager of Loew's State and Orpheum theaters, St. Louis, October 9 in Indianapolis. Services and burial in that city.

DAVIS—Clarence D., concessionaire with many of the past and present day carnivals, in Our Lady of the Lake Sanitarium, Baton Rouge, La., October 15. The past season he was with the Harry Burke Shows. Survived by his widow, Esther; two sons, William and Ken, one brother and three sisters. Burial in Roselawn Cemetery, Baton Rouge, October 16.

DAVIS—Zeno, 68, train helper with Cole Bros.' Circus, killed October 9 by an automobile while walking a crossing at Upland, Calif. He was from Indiana.

DOYLE—Joseph (Dinty) E., 52, former newspaperman and radio columnist, in Boston October 13. He was appointed news editor of Station WABC, New York, a few weeks ago after serving for more than four years as director of the station's publicity department. His *Dialing With Dinty* column first appeared in the *Oakland (Calif.) Post-Enquirer*, but later was syndicated in the Hearst papers. Doyle dropped his radio column to act as publicity director of Billy Rose's *Aquacade* at the San Francisco World's Fair.

DUBINSKY—David, 68, violinist in the Philadelphia Orchestra, October 13 in St. Luke's Hospital, Philadelphia, of a heart attack. He joined the symphony when it was first organized in 1900 by Fritz Scheel, also serving as its personnel manager. He also played with the Pittsburgh Symphony. Survived by his widow, Gertrude; a brother and three sisters. Services and burial in Philadelphia October 16.

DUDIAK—Joseph (Polack), 36, carnival concessionaire, in Pawtucket, R. I., October 12 from injuries received in a fall. Services in New York Wednesday (16), with interment in the National Showmen's Association's plot in Ferncliff (N. Y.) cemetery.

GIST—George S., ride foreman and brother of Arthur J. Gist, former side-show operator, at Colbert County Hospital, Sheffield, Ala., October 15. He had been in ill health for several years. Burial in Oakwood Cemetery, Sheffield.

HART—Harvey H., 61, former theater and tab show operator, October 4, at his home in Pasadena, Calif. Hart began his theatrical career in Bucyrus, O., in 1907, with his father and two brothers. In 1908 they had theaters in Toledo, Marion and Columbus, O., and presented tab shows, during which time Ted Lewis gained recognition with the Hart players. In 1916 the family moved to Long Beach, Calif., where they

operated a dramatic stock company. In 1926 deceased dissolved partnership with his brothers, and until 1930 presented the Hart Players in Pasadena. The past several years he managed theaters in Southern California, most recently having been associated with the Edwards chain. Survived by his widow, Audrey; son, Vayne, and two brothers, Earl and Lloyd. Burial in Forrest Lawn Cemetery, Glendale, Calif.

HARWOOD—John R., assistant manager of Crescent Park Amusement Company, East Providence, R. I., since 1939, October 4 in that city. Survived by his widow and daughter. Burial in New Bedford, Mass.

HASSELBRINK—Carlos E., 88, violinist and former concertmeister with the New York Metropolitan Opera Company, October 4 in Vincent's Hospital, Bridgeport, Conn. He also played with the New York Philharmonic Orchestra at one time. Survived by his widow, two sons and a

daughter. Burial in Lawncroft Cemetery, Bridgeport, October 7.

HENSHAW—Charles, 76, former tent show and circus musician, in Minonk, Ill., recently of a heart attack. He toured with a show in Canada for several years and was with other shows in Boston and in the East for 10 years. For two seasons he played on a showboat on the Ohio and Mississippi rivers. Later he was with the Callahan Shows for 16 seasons as acting director and also in the band. Services and burial in Minonk.

HILL—C. N. (Pop), father of Howard P. and Clyde O. Hill, owners of Hill's Greater Shows, in Dallas, October 10. Besides his two sons, he leaves his widow and a daughter.

HOLLOWAY—Harry A., 66, assistant secretary and paymaster of the advertising agency of Batten, Barton, Durstine & Osborn, in New York October 14. Oldest employee of the firm, he was rounding out his 51st year with the agency.

LAZZARI—Carolina A., 57, former contralto of Metropolitan Opera Company and vocal teacher, in Stony Creek, Conn., October 17.

LINN—Harry A., 58, former night club owner, October 15 at his home in Philadelphia. Until recently he owned the Copacabana in Philadelphia. Survived by his widow, Eva; three sons, Henry Roberts, a Hollywood musician featured in the movies with his own Roberts Trio; Robert Roberts, sax player featured with many name bands, including Jan Savitt, and George A. Linn, who was associated with him in the night club business. Services and burial in Philadelphia October 16.

MACY—Carleton, 85, character actor and vaude performer, in Bay Shore, L. I., October 17. Played more than 500 roles, debuting in Augustus Thomas's *The Burglars* in 1891. Appeared with Willie Howard in *Girl Crazy*, in Belasco productions and in many Broadway hits. He worked with stock companies in Philadelphia and Kansas City, Mo., and for nine years toured the vaude circuits with his wife, the late Maude Edna Hall, as Lydell and Macy. He was a member of Actors' Equity Association and the Lambs.

MIDDLETON—George William, marionette worker, suddenly October 13 at his home in Detroit. He appeared in vaude for more than 50 years with his act. Survived by his widow, Jennie.

NELSON—Louis, until recently treasurer of the Endicott Circuit of movie theater operators in Brooklyn and Rockaway, L. I., in Brooklyn October 10. He was former treasurer of the Independent Theater Owners' Association of New York.

NOBLE—Mrs. Imogene Glover, 61, Pawtucket, Conn., October 10 in Westerly, R. I. From 1913 to 1918 she played with the old Albee Stock Company in Providence and also appeared with the Halleck Players in Woonsocket, R. I., and in New Bedford, Mass. Survived by her husband, Enoch.

PETTY—Herman K., 77, circus fan and former booker at the old Opera House, Washington, N. J., October 8 at his home in that city after several months' illness. Survived by his widow, Carrie; a son, Charles, and a brother, Edward. Services and burial in Washington October 11.

RAYMOND—Mrs. Charles H., 62, former actress, in New York, October 16. She was a granddaughter of the late Joseph Jefferson, and daughter of Thomas Jefferson, also a well-known actor. She toured as a child with her grandfather, playing the role of Meenie in *Rip Van Winkle*.

SCHUTTENHELM—William E., former part-owner of the Delray Theater, Detroit, and manager of other Detroit houses, October 12 in Los Angeles of a heart attack. Survived by two daughters, Lucille and Mrs. Lawrence MacLeod. Burial in Holy Sepulchre Cemetery, Detroit.

SIGSBEE—Capt. W. A., 89, former animal trainer, at his daughter's home in Orlando, Fla., October 9. Among his acts was Princess Trixie, the educated horse. He also had an animal act at the St. Louis World's Fair and trained horses for the Al Ringling and the Dode Fisk shows. He had Captain, educated horse, at the Golden Gate International Exposition, San Francisco, after which he worked the trained animal show with Endy Bros.' Shows for two years. He was with Johnny J. Jones Exposition for several years before retiring. Survived by his widow, a son and daughter.

In Loving Memory of Our Daughter who passed away October 29, 1923



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CROWDS SWAMP SHREVEPORT

Beatty Winds Up in Texas; To Winter at Nacogdoches

Last-minute switch in quarters site from Orange, Tex., has bosses guessing—efforts to get locations at Alexandria, La., and Beaumont fail

NACOGDOCHES, Tex., Oct. 19.—The Clyde Beatty Circus is due to arrive here at midnight tonight, to go into winter quarters at the Nacogdoches County Fairgrounds. The show has been en route since it ended its season at Brunswick, Ga., Wednesday (16) night. (Details of closing in Circus Section.) At that time, it was announced the show would winter at Orange, Tex. A last-minute switch was made, however, which has had even some of the show's bosses guessing.

Bob Reynolds, prop boss, was in Orange today, waiting for the show train to arrive, when he received a wire from Dan Dix, 24-hour man, saying it was headed for Nacogdoches instead. Reynolds had driven thru, as had Floyd Lee, show electrician. Lee reached Orange Friday night, reporting he had passed the show train at Algiers, La. Wires and mail for show personnel also were waiting at Orange.

Meanwhile, Dan Dix and Larry Vogt had arrived in Nacogdoches to prepare for the show's arrival. They had come by way of New Orleans, where they arranged a feed-and-water stop for Friday afternoon.

Deal for the fairgrounds here was not completed until late Thursday (17). Waldo T. Tupper, general agent, who handled the negotiations, then left for Los Angeles.

The show turned to Texas for quarters after efforts to obtain the army air base at Alexandria, La., had failed. The government refused to turn that property back to the city, citing the veterans' housing shortage as the reason.

Al Humke spent some time in behalf of the Beatty show at Beaumont, Tex., seeking a winter quarters site, but apparently without success. Huntsville, Tex., also was considered.

Clyde Beatty and considerable of the show's stock and personnel will play the Houston Shrine Circus.

Bronx Zoo Gets Three Elephants

NEW YORK, Oct. 19.—Bronx Zoo received three African elephants, gift of the Belgian Congo Government, Monday (7). Animals are Bamangwa, 10 years old; Doruma, 8, and Zanegelima, 14, male. Pachyderms were cared for during the 40-day sea voyage by Robert Montana, zoo elephant keeper.

CPA Nixes Building Of Pools, Coasters

WASHINGTON, Oct. 19.—Outdoor amusement construction was further curtailed Monday (7) by the Civilian Production Administration. Included were swimming pools, boardwalks and roller coasters.

Move is considered a necessary additional effort to conserve material for veterans' housing. However, construction already started and under way will be allowed to continue, CPA said.

Rogers' Chi Rodeo 295G in 15 Shots

CHICAGO, Oct. 21.—Roy Rogers' World Championship Rodeo at Chicago Stadium has grossed \$295,000 for the first 15 of its skedded 24 performances. The figures included last night's show.

Rodeo opened here October 10, and in all is slated to do 18 night performances and six matinees. A gross of nearly \$450,000 is anticipated for the entire run.

Rogers' Chi Rodeo 295G in 15 Shots

Records Fall As Sun Smiles On La. Annual

Two-day preview sends R. A. away on top pace—all exhibit space crammed

SHREVEPORT, La., Oct. 21.—Old Jupiter Pluvius tossed a flock of rain at the Louisiana State Fairgrounds for a few minutes Saturday evening (19), but it failed to dampen the ardor of fun seekers, and the annual is off to the most auspicious start in its lengthy history. Royal American Shows, coming here from a record shattering run at the Mississippi State Fair, staged its annual preview Thursday and continued it thru Friday.

Two impromptu showings netted shows and rides a snappy eight grand and then the annual opened Saturday. The folks came from far and near, and when it was out and over at an early hour Sunday morning Walter DeVoyne had counted in excess of \$17,000 for the biggest day in the history of William R. Hirsch's exposition. Saturday was tremendous, but it was just a warning of what was to take place Sunday, and so many folks came and spent so freely that there wasn't a sour puss around the grounds. Even the chameleon walkers were made happy.

There would have been more space for folks had the management been forewarned of the tremendous outpouring of Louisianians and East Texans because exhibits and concessions were placed in spots which heretofore had been left vacant. All four of the huge buildings were crammed with exhibits, three of them being utilized for commercials with an overflow going begging.

Barnes-Carruthers State Fair Review of 1946 featured the night grandstand presentation and it caught on with a bang Saturday night. John A. Sloan more than made the nut with his auto races Saturday afternoon, and Sunday he had them hanging on the rafters.

Afternoon programs in front of the grandstand were not too heavily booked until next Friday and Saturday, when Jimmie Lynch's Death Dodgers will hold sway. Motorcycle races will be offered the closing Sunday afternoon. There is no outside gate charges here, and one's guess is as good as another on the number of people the grounds will accommodate, as Hirsch put it. One thing for sure the grounds were jammed to capacity this opening Saturday and Sunday, and only weather is needed to make it the greatest thing in Louisiana's history.

Norfolk Tax Falling Short

NORFOLK, Oct. 19.—This city's 10 per cent admission tax will yield less than the estimated \$550,000 its first year, a monthly average thru August indicates. That month's receipts amounted to \$38,965.33 on a total of 1,193,056 admissions.

Sparks Closing Nov. 4, Will Go On Rails in '47

LEESVILLE, La., Oct. 19.—Marshall L. Green, general agent, announced today the Sparks Circus would end its 1946 season November 4 at Tyler, Tex. Show goes from here to Orange, Tex., for a dozen stands in the Lone Star State. It then will return to winter quarters at Sarasota, Fla., and, under plans energetically pursued all summer by Manager James Edgar, will go on rails next season.

Show's executive staff is being retained intact for next year with the exception that Bill Tumber is to be Side Show manager and P. A. McGrath is to be added as trainmaster. It was reported as early as last July, when Sparks played Trenton, N. J., that McGrath would leave the Sun Oil Company to rebuild for rails. At that time, he was busy taking measurements of the show's present rolling stock. He formerly was with Cole Bros.

Oak Ridge Pans Okay for Sunbrock

KNOXVILLE, Oct. 19.—Larry Sunbrock's Wild West Rodeo and Hollywood Thrill Circus played the ball park, inside the government restricted area, at Oak Ridge, near here, Sunday and Monday (13-14), with the show pulling some 14,000 people, despite cold weather, according to Jack Andrews, Sunbrock associate. The engagement was sponsored by the Oak Ridge Recreation and Welfare Association.

Sunbrock left Thursday (17) from New York for Colombia, South America, where the Sunbrock unit is slated to play six engagements.

Toledo Showgrounds Sold

TOLEDO, Oct. 19.—The 60-acre tract on Manhattan Boulevard here, which has been the circus and carnival grounds for years, has been sold. By the time a new season rolls around, first units of a new \$1,000,000 factory probably will have been built. The tract, owned by the Streicher estate, was sold to the Toledo Plate & Window Glass Company.

Tommy Thomas New R-B Agent

SHREVEPORT, La., Oct. 19.—J. C. (Tommy) Thomas will be the railroad contracting agent for the Ringling Bros. and Barnum & Bailey Circus, according to indisputable information.

Thomas has been general agent for the Royal American Shows for the past five years, and previous time in the carnival business was with Johnny J. Jones Exposition and the late Rubin Gruberg's Model Shows of America.

Thomas also had circus experience before moving into the carnival field, having been connected with the Ringling organization.

Arthur Hopper, R-B general agent, has been ailing most of this season and it is understood that he will remain indefinitely on the pay roll in an executive advisory capacity.

F. A. (Babe) Boudinot, present assistant general agent, is slated to become general outdoor advertising executive. Official announcements of these appointments are said to be readied shortly after January 1.

Spectator, Alleging Injuries In '45, Sues Richwine for 45G

CARLISLE, Pa., Oct. 19.—A suit seeking \$15,000 damages for injuries received as an auto race spectator at Williams Grove Speedway, Mechanicsburg, October 7, 1945, has been filed in Cumberland County Court here by Harry Hockenberry, Shippensburg, Pa.

Roy E. Richwine, operator of the speedway, was named as defendant. One person was killed and 11 injured in the mishap when a racer driven by Mark Light, Lebanon, Pa., hurtled a guard fence and plugged into a group of spectators.

He further charges that Richwine was negligent in permitting operation of racing cars at high speed on a track which was insufficiently banked for safety; permitting operation at high speed on a wet and muddy track; permitting spectators to occupy or traverse a section of ground near the track known to the defendant as a danger zone; not warning the plaintiff that it was a zone of danger; not maintaining safety or guarding devices between track and spectators, and maintaining an improperly constructed, operated and protected speedway.

Dallas's Second Independent Midway Rolls in Dough, With Most Attractions Adequate

Girl Show Ballys, Fronts Fail To Meet Standards

By a Staff Correspondent

DALLAS, Oct. 19.—State Fair of Texas, which completes its 16-day revival run here Sunday (20), is completing its second experiment with an independent midway, and judging from the bales of folding money that have rolled into the coffers since opening Saturday (5), it must be accorded the garland of success.

Almost every type of known riding device was offered for the fun and frolic of young and old. Majority of rides have been on the grounds all season as a park operation, but enough portables were added to give the layout the greatest number assembled at any annual in the nation.

Because of the complexity of the operation—there being a horde of independents as well as the permanents of Denny Pugh, Joe Murphy and Harry A. Illions. It was impossible to get an early breakdown on the take; but Illions's Bozo and Rapids garnered better than \$5,000 opening day, and others went right along with him.

Stock Flipped Around

In addition to the regular permanent concessions and several temporary center location stands in the customary park layout, there was a

hefty string of stores along both sides and down the middle of what might be termed an independent sector.

Heat score artists dubbed the regular sector Pugh's Boulevard and the independent division Murphy's Alley. Regardless of the titles, both ends worked from mid-morning daily until midnight every day that weather was favorable, and only Tuesday, Wednesday and Thursday of this week were hampered by inclement elements.

This meant the unloading of carloads of stock—15,000 pounds of coffee were dumped from one wheel alone in the first 12 days. Plaster was lugged in profusion, as well as other trinkets, usually too large in design to be pocketed.

Brydon Corners Scratch

In the show department the nod must be given to Ray Marsh Brydon's operation, which included a Side Show, reptile and midget shows and an iron lung.

Brydon's equipment was first class in every way and his ability and energy in keeping the ballys hot, even thru the rains, resulted in an amazing gross. Opening day Brydon's four units grossed \$10,688.30, the Side Show setting the pace with \$5,020.40, the biggest take snatched by any individual unit. At the close of business Friday (18) Brydon's cashiers had turned in almost \$55,000, and with the folks around today and those expected tomorrow it is almost certain (See Dallas Rolls in \$ \$ on page 61)

Net \$1,550 for PCSA From Crafts' Picnic

DINUBA, Calif., Oct. 19.—Crafts' 20 Big Shows' annual employees picnic and benefit, held recently, set a new record here when some 400 employees turned out to raise \$1,550 for the Pacific Coast Showmen's Association.

Headed by Maybelle Crafts, the local committee staged a barbecue dinner, complete with all the trimmings and topped off with homemade cake and ice cream. Entertainment and awards preceded the dinner.

Held in a park a few blocks from the downtown business district, the beef and ham were barbecued over open-hearth charcoal ovens under direction of John (Spot) Ragland and a crew of assistants.

General Manager J. Frank Warren donated a wrist watch, which was awarded as a door prize; Mrs. Crafts gave a costume jewelry set, and Secretary Hal Eifort and Jeff Griffin donated a pen and pencil set, billfold and lady's compact.

In addition to the annual picnic, employees sponsor a weekly award, proceeds from which go to the PCSA.

New Show Is Planned By Frank Sutton Jr.

ST. LOUIS, Oct. 19.—Frank M. Sutton Jr. announced here he would launch the Great Southern Shows next spring. He has been operating a Penny Arcade and other concessions since his discharge from the army last winter and has been with the L. J. Heth Shows the past several weeks, prior to which he was with the John R. Ward World's Fair Shows.

Sutton plans to establish winter quarters at Atlanta, and open with 6 shows, about 7 rides and about 35 concessions. Shows, he says, will be routed thru Georgia, Tennessee, Kentucky, Indiana and Illinois.

One for the Book

CHICAGO, Oct. 19.—Harry E. Wilson, of the Majestic Greater Shows, figures he's seen everything now and he called the Chicago office of *The Billboard* recently to tell this one.

"I have my trailer parked near a railroad track here," Harry said, "and yesterday morning when I came outside I saw a gypsy woman standing on the tracks waving a water bucket at an on-coming train. The train came to a screeching stop and the excited engineer hollered: 'What's the matter?'"

"Give me a bucket of hot water, will ya," the woman said. "And believe it or not," Wilson said, "she got the hot water and proceeded on her way back to her camp. A disgusted engineer started the train on its way."

Jamboree Sponsored By Buck, Manning Nets \$900 for NSA

DANBURY, Conn., Oct. 19.—A jamboree, jointly sponsored by the O. C. Buck and Ross Manning shows in the ballroom of the Hotel Green here Friday (4), netted \$900 for the National Showmen's Association. An estimated 200 attended and heard talks by Oscar C. Buck, past president, and Walter K. Sibley, executive secretary of NSA. A floorshow was followed by dancing.

Acts contributing their services included Georgiana Dietrick, vocalist; Earl and Ford, dancers; Sammy Rosch, comedian; Jack Andrews, bull whip manipulator; Whitey Sutton, comedy auction, and Joe Basile's band. Joe Hughes was emcee.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Invasion, Miss.
October 19, 1946.

Dear Pat:

There's no doubt about Lem Trucklow's being dean of general agents. He is never hooked for a date, regardless of the time of the year, and he never uses such alibis as "Where can one put a show at this time of the season?" or "No show can be first-in in any town in August." His success is built on his ability to open closed towns. If a burg isn't a maiden date he makes it semi-maiden, whatever that is. Aggressiveness is his byword. The writer has often seen him leave his root beer barrel on the hottest day and hurry off on a booking tour, to be gone perhaps two days. We have yet to hear him use the old g.a.'s dodge, "I lost the fair contract by one vote. My man double-crossed me."

For the up-and-coming root beer dispensers who aspire to become agents, here is how the dean works. He opened Long Beard, Miss., for 15 years a closed carnival stop, by first learning that burg's mayor was out of town and then rushing to the license office. Grabbing the clerk by the duke and while wildly pump-handling it, Lem opened up with, "Howdy. Has Toby been in town, yet?" "Toby?" asked the clerk. "Sure," yelled back Lem, "The funny fellow that wore a red wig in the tent show last summer. I was with him here and met you. Got my own show now and a funnier fellow than Toby." So we were issued a reader.

Although the show only worked two days before being sloughed, it was a moral victory for the midway, and we publicized the opening of a closed spot to the high heavens.

Here's how Lem gets a license reduced. Intends, Ark., had and still has a \$100-per-day reader, which can be reduced only at the will of the mayor. Trucklow cut the license from \$100 to \$10 per day. He informed his honor that Pete Ballyhoo and his kin had been operating a little schoolhouse show thru Arkansas during the winter. The natives liked the family's acting so well they followed the troupe from school to school. By spring the show had so prospered it was able to buy an old camp meeting tent from a preacher. After harvesting their crops, Ballyhoo and his kin took to the road with the tent, adding some little side attractions and booths. Thus was the mayor convinced this was a sawbuck-per-day show.

In all fairness to the mayor it must be said he was somewhat surprised when he saw the shows' paper go up and our train arrive, but a license contract is a license contract, which is responsible for citing the case, Ballyhoo Bros. vs. the City of Intend, Ark., dated August 30, 1914. To date the show's bond there hasn't been returned.

Hoping that we have enlightened the present-day root beer jerkers who will be the general agents of tomorrow. Sincerely,

MAJOR PRIVILEGE.

Wallace Show, Canada, Ends Biggest Year

Fair Business Phenomenal

TORONTO, Oct. 19.—Wallace Bros.' Shows of Canada closed the biggest season in their history at Simcoe, Ont., October 10 in weather that was ideal for the time of year.

Show opened April 30 at London, Ont., and was out 24 weeks, according to statistics revealed by D. W. (Whitey) Tait. First fair date was at Lachute, Que., week of June 3, followed by still dates at Ottawa, Noranda and Winnipeg. Then came the B Circuit of Western Canada Fairs, starting at Weyburn, Sask., July 1 and ending at Prince Albert, Sask., August 10. This was Wallace Bros.' seventh time to play the circuit and business was nothing less than phenomenal, all fairs showing increases of 25 to 40 per cent.

Makes 2,900-Mile Jump

From Prince Albert the show made a 2,900-mile jump in record time of 79 hours to join the Conklin shows for the following fairs: Three Rivers, Sherbrooke, Quebec City, Que., and Lindsay, Leamington, Belleville and Kingston, Ont. Two final stands, Caledonia Ont., and Simcoe, were under the Wallace Bros. banner.

Personnel remained the same thru-out the season except for a few concessions. Shows at the final stand were Johnny Branson's wild horses, snakes, rats and gorilla; Jeanne Nanson, Girl Revue; Bob Lee, Globe of Death; Dorothy Lewis, Monkey Circus; Alberta Slim and his horse, Kitten; Jack Rosenheim, Wild Life, and Gene March, iron lung. Rides: Kid-die Auto Ride, Pony Track, Twin Ferris Wheels, Merry-go-Round, Tilt-a-Whirl, Octopus, Roll-o-Plane, Spitfire and Fly-o-Plane.

Wreck at Noranda

Highlight of the season was the wreck of three cars while show was going into Noranda. A settlement has not been made to date, the railroad claiming damages for revenue lost because the main line being tied up from 5 a.m. to 6 p.m.

Shows raised a fund of \$2,000 for children left without parents by an auto accident on the org last season, and J. W. (Patty) and Frank Conklin presented J. P. (Slim) Sullivan with \$1,500 from the Conklin Shows.

SLA Committee Names Polack For President

CHICAGO, Oct. 19.—Irving J. Polack for president, David B. Endy for first vice-president, Robert K. (Bob) Parker for second vice-president, Lou Keller for third vice-president, and J. C. McCaffery for a five-year term as trustee—this was the slate of names submitted for the annual election of officers of the Showmen's League of America by the nominating committee at the club meeting Thursday (17) night. Endy is now second vice-president and Parker is the present third vice-president.

Walter F. Driver and Joe Streibich were named for re-election as treasurer and secretary, respectively.

Named as nominees for the board of governors were:

Tom W. Allen, Oscar Bloom, Max B. Brantman, Fitzie Brown, James (See Polack for Prexy on page 61)



Harry W. Hennies

Here he is!

1946's "TOP MONEY" MAN

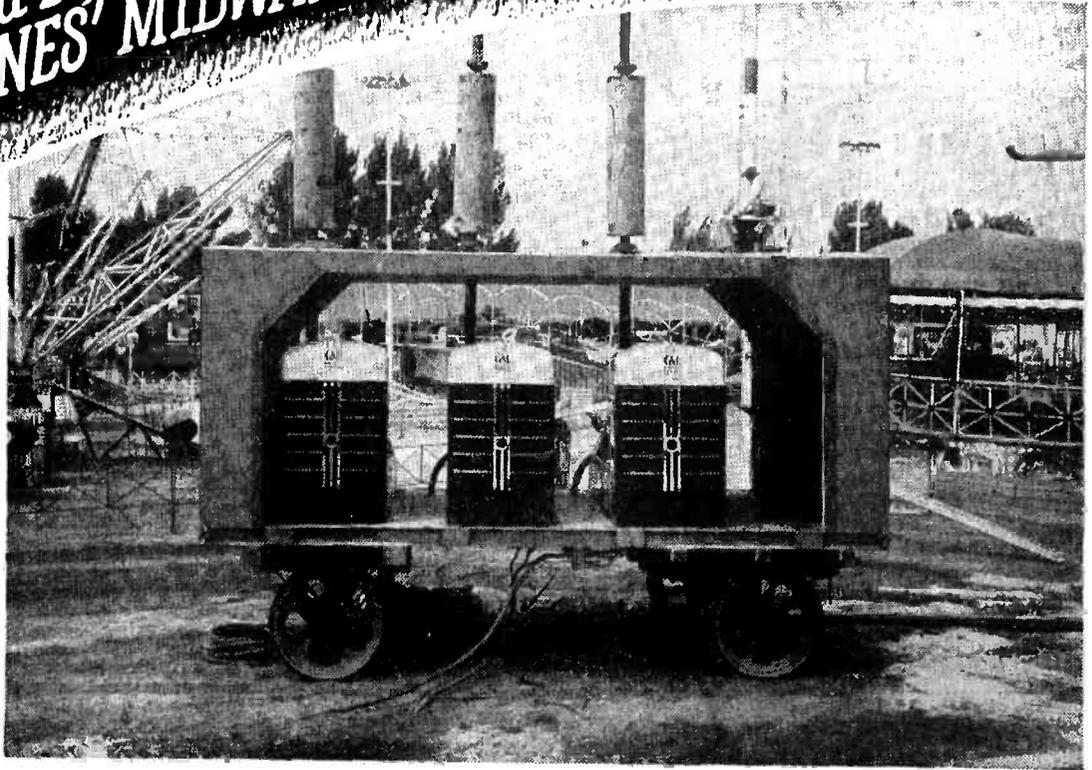
Holder of a New Continental Record

HARRY W. HENNIES
of the
HENNIES BROS. SHOWS

whose date at Springfield, Illinois, resulted in this season's highest "take" and a new continental record.

Congratulations, Harry! We're proud that your Shows are lighted by GENERAL MOTORS DIESEL LIGHT PLANTS and a MINES' MIDWAY CABLE LAYOUT!

**GENERAL MOTORS
LIGHT PLANTS
AND
MINES' MIDWAY
CABLE LAYOUTS!**



TOPS

in

- **QUALITY!**
- **VALUE!**
- **ENDURANCE!**

"7 YEARS OLD — BE 8 IN THE SPRING!"

One of the Two Power Wagons of the Hennies Bros. Shows. These General Motors Diesels were bought in 1939 and have NEVER "blowed" a night for the show by blacking out!

WE LIGHT THE MIDWAYS OF AMERICA!

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MEMPHIS, TENNESSEE

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 With 1 Jack Pot, \$42.50
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PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-18-20-24-and-30-number wheels. Price\$18.00

BINGO GAMES
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Single Sheets, 8 1/2 x 14, Typewritten, Per M. . . \$5.00
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 120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample, 15¢.
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 Signs Cards, Illustrated. Pack of 38 15¢
 Graphology Charts, 8x17. Sam. 5¢. Per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 p. 25¢
"WHAT IS WRITTEN IN THE STARS," Folding Booklet, 72 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.
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 Send for Wholesale Prices.

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27 TO 1
 THE VERY BEST QUALITY
POPCORN
 Immediate Delivery—F. O. B. Chicago

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CRETORS Popcorn Machines

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PRODUCTS COMPANY
 60 E. 13th St. CHICAGO 5, ILL.

NEW SARATOGA KETTLE POPPER
 All Aluminum
 Meets all State health requirements. 12-Qt. capacity.
 \$20.00 Each.
 Terms: 25% with order, balance on delivery, F.O.B. Chicago.
CONCESSION SUPPLY CO.
 Box 133, Sta. B, 7-14th St. S. D.

THE APE BOY
 Length about 18 inches. One of the best for Carnivals and Side Shows. Packed ready to show, postpaid \$15. 31 a ny. OTHERS: SHRUNKEN HEADS, WOLF BOY, FISH GIRL, DEVIL CHILD, BITUMIFIED BODIES. WE ALSO MAKE TO ORDER. WRITE.
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 Buddha Papers on
NEW WHITE
 Paper
S. BOWER
 Belle Mead, N. J.

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 10 Cases
22 SHORTS
\$85.00 PER CASE
 10 Cases of "Kantplah" at \$100.00 Per Case.
 5 Cases of Long Rifle at \$100.00 Per Case.
 Wire 1/4 Deposit.
PEARLESS VENDING MACHINE CO.
 220 W. 42nd St. New York 18, N. Y.
 Tel.: Wisconsin 7-6173

MIDWAY CONFAB

A. E. (Bill) Cody writes from Toledo that his partner, Ed, of the Selkirk concessions, is on a hunting trip in Illinois.

Doc Waddell is on a preaching-lecturing trip thru Ohio. His itinerary includes Akron, Springfield, Dayton, Tipp City and Cleveland. At Akron he was the guest of Basil McHenry.

Ray E. Garrison, while touring thru the South, stopped recently at Jacksonville, Fla., to visit Leola, annex attraction on Endy Bros.' Shows.

Fairs, mostly husband and hog calling contests, are about over.

G. J. (Humpty Dumpty) Higgins closed recently with Pioneer Shows and is making his home in Binghamton, N. Y., where he visited with Dan Elias and Doc Hamilton.

Mrs. Ruby Kane returned to Triangle Shows at Chase City, Mo., last week after a trip to St. Petersburg, Fla., where she entered her son Joe Jr., at the Admiral Farragut Academy.

Victor H. Sturkers, ride owner and operator at Washington Park, Michigan City, Ind., has gone on the road with floss. He plans to remain out several weeks before heading for Key West, Fla., where he will winter.

We've had our unusual early cold spell already four times this fall.

Mr. and Mrs. Walter P. Gawle, who closed with Madison Bros.' Shows because of a nervous collapse suffered by Mrs. Gawle, are now at their home at Webster, Mass., where Mrs. Gawle is recovering.

Ralph Tuttle visited his sister Zara, annex attraction on Jack Munroe's Side Show with the L. J. Heth Shows, and liked midway life so much that he has decided to remain on for the rest of the season.

John R. Castle and Johnny Lorman, in addition to their Vac-M-Mop demonstration in the industries building, which did all right, entertained the speculative-minded at the State Fair of Texas with an over-and-under game.

Best informed gossip is one who does house cleaning for eight different house trailers at odd times.

F. A. Norton, electrician on Bright Lights Exposition, is taking a short vacation thru Virginia and New York after storing the "wagon" in quarters at Lynchburg, Va. He then will return to quarters to start rebuilding the light system.

L. C. (Curley) Reynolds and Oscar Bloom were among the show owners to take time out to visit the Dallas midway last week, and both marveled at Cash Wiltse's agility in milking the ticket sellers for Ray Marsh Brydon's four attractions.

A. W. (Pat) Hanlon, who recently bought half interest in the Tex Ryne Cowboy Caravan and is routing that show, will return to the Ross Manning Shows as agent next spring. He has been with the Manning org the past two years.

Every year, at this time of the year, you hear some trouper crack, "I'm going back north to get warm."

Gene Beegle writes he has taken over the Side Show on the Dumont Shows. Line-up follows: Gene Beegle, front, Punch and Judy and magic; Lou Riley, tickets; Clara Beegle, inside lecturer; Prince Mongo, fire-

ater; Pauline Smith, mentalist; Helen Fink, sword box; Buster Harris, fat boy; Babe La Tour, bag puncher; Nick Dean, elephant skin boy; Jo-Ann Fay (Jimmy Fay), auxene. Recent visitors included Peggy Ewell, Ted Kita, Amber West and the Dayton Sisters, of George Clyde Smith Shows.

Bill Fleming, general agent of James E. Strates Shows, is among the last of the white collar workers who rolls his own, and he has a nifty pouch which keeps the Bull Durham from crumbing up his pockets.

John Sprow, recently discharged from the army after service overseas, is working as a steamfitter in Milwaukee. Before he entered the service, he was a tractor driver and concessionaire with Rubin & Cherry Shows.

Snapp Wyatt, show artist, was the subject of an illustrated feature story distributed recently by the Associated Press to member newspapers. Wyatt toured with carnivals until several years ago when he established his own studio in Tampa, Fla.

If owners don't clean up the trash left on lots before spring, the shows that left it won't come back.

Edward (Pop) Dailey, former auto race star for the late J. Alex Sloan and now manager of the Arcade on Royal American Shows for Harry Julius, celebrated his 61st birthday Sunday (13) riding the show train from Jackson, Miss., to Shreveport, La.

Jack Armstrong and Al Bedford, in charge of the midway attractions for the Houston Shrine circus, visited the State Fair of Texas, Dallas, and inspected the shows that will be transferred to their lot. While in Dallas they were guests of Ray Marsh Brydon.

George A. (Granny) Gregg, oldtimer, is a patient in Veterans Hospital, Chillicothe, O. He was transferred there in April after 13 months in another veterans hospital. Emphasizing that he is not in need of money, Gregg says he would like to hear from old friends.

Gate & Banner Shows have gone so gal show minded that they want their dancers to truck into the office for their pay.

Alonzo H. Barclay, with carnivals and circuses for 35 years before his retirement 10 years ago, is back home at the Embassy Hotel, 2756 Pine Grove Avenue, Chicago, after his second hospitalization as a result of a fractured leg suffered in a fall last July.

Frank Zorda cards from Hattiesburg, Miss., that he is still out with the J. J. Page Shows. Pointing out it was the 34th week of the season for him, he reports business has been good and adds that Isabelle Zorder is still handling the front while he makes the openings.

Corp. Trevor Montgomery, of Montgomery's Rides, is home from the Philippines after 24 months in the army, and after his terminal leave will open his sign and paint shop in Philadelphia. At present the Montgomerys are living at Glenoiden, Pa., Philadelphia suburb.

Charles S. Reed, general agent for Great Sutton Shows, having finished his season, has returned to Kansas City, Mo., where he and wife have made their home for the past five years. Mrs. Reed, who has been un-

der the care of doctors for over a year, is reported in improved health.

Cowboy Murphy and wife, Margaret Poteal, last week joined the Pine State Shows in Mississippi. Previously they had a concession on Hills Greater Shows and before that were with J. A. Gentsch Shows, where Murphy had his own Wild West Show and worked with his wife in a free act.

Spotted at breakfast in the Exchange Hotel, Montgomery, Ala., Saturday (12) were three Cavalcade of America stalwarts, William B. Naylor, Joe Scholibo, and Bobby Kline. Mrs. Elizabeth Finn joined the session and revealed she is handling program advertising for Eddie (Red) Lippman's concert promotions.

Small midway workers are allowed to express their views, and the big boys are allowed to pay little attention as possible to them.

Carl E. Manthey Jr., of New Britain, Conn., who divided the past season between the Leo Bistany Shows and Andy Graham, of Harrison Greater Shows, is going back to sea. He has rejoined the merchant marine and expects to sail soon for Poland and Sweden. Moreover, he hopes to get some meat to eat by shipping on a cattle boat.

Mrs. Eddie (Honey) Vaughan, discharged from Baylor Hospital after being a patient seven weeks, is back at the Campbell Hotel, Dallas, where she will be confined to her bed for six weeks. She is the chaplain of the Lone Star Show Women's Club, of Dallas, and was the first president of the Missouri Show Women's Club, St. Louis.

Clint W. Shuford, secretary-treasurer of Hennies Bros.' Shows who was released Monday (14) from Barnes Hospital, St. Louis, after being there four weeks, left that city Wednesday (16) for Mobile, Ala., to rejoin the shows. He has practically recovered from his recent eye operation. . . . Mr. and Mrs. L. L. Shipley, of Shipley Amusements, recently spent several days in St. Louis with Mrs. Shipley's sister who has been

AVAILABLE FOR IMMEDIATE SHIPMENTS!

HOOPLA BOXES for 7 Inch Rings. Sold in Sets of 3 Sizes. 10 of Each. \$50.00
HUCKLEY GUN KEGS, 3 Qt. Size. Sold in Bound Case. 6 to Set. Sponge Rubber. Per Set 25.00
ADDEM-UP-DART GAME, Beaver Board, Each 25.00
ADDEM-UP-DART GAMES, Each 10.00
3 LEGGED BOTTLE GAME STAND, Each 15.00
ALUMINUM BOTTLES, Heavy Cast Type, Each 1.75
MAPLE WOODEN BOTTLES: the Finest Made, Each 1.75
 We load these Bottles 2 1/2 Lbs. \$2.00 Ea. extra.
PITCH TILL YOU WIN 5L OOKS, 6 Inch Size, Each \$ 9.00
 Intermediate Blocks for Same, Each 1.00
A Few DAISY GUN GUNS (New), Ea. 10.00
GOOPS, All Sizes, Per Doz. 1.20
Cigarette Shooting Gallery GORKS: Per 1000 3.00
DARTS for Dart Game, Lead Weighted, Per Gross 20.00
SHOOT-A-CLOWN for Cork Galleries, Per 100 57.50
 This is a real 2-Way Grind Store.
PENNY PITCH BOARDS, With 5 Jackpots 65.00
 No More Catalogues for the Present.
RAY OAKES & SONS
 BOX 106 BROOKFIELD, ILL.
 Home of the World's Finest Zoo

CHAIR-O-PLANE
FOR SALE
 Immediate Delivery
 Wire
ROGERS GREATER SHOWS
 Eupora, Miss.

in ill health. Now that she is on the road to recovery the Shipleys departed for Natchez, La., to rejoin the show.

"Don't print this," breathed Noble C. Fairly at Dallas, "but that Denny Pugh handed me a .45 and had me guarding the cabbage in the concessions office, and I don't want my friends to know that in addition to my other duties I am a copper." Viola, Noble's patient wife, was busy grinding in quarters at her mitt camp.

Paddy Conklin's life story and how he operates, written by Kenneth Johnstone, staffer, in *The Montreal Standard's* tabloid supplement Saturday, September 28, was headed *King of the Carnivals*. The feature piece, illustrated with a three-color pic of Patty and his brother, Frank, paid him high tribute. A bold subhead declared he "brought a new slogan to fairs, Give the Suckers a Break."

James M. Gamble, off the road for the past two years, joins the Raymond J. Korhn Shows at Valdosta, Ga., this week. For the last few months he has been visiting in Paragould, Ark., previously having been in Detroit, where he made some personal appearances with his special poems while serving as relief manager for the Midwest Theater Company. Gamble was injured when pinned under a wagon tractor October 16, but promises to keep his date this week.

Double birthday of Lieut. Alphonso Palanco, U. S. Navy, and Mrs. Palanco (Bench Bentum), swimmer and high-diver, was celebrated recently in Baltimore. Guests included Mrs. Margaret Christy, Mr. and Mrs. Willard Christy, Mr. and Mrs. John Shepherd, Agnes Miller, Betty Mae Terrell, Marlyn and Pauline Watson, Clyde and Vera Rinaldo, Mr. and Mrs. Bobby Gossins, Doc Waddell and Mr. and Mrs. Clarence E. Steen.

Rogers & Powell Shows set something of a record when they upped and downed it at Clarksdale, Granada and Durant, all Mississippi, within a period of 10 days, and without the aid or benefit of billing. . . . Sammy Smith, veteran Royal American trainmaster, revealed in Jackson, Miss., Saturday (12), that the org hasn't missed an opening this season, tossing out this boast as only a disaster could make it late for the two remaining stands, Shreveport, La., and Tampa, where the show will winter again.

Mr. and Mrs. S. T. Jessop, U. S. Tent & Awning Company, visited Endy Bros.' Shows at Atlanta and Hennies Bros.' Shows at Birmingham. . . . The Luncefords, who operate the fair at Dothan, Ala., visited Birmingham to have a look-

see at the midway. . . . Louis (Bird Dog) Berger was among the characters missed during the week at Birmingham, evidently having been sent out on a "hold-it-down" mission. . . . Herbert A. Bye, Chicago attorney, also was among Birmingham visitors.

Starr DeBelle, having stored his whale attraction in which he was partnered with Shan Wilcox, breezed into Cincinnati early last week accompanied by his wife, Adele. They have taken an apartment in the Queen City and plan to remain until his present dickering for a winter connection materialize. In the meantime the *Sage of the Midway* is putting in his spare moments walking the dog, taking in the "leg shows" at Cincy's Gayety Theater and catching up on his reading of detective and crime tales.

Clarence Katz, formerly with Royal American Shows, and now a resident of San Antonio, is reported to have recently wed a widow with nine children. . . . Mr. and Mrs. Hom Zolun, with the Wonder Shows of America, were recent Chicago visitors. . . . Sam Solomon also was a Windy City visitor. . . . Robert K. (Bob) Parker, of Chicago, is making the rounds of shows carrying units of Bartlett Diggers. Mrs. Parker and her mother, Mrs. Lottie Mayer, have closed their cottage at Assembly Park, Delavan, Wis., and returned to Miami for the winter.

Jil McKay cards that the Allen-Breuer concessions' Helena (Ark.) stand proved successful. George O'Neal left the unit there, and Tony Pelcher was expected to join in Pine Bluff, Ark., McKay says. . . . Mr. and Mrs. Walter Clingman, concessionaires with Earl Bunting Shows, closed a successful season at Henry, Ill., where Mrs. Clingman was stricken suddenly ill and rushed to Memorial Hospital, Wausau, Wis. She is now recuperating at her home there. Clingman, who does a clown cop act in the winter, has a number of Northern Wisconsin dates booked.

Detroit Notes: Max Bernstein, former concessionaire, now owner of the Film Exchange Drugstore, has returned from a vacation in Minnesota. . . . Bernard Robbins, secretary of the Michigan Showmen's Association, spent a week in New York. . . . Harry Harris, concessionaire with World of Pleasure Shows, returned to Detroit to re-establish headquarters. He recently visited Harry B. Kelley, secretary of the Hillsdale (Mich.) Fair. . . . Charles H. Hodges, 10-in-1 producer, also visited the Hillsdale Fair, where his father-in-law, Earl Ingalls, had the Looper and four kiddie rides. Ingalls moved his Looper to the World of Mirth Shows for the remainder of the season. . . . Gerald Frantz reports the Gooding Greater Shows haven't missed a Monday opening all year.

D. Wade, general agent of the W. G. Wade Shows, has returned to the Detroit-Leland Hotel for the winter. . . . Sam Adler, photo booth concessionaire, has returned to his home here after covering Michigan fairs. He reports he switched to operating a cookhouse when his photo supplies ran short. . . . Ken Moyer, who had the Kiddie Rides with the Joyland Midway Attractions, has returned to Lewiston, N. Y., with his wife and son for the winter. . . . Rosecoe T. Wade, Joyland owner, stored his equipment at Tipton, Mich., and expects to take a trip to Florida with Mrs. Wade before starting work at winter quarters. . . . C. J. (Joe) Bennett, general agent of the same org, and Mrs. Bennett will go to Toronto to visit relatives, returning before the Chicago fair meeting. . . . Joseph (See *MIDWAY CONFAB* on page 61)

RB BRAND HYBRID POPCORN PAYS YOU MORE!

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\$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.

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FOR SALE—A BARGAIN—FOR SALE

One 98 ft. by 188 ft. new flameproof and waterproof government Hangar, complete. Cost the government \$18,000.00, requires no poles inside tent. Can be used for Warehouse, Airplane Hangar, Dance and Fine Night Club, Skating Rink and many other uses. Also 9,000 sq. ft. pre-war Maple Flooring, Insulate and grooved, in 6 ft. and 12 ft. sections. Will make a floor 60 ft. by 120 ft. or larger, with five big 4 ft. Blower Fans and one 3 ft. Blower Fan. This equipment now in Oklahoma City, Okla. Tent Hangar new, never been unpacked. Floor one of the best A-1 floors in the country. A similar unit now in operation as a Skating Rink in Shreveport, La. First \$7,500.00 takes Tent Hangar, Floor and Fans, or will sell separately. Must sell immediately account of bad health. Wire or write

H. J. "MACK" McKay
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We have an exchange offer to all owners of Concession Supply and Diets Company Floss Machines of interest and benefit. Write in for details. Plus Machine Rheostats. Heavy duty construction. Engineered for Floss Machines by men who understand the business. May be used for single or double spinners. \$22.50. Single Bands, Ribbons, 55.00 each. "Original" Double Bands, \$13.00 each. Coloring, Flavouring, cone papers. Many other concession items.

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EVERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

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Complete in every detail and operating now. Top, 100x20, canopy style. 130 feet of banner line, 12 banners mostly new this season. Two loud-speaking systems. Bally, electric chair, sword basket, etc., all ready to go. Loads on one truck. Priced low. Wire or visit

MARK WILLIAMS
Rogers Greater Shows, Eupora, Miss., this week.

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NAPKINS • FLOSS PAPERS • APPLE STICKS • COLORS

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Tickets—Paddles—Laydowns
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For six-month permanent location, Strip Tease and Hula Dancers, \$15.00 per week and \$5.00 bonus every two weeks. Experience not necessary. Sec. wire me. Opening Nov. 1st. All interested wire me

MILNER HOTEL, EL PASO, TEXAS.

WOM Advertises Price Scale; Fire Damages Concessions

RALEIGH, N. C., Oct. 19.—Fire destroyed eight concessions of the World of Mirth Shows at the State Fair here early Tuesday morning (15) and resulted in damage estimated at \$20,000. For a time other show units were endangered, but prompt action on the part of Raleigh firemen and carnival employees quickly brought the blaze under control. Cause of the fire was not determined. Concession Manager Bucky Allen had the debris removed and new units ready for the formal opening of the fair later in the day. An attendance of 500,000 has been forecast by fair officials for revival of the State's largest annual, a war casualty since 1941. Record turnout of school kids and adults Tuesday, plus marked increases Wednesday and Thursday indicated that even the half-million mark may be exceeded. If the weather holds good thru the closing tonight, it will be the first such break any major fair in this State has received this year.

A new policy was adopted by World of Mirth and the fair management when the price scale of all midway units was published in newspaper advertisement before the opening. World of Mirth listed 37 paid attractions with prices broken down to show the amount of tax included in each admission. Costliest attraction was the Girl Show at 78 cents. Kids are given a break on days reserved for them when all units are priced at 9 cents.

Prices were published solely in the interest of securing good will, the show management pointed out, and not as the result of squawks, since this fair had not been in operation for four years. Action was plotted by Dr. J. S. (Doc) Dorton, fair manager, as a progressive step in fair promotion.

Record crops bringing top prices and the enthusiasm displayed by customers attending the first half of the showing had Frank Bergen, WOM general manager, looking for a gross in excess of the season's previous top which was garnered at the Brockton, Mass., Fair.

Many Showfolk at Funeral of C. N. Hill

DALLAS, Oct. 19.—C. N. (Pop) Hill, associated with his sons, Howard P. and Clyde O., as owner-operators of Hill's Greater Shows, was buried here this week. Prominent in the outdoor show world for 40 years, he died here Thursday (10) in the Methodist Hospital, where he had been rushed when stricken while with the show.

For the past year he had been in failing health, but he had recovered sufficiently to return to the show and remained with it until stricken. Last year he and his two sons organized the Hill's Greater Shows. As a youth he had been connected with C. P. Kepler, of the Delmar Shows, and later with the Reed's Shows, C. J. Vernon, J. George Loos, Bill H. Hames and other organizations.

Besides his two sons he is survived by his widow, a daughter and one grandson.

Interment was at the Laurel Land Cemetery in the Oak Cliff section here. Pallbearers were John Martin, Jack Miller, Tommie Briggs, Clyde Runnels, Joe Exler and Floyd Saunders. Attending the funeral were Bonnie Hollifield, Mr. and Mrs. Tom Fleming, Roy G. Marr, Boots Marr, Mrs. Floyd Sanders, J. H. Gray, D. Morgan, Mr. and Mrs. R. C. Ellis, Mrs. Clyde L. Runnels, Reid Galbreth, Bill Needham, Mr. and Mrs. J. S. Panther, Mr. and Mrs. G. T. Coleman, Mrs. C. J. Miller, Leah B. Grimland, Mrs. Noble Fairly, Mrs. Joe Exler, Joe (Baker) Galbreth, Mr. and Mrs. E. B. Goeff, A. V. Adams, Harry Richman, M. N. Reeves, Mr. and Mrs. Mel Vaught, J. D. and Ann Summers, Mr. and Mrs. C. G. Osteen and J. P. Sartin.

Endy Bros. Hike Macon, Ga., Biz

MACON, Ga., Oct. 19.—After totaling grosses for Wednesday night (16), E. Ross Jordan, Georgia State Fair general manager, revealed midway business of Endy Bros.' Shows was 21 per cent ahead of ride and show grosses for the corresponding days in 1945, heretofore the peak year. This is the first appearance of the Endy org here.

Concessions, including science and skill, were nixed in accordance with a special grand jury presentment returned a few days before the fair, aimed principally at local horse racing, score-board and punch-board operators. Midway leading to shows and rides was lined with eat-and-drink stands, photos, novelties, etc.

Kids' Day, Tuesday, proved biggest of the first three days. Shows and rides worked for only 10 cents, plus tax, from 10 a.m. thru 7 p.m., but gross for the day was announced at \$10,000.

Midway was up and ready to go by noon Monday, marking the first time in memory of present fair officials that any midway was prepared to work that early here. Opening day, usually light, netted a surprisingly good night play. Endy org's run of 100 miles from Athens was made by noon Sunday, and by nightfall midway had taken shape.

Crafts' Never-Idle Home Base Prepares for Shows' Return

NORTH HOLLYWOOD, Calif., Oct. 19.—Work at the home base of O. N. Crafts Amusement Enterprises here at Bellaire and Sherman Way continues at a brisk pace. To be sure, there was a sharp let-up when the Crafts 20 Shows took to the road the first week in February, but attention then shifted to fulfilling the requirements of the various rides operating under lease by Wrightsman Amusement Company, Ocean Park, and at Sunland Park, near Los Angeles.

Two new Junior Caterpillar rides, shipped from Spillman Engineering Company, have been assembled in quarters. One was sent immediately to Crafts 20 Big Shows; the other, which arrived about a month ago, was made ready for shipment to Honolulu. Due to cancellation of one of Hawaii's major fairs, together with strikes and labor difficulties on the islands, that shipment, set for the Eddie K. Fernandez Shows had been postponed until a later date. Decision to put off shipment was made at a huddle between Fernandez and Crafts here. The Caterpillar sent to Crafts Big 20 Shows was readied under the direction of Roy Shepard, ride superintendent.

Thruout the summer season Sam Hinson, quarters master mechanic, has been busy in the shops here or downtown on shopping tours of the trucking supply houses. Hinson bought 20 new heavy horsepower motors for the shows' huge 35-foot

Kirkwood Yen for New Semis Makes Al Beck's Heart Bleed

—By a Staff Correspondent—

SPRING HOPE, N. C., Oct. 19.—Encamped here in the rain the early portion of last week awaiting the arrival of fair weather and the fair, Ralph Decker and Tommy Carson, co-owners of the Joseph J. Kirkwood Shows, had plenty of time to scout around for new equipment for the 1947 tour, which they intimate will include larger spots and a more extensive territory.

Net result of this scouting expedition was two new semis, added to three that had been delivered the two previous weeks, and Al C. Beck, the sagacious secretary, contemplated the outlay with tears in his eyes.

Beck is the man who counts the money, stacks it, and reports to the owners just how much is on hand at all times. His lengthy training in baling up currency did not include a course in free and easy spending, and when it rolls out of the wagon a portion of his heart rolls with it.

All Steel Trailers

"These fellows are determined to build this show to the utmost of their ability, and I appreciate ambition, but there should be a limit," Beck declared, in the presence of the bosses. "I don't mind seeing it go out for the best tractors built as equipment to move a show cannot be too good, but when you start buying all-steel trailers—that's another story. A wooden trailer will follow a good semi just as effectively as an all-steel body, and when the sort of help that is available these days gets thru throwing iron into the bodies the wood will last as long as the steel."

"That may be true," Decker declared, "but we're going to keep on building this one, and it is going to

have the best equipment that money can buy."

Carson nodded his assent—so that was that.

Org Has Grown

The Kirkwood ensemble has come a long way since it was organized two years ago. At that time Decker had a marquee, two rides and a girl show. Now there are seven rides and seven shows, and all equipment is in first-class shape.

Rides and the foremen include Flying Scooter, Wladek Bibick; Chair-plane, Elmer Smith; Ferris Wheel, Thomas Phillips; Merry-Go-Round, J. H. Thompson; Roll-o-Plane, Bob Boyd; Loop-o-Plane, C. C. McGary, and kiddie ride. Shows and their managers are Life and Side Show, Earl Meyers; Minstrel; Sol Speight; Artists and Models, Jimmy Frenza; Chez Paree, Harry Halter; Snake and Girl Show, K. C. McGary.

Emanuel Zacchini, shot over the Ferris Wheel, is the free act.

Lights for Parking

Management here co-operated with the fair management in making the path easier for the customers by erecting a huge light tower in the parking lot.

It was announced the shows will close November 16, with Beaufort, Williamston, Chapel Hill, Fayetteville and High Point, all North Carolina, still on the itinerary.

Decker and Kirkwood will be among those present at the Chicago convention, after making the National Showmen's Association party in New York.

Buck in Quarters; Work Begins for '47

TROY, N. Y., Oct. 19.—O. C. Buck Shows, following the completion of a successful 27-week tour, are back in winter quarters here. Org closed at the Danbury (Conn.) Fair.

A crew of workmen will paint and remodel the equipment during the next few weeks under the direction of O. C. Buck, who will remain here until November, when he and Mrs. Buck will leave for Miami, where they will winter.

Mr. and Mrs. E. C. Evans have left with their concessions for southern territory and then will go to their Columbia (S. C.) home. Mr. and Mrs. Paul LaCross will return to Vermont. Mr. and Mrs. Luke Scifker, Buddy Goodwin and some of the ride boys will motor to Miami, where they will winter.

Richard Tolman, show secretary, will return to Gary, Ind., for the winter after playing a three-day benefit day with three rides here for the benefit of the Elks' Christmas Fund. Jim Quinn, general agent, left for the South, where he will play several fairs with his concessions.

Roy F. Peugh, advance and press agent, has joined Joe Chitwood and His Hell Drivers at Greensboro, N. C. Sidney Goodswaldt has stored his cookhouse equipment at winter quarters and will spend the winter in the South. Charlie Zucker and Mr. and Mrs. Larry Narcassio will also winter in the South.

Chicago for the annual conventions in December.

Preparations at quarters are now being pushed for receiving Crafts 20 Big Shows, which are skedded to come off the road within a few weeks.

A Carolina Cocktail --- Mixed Thru Piney, Rain-Swept Hills

By Pat Purcell

RALEIGH, N. C., Oct. 19.—There were enough carnival folks around the Sir Walter Hotel here last week for a fairly representative meeting of the National Showmen's Association or the Miami Showmen's Association, and when all stirred together it was indicative of how the Hotel Sherman lobby in Chicago will look come December 1.

Mine host of this Sir Walter either is more courageous or lacks the experience of the Sherman management, as all furniture and carpets and other lobby appurtenances were in their customary places, whereas the lobby floor of the Sherman will be barren of everything but feet those first four days of December.

'Twas well for the comfort of the wayfarers that the furniture was undisturbed, as they relaxed magnificently while the remnants of the hurricane blew itself out over the Carolina hills, and blew the lads out of business for two days; which made three bad days in a row for all hands, as Monday is seldom worth a loud hurrah in this country.

Abundance of Shows

Raleigh was the focal point last week for the lads, as the hills around were literally crawling with carnivals. It is impossible to find a place to sleep or anything to eat in the towns, villages and hamlets, so those without trailers converged on Raleigh. This didn't help the eating situation here, either, and it was none too good when po'k chops were plentiful.

Monday (7) was a fine, clear day, but there just wasn't any business to speak of at any of the spots. The folks around here don't bother to go anywhere on washday, so it is counted as a set-up day even if the org (any one of them) is able to get it in the air on Sunday. This correspondent, conveyed by Robert Kent Parker's new Cadillac, sallied out bravely that Monday afternoon in a northeasterly direction on Highway No. 64.

Rolling a mere 20 miles along, the village of Welden popped into view, and upon rounding a curve we were almost dumped onto the Harrison Greater lot. All hands were busy getting it up. It would have been a poor time for conversation, as there didn't seem to be too many hands around, even tho' all rides looked like they were ready.

Kirkwood Dukes Out

At Spring Hope, just another "fur piece" up the road, the Joseph J. Kirkwood Shows were spied, and the layout looked attractive from the highway, even in daylight. Glad hands were extended by Co-Owners Ralph Decker and Tommy Carson, and it was a pleasure to spend three hours around that lot, as no one was beefing about business.

Al C. and Jean Beck were in their \$3,500 bedroom, as their friends have called their house trailer for the past two years, and when Mons. Parker poked his head inside he let out a scream of amazement, colored with a tinge of anguish.

"What? She's cooking?" gasped the astonished Parker.

"Don't write it, as none of her friends will believe it," he said in an aside to the writer.

Nevertheless, here it is. Jean was planted firmly in front of the stove, her left hand grasping a skillet, a spatula in her right, and her optics glued on a cookbook.

"It's cook or starve in this country, so I learned how to light the stove after two years," she declared, and then, in the ensuing gabfest, promptly forgot all about dinner to the extent that Al had to open the office wagon without dinner. He

returned later after everything was ready for operation in case the folks showed up (which they didn't) and all hands tore into an excellent repast of steak sandwiches, hot tamales and canned peaches.

Jimmy Raftery Next

Leaving this lot about 9 p.m. or two hours later than planned, the entourage continued northeast, on to Littleton for a visit with R. & S. Amusements, and Owner Jimmy Raftery was enlightening a slim gathering of customers on the amazing feats they were about to see performed on the "high and lofty rigging, 125 feet in the air by the Teeter Sisters." They saw 'em, and there was no doubt left in anyone's mind that in some bygone day Mr. Raftery could make a nifty opening.

Parker was immediately swallowed by a horde of old friends, and as various and sundry duties called Raftery away from time to time, the writer was entertained by F. A. (Fat) McKinney, *The Billboard* agent and billposter, and Eddie Cooper, agent and legal adjuster, who apparently knows everyone who has been in the business since it was first discovered that a "flying jinney" could be moved from city to city.

Time out while Raftery introduced Selden, the Stratosphere Man.

Theme of Raftery's narration, interesting despite the interruptions, dealt with life along Highway No. 17, as Jimmy seldom moves his org more than 100 miles from home base, Wilmington, N. C.

"Some of the folks think I'm daffy because I don't go up country in the summer, but there has been plenty of action for us right in this territory, and when it rains here it rains in Jersey, so what's the difference?" he asked.

He has something there, as rain is rain, even in California, and when it was hot down here last summer it was raining in Jersey.

Has Vet Employees

Raftery was complimented on the appearance of his rides, and he revealed that Skeeter Garrett, his ride superintendent, has been with him 25 years. An appraising eye toward the new girl front, built on a semi, prompted Raftery to unveil his builder, John (Dad) Haddad, for years one of the country's best known flageolet players. Old John then proudly exhibited the new front arch he is building, the material being sheet aluminum, which he is bending and twisting into an elaborate affair, indeed.

It was with regret that such affable company as Jimmy Raftery had to be left, but George Lambert had an attractive flagon of Monnet brandy on his truck-home table, and for the next two hours innumerable geese and ducks were killed in the reminiscences of the nimrods present.

Tuesday (8) what was left of the hurricane swept over this section of North Carolina, but about 6 p.m. the skies cleared and the entourage was en route again, this time heading west for Lexington and a visit to the W. C. Kaus Shows. Twenty-six miles from the objective the heavens literally opened up, and when the grounds were reached it was almost a total blackout and the shavings were floating on the midway.

Jackpots With Cheese

Mrs. Helen Owens and Lola Donahue were in the former's trailer brewing coffee and an invitation in out of the wet was accepted with alacrity. Soon the table was spread with an assortment of cheese and the jackpots were divided vigorously, between bites, for almost two hours. Russ Owens, manager, was in New Bern, N. C., picking up a new motor

for the office semi, and Jack Perry and Hubert Shive had scampered for the warmth of the Sheraton Hotel at High Point.

Such characters as J. C. (Tommy) Thomas and Ben Braunstein were put in their places during the conversation, and it was also revealed that when the weather was clear the Kaus Shows, now boasting eight major rides and three kiddie rides, gathered plenty of scratch.

Then on to High Point, and Jack Perry obliged by putting his shoes back on and came down into the lobby, trailed by Shive. The discussion was interesting, but no matters of grave importance were settled. They revealed they will be at the Chicago convention in full force and regretted they couldn't make the impromptu meeting in Raleigh.

Rolling along the 24 miles to Greensboro, thru an almost blinding rain, a feeling of keen anticipation was noticeable, as a talk with Ralph Lockett, Morris Lipsky and E. Lawrence Phillips was in the offing—but on arrival, there was no talk. The fairgrounds where the Johnny J. Jones Exposition was set was darker than a bunged beer barrel. All three were registered at the O. Henry Hotel, but no answers came when telephone bells were jingled. As the hands of the lobby clock sneaked toward 1 a.m., and the bell captain kept eyeing us as tho' we visitors might be revenooers, it was a give-up, and we rode thru the same blinding rain, 77 miles back to Raleigh.

Old Father Time eliminated the possibility of visits to other orgs in this territory, but there were plenty within hat-throwing distance. They included Sam Goldstein's Majestic Greater at Durham, Morris Hannum Shows at Benson, Juggy Podsobinski's A. M. P. Shows at Hamlet, B. & D. at Concord, Belton Shows at Pilot Mountain, Central American Company at Washington, Coastal Plain at Faison, Crescent Amusement at Winston-Salem, Dick Gilsdorf's Paramount at Roxboro, Dumont Shows at High Point, Exposition at Home at La Grange, Hedrick's Gayway at East Bend, Lawrence Greater at Kinston, John H. Marks at Hickory, George Clyde Smith at Warrenton, Virginia Greater at Wadesboro and Zacchini Bros. at Stantonburg.

Of course, one would have to be a mighty hat thrower to hit all of these pitching from Raleigh, but it does give one the general idea that few natives of North Carolina will not have an opportunity for midway fun and frolic before the big push starts toward Florida.

DALLAS ROLLS IN \$\$

(Continued from page 56)

tain that in excess of \$70,000 will have been counted.

Girl Show Ballys Sour

Nobel C. Fairly had his Fun House in the independent zone, and his take on kid days, both white and colored, sent the angular, jovial chap into a spin. Not so, however, with other independents. Three girl shows were presented and to say that their ballys were not in good taste is putting it mildly, especially for a State annual of this magnitude. Sensual suggestiveness hardly describes the trend of the spiels, and the girls on the bally platforms parked their carcasses against the banner lines at every opening and succeeded in looking very bored, indeed.

Fronts were of the slap-up type—and they'really were slapped together, and when the first rain took a belt at them they were sorry sights.

A local magician, with an effective turn, didn't have the flash or the outside bally to get hefty business. A mouse show, a fellow buried alive and a Jap suicide plane completed the back-end. Officials of the annual declared they had not overlooked the deficiencies of the girl shows, and that something will be done about it next year—which indicates they plan to go along with the independent midway idea.

POLACK FOR PREXY

(Continued from page 56)

Campbell, Ralph J. Clawson, Charles Zemater, John M. Duffield, Noble C. Fairly, John W. Gallagan, B. S. Gerety, George A. Golden, Jack Gilbert, Sam Gordon, William H. Green, Morris A. Haft, Harry W. Hennies, Arthur R. Hopper, S. T. Jessop, William Kaplan, Ernest (Rube) Liebman, Morris Lipsky, R. L. Lohmar, Arthur Morse and Edward Murphy.

Also Maurice Ohren, Charles Owens, Harold Paddock, Edwin E. Wall, Pat Purcell, Joe Rogers, Jack Ruback, Robert Seery, Elmer Byrnes, Harry Stahl, Albert J. Sweeney, J. C. Thomas, Ned E. Torti, Al Wagner, A. J. (Whitey) Weiss, G. L. (Mike) Wright, Bernie Mendelson, M. J. Doolan, William Carsky, Edgar I. Schooley, Harry Russell, Denny Pugh, Harry Mamsch, Harry Ross and Arthur F. Briese.

MIDWAY CONFAB

(Continued from page 59)

Budjack has returned from a season, on the road, after completing a circuit of Texas fairs.

Mr. and Mrs. William G. Catlett, owners of Catlett Greater Shows, entertained their personnel at a farewell dinner in the Club Rendezvous in Fairfax, Mo., at the close of the season. Guests included Mr. and Mrs. Eugene Catlett, Mrs. Pearl Stafford, Clyde V. Shubert, Ira Buesking, Ivan Beard, Mr. and Mrs. Cooper, Mr. and Mrs. Fred Morrass and daughter Mary, Tom Calvan, Leroy and S. N. Edwards, Jesse Wiley, Mr. and Mrs. P. L. Patterson, Mr. and Mrs. D. J. Cox and Junior, George Gallahe, James and Vance Anderson, George Hedges, Enos and Amos Wolf, Mr. and Mrs. Lester Howell, Mr. and Mrs. Harry Goodale, Pop Hill, Walter Noel, Marjorie Brown and Mr. and Mrs. Walter Whitman.

Leon Long visited Leon Claxton and Harem in Havana Revue on the Royal American Shows at the fair in Jackson, Miss. . . . John Henry Jernigan's Smart Set Revue moved into the Newport Theater, Newport News, Va., October 7 and opened to good business, Jernigan reports. Line-up includes Jeepers and Creepers, comics. Unit moved to Aoshkie, N. C., for a week's stand opening October 14. . . . Among show folk registering at Dodson's Tavern and Tourist Court recently were Leo Bistany, Mr. and Mrs. Dixie Glascoe, Mrs. Ray Price, Mr. and Mrs. George Dover, Stash the Flash and family, Ted Lewis and crew, Mr. and Mrs. Charles Herbert, Mr. and Mrs. Dan White, George Hartley, Mr. and Mrs. Sid Graves, Mr. and Mrs. William J. Bruce, F. E. Kelly, Al Brodsky, and Mr. and Mrs. J. Cahill. Most of the above were associated with the Bistany Shows, which recently concluded a successful tour.

Dwight Bazinet is in Northwestern Hospital, Minneapolis, following a bone graft operation on his arm, which was injured a year ago near Denver when he was struck by a truck while fixing a tire. He expects to be hospitalized three weeks. . . . Charles Y. Engle, who closed recently after 10 weeks with a concession on Prell's Broadway Shows, is in Duke Hospital, Durham, N. C., for a throat operation. Engle first entered outdoor show business in 1920 and has been with World of Today and Royal American, as well as the Prell org.

Show Folks of America came in for attention in a picture story in *Life* magazine, issue of October 14, on clubs in which President Truman holds membership. Two-page spread, which pointed out the President is a regular or honorary member in 218 clubs, featured membership cards held by him, and the one of the Los Angeles outdoor show club snared the biggest space.

SLA Banquet Set For Hotel Sherman

CHICAGO, Oct. 19.—Annual banquet and ball of the Showmen's League of America December 4 will be held in the Grand Ballroom of the Hotel Sherman here.

Decision to hold it there, instead of in the Palmer House, as originally planned, was made after Art F. Briese and Al Sweeney, co-chairmen of the event, submitted a detailed report at the club's meeting Thursday (17) night. Members agreed unanimously to the Hotel Sherman.

It was announced the price for the banquet and ball had been set at \$10 per person including tax.

Burlington Gross Okay For Marks Despite Rain

BURLINGTON, N. C., Oct. 19.—In spite of considerable rain, the Marks Shows chalked up a satisfactory gross at the Burlington Fair, September 16-21. When weather permitted, the crowds turned out and spending was good. Saturday (21), with ideal weather prevailing, was the top day.

Show received plenty of publicity via press and radio, thanks to Pete Neese, fair manager, himself an ex-showman, and Staley Cook, editor of the local paper.

Collins United in Barn

KEARNEY, Neb., Oct. 19.—Collins United Rides have stored their equipment here after closing the season at the Gothenberg (Neb.) Fall Festival. Org spent the season in Kansas and Nebraska. R. L. Collins reports bad weather hurt fall business.

Endy Benefit Grabs \$1,700 for 3 Clubs; Miami Set To Open

ATLANTA, Oct. 19.—Showmen's League of America, National Showmen's Association and the Miami Showmen's Association will slice \$1,700 three ways as a result of the benefit show staged here Wednesday (2) by Endy Bros.' Shows.

Talent was plentiful as performers from midway shows combined their efforts with members of George A. Hamid's Hippodrome Circus, the grandstand attraction.

Milton Morris was chairman of the committee and he was assisted by Hamid, M. M. (Mike) Benton, David B. Endy, Louis A. (Stretch) Rice, Jack Gilbert, Arky Bradford, Robert K. Parker, Pat Purcell, George Reinhardt, George Vogstadt and Morris Lipsky. On the ladies' committee were Mrs. Betty Endy, Mrs. Milton Morris, Mrs. Gertie Miller, Mrs. Boots Paddock, Mrs. Marge Bradford, Mrs. Del Crouch, Mrs. Hilda Roman, Mrs. George Vogstadt, Mrs. Ruth Soules, Mrs. Agnes Roth and Mrs. Mabelle Kidder.

Milton S. Paer, secretary of the Miami Showmen's Association, announced that President Parker will call the first fall meeting about mid-November, but that the clubrooms will be opened November 1. Considerable work is now underway in rehabilitating the quarters, and contracts call for it to be completed before the official opening.

Paer also announced that 100 applicants for membership will be voted on at the first meeting, which will swell the membership so that it will be comparable in size to other leading show fraternal organizations.

Tex Dabney, Concessionaire, Is Co-Owner of New Show

RAEFORD, N. C., Oct. 19.—M. P. (Tex) Dabney, one time identified with circuses and more recently a concession owner, and Lewis Williams, North Carolina plantation owner, have purchased rides, shows and concessions and will go out under the title of Dabney & Williams Greater Shows.

The owners plan to play a few spots in North and South Carolina and to make winter stands in Florida, returning north in 1947. H. G. Coffey will be agent and secretary.

Page Builds Quarters

SPRINGFIELD, Tenn., Oct. 19.—A successful season came to an end for Page Bros.' Shows here Saturday (12). Unable to obtain a winter quarters, Manager W. E. Page bought a plot of ground on the outskirts of Springfield and let a contract for a building, 60 by 100 feet, to be ready in two weeks.

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: Liberty, Tex.
- A. M. P.: Satsboro, Ga.
- American Eagle: (Cotton Carnival) Rosedale, Miss.
- B. & H.: Sully, S. C.; Barnwell 28-Nov. 2.
- Big Bend: McAllen, Tex.
- Bill's Greater: Carrizozo, N. M.
- Bistany's Greater: De Land, Fla.; Ocala 28-Nov. 2.
- Blue Ribbon: Moultrie, Ga.
- Boswell's Am.: Mathews, Va.; (Fair) Kilmarnock 28-Nov. 2.
- Brewer's United: Waxahachie, Tex.
- Byers Bros.: Camden, Ark.
- Capital City: (Fair) Monroe, Ga.; (Fair) Fitzgerald 28-Nov. 2.
- Caravella Am.: Morehead, Ky.; Richmond 28-Nov. 2.
- Cavalcade of Am.: Tuscaloosa, Ala.
- Central Am. Co.: Scotland Neck, N. C.; (Fair) Mt. Olive 28-Nov. 2.
- Cetin & Wilson: (Fair) Wilson, N. C.; (Fair) Florence, S. C. 28-Nov. 2.
- Coastal Plain: Robersonville, N. C.
- Craig, Harry: Brownwood, Tex.
- Crescent Am. Co.: (Fair) Bishopville, S. C.; Marion 28-Nov. 2.
- Crystal Expo.: Jacksonville, Fla., 21-Nov. 2.
- Denton, Johnny J.: Pickens, S. C.
- Dickson United: Temple, Okla.
- Dudley, D. S.: (Fair) Roby, Tex.; Post 29-Nov. 2.
- Dumont, Richmond, Va., 21-Nov. 2.
- Endy Bros.: (Shrine Fair) Savannah, Ga.; (Shrine Fair) Jacksonville, Fla., Nov. 1-9.
- Exposition at Home: Leesville, S. C.
- Fay's Silver Derby: Gulf, Ala.
- Fleming, Mad Cady: (Fair) Thomson, Ga.; (Colored Fair) Dublin 28-Nov. 2.
- Florida Am. Co.: Florida, Ala.
- Franklin, Don: (Fair) Hempstead, Tex.
- Gate City: Darlington, S. C.; (Fair) Aiken 28-Nov. 2.
- Gem City: Bastrop, La.
- Gentsch, J. A.: Natchez, Miss.
- Gold Bond: Wardell, Mo.
- Gold Medal: Columbus, Miss.
- Great Southern Expo.: Brunswick, Ga.
- Greater United: Victoria, Tex., 22-Nov. 2.
- Grand Greater: (Fair) Sulphur, La.; (Fair) Jennings 28-Nov. 2.
- Hames, Bill: Henderson, Tex.
- Hannum, Morris: Goldsboro, N. C.
- Harrison Greater: (Fair) Hartsville, S. C.; (Fair) Columbia 28-Nov. 2.
- Hedrick's Gay Way: Sumter, S. C.
- Hewitt Bros.: Albany, Ga.; Dothan, Ala., 28-Nov. 2.
- Henson, J. L.: Woodbury, Ga.
- Heth, L. J.: (Fair) Americus, Ga.
- Hill's Greater: Texas City, Tex.; Velasco 28-Nov. 2.
- Home State: Newark, Ark.
- Houli, Buff.: (Fair) Farmersville, La.
- Jones Greater: (Fair) Dublin, Ga.; (Fair) Douglas 28-Nov. 2.
- Jones, Johnny J.: Greenwood, S. C.; Gainesville, Ga., 28-Nov. 2.
- Kaus, W. C.: Chester, S. C.; Newberry 28-Nov. 2.
- Kirkwood, Joseph J.: (Fair) Williamston, N. C.; (Fair) Chapel Hill 28-Nov. 2.
- Lamb, L. B.: Selmer, Tenn.
- Lankford's Overland: Odum, Ga.; (Colored Fair) Adel 28-Nov. 2.
- Lawrence Greater: (Colored Fair) Anderson, S. C.; (Fair) Clinton 28-Nov. 2.
- Lee Am. Co.: Tallahassee, Fla.
- Leeright, J. R.: Crowell, Tex.
- Long's United: Alhambra, Calif., 21-27.
- Madison Bros.: Natchitoches, La.; Colfax 28-Nov. 2.
- Magic Empire: Batesville, Miss.
- Malden Greater: Washington, N. C.; Asheville 28-Nov. 2.
- Marion Greater: (Fair) Rock Hill, S. C.; (Fair) Chester 28-Nov. 2.
- Marks, John H.: New Barn, N. C.; Kinston 28-Nov. 2.
- McKee, John: Brinkley, Ark.
- Mid-Continent Expo.: Kinder, La.
- Mighty Page: Covington, La.; Baton Rouge 28-Nov. 2.
- Moore's Modern: Kennett, Mo.; Malden 28-Nov. 2.
- Night Owl: Kelsey, Ark.
- Omara's Greater: Jena, La.; Winnfield 28-Nov. 2.
- Page, J. J.: Jonesboro, Ga.
- Paul's Am. Co.: Danville, Ark.
- F. & B.: Chilton, Tex.
- Peartons: Atoka, Okla.
- Peppers: All-State: Cullman, Ala.; Anniston 28-Nov. 2.
- Pike Am. Co.: Des Arc, Ark.
- Fine State: Calhoun City, Miss.; Senatobia 28-Nov. 2.
- Prel's Broadway: (Fair) Lancaster, S. C.
- Pryor's: Good Water, Ala.
- Raines Am. Co.: (Fair) Danville, Ark.
- Regal Expo.: (Fair) Hawkinsville, Ga.
- Regent: Perry, Ga.; Thomaston 28-Nov. 2.
- Rogers Greater: Eupora, Miss.; McComb 28-Nov. 2.
- Rogers & Powell: Canton, Miss.
- R. & S.: (Fair) Wilmington, N. C.; (Fair) Shalotte 28-Nov. 2.
- Rosen, H. B.: South Plomaton, Ala.; Pasca-goula, Miss., 28-Nov. 2.
- Royal American: (State Fair) Shreveport, La.
- Royal Expo.: (Fair) Nashville, Ga.; Bain-bridge 28-Nov. 2.
- Shan Bros.: Valdosta, Ga.
- Shipley's Am.: Cheneyville, La.
- Siebrand Bros.: Phoenix, Ariz.
- Silver Slipper: Scottsboro, Ala.
- Smith Am. Co.: Crossbeck, Tex.
- Smith, Casey: Foreman, Ark.
- Smith, George Clyde: (Colored Fair) Suffolk, Va.
- Smith's 3-Day: Stillwell, Okla., 21-23; Bokoshe 24-26.
- Snapp's Greater: Alexandria, La.

- Southern States: Dunnellon, Fla.
- Southern Valley: Lake Providence, La.
- Sparks Bros.: (Colored Fair) Yazoo City, Miss.
- Sparks, J. F.: (Fair) Marianna, Fla.; (Fair) Panama City 28-Nov. 2.
- Stafford's United: Indianapolis, Ind.
- Strates, James E.: Gastonia, N. C.; Orange-burg, S. C., 28-Nov. 2.
- Stumbo, Fred R.: Booneville, Ark.
- Sunflower State: (Fair) Roby, Tex.; Mineral Wells 28-Nov. 2.
- Tassell, Barney: (Fair) Conway, S. C.; (Colored Fair) Savannah, Ga., 28-Nov. 2.
- Tidwell, T. J.: Kermil, Tex.
- Triangle: (Fair) Greenville, N. C.
- Tri-State: Evergreen, La.
- Turner Bros.: Marianna, Ark.
- United Expo.: Kilgore, Tex.
- Victory Expo.: San Benito, Tex.
- Virginia Greater: Dillon, S. C.; Chesterfield 28-Nov. 2.
- Wallace Bros.: Kosciusko, Miss.
- Ward's, John R.: World's Fair: (Fair) Eunice, La.
- West Coast: Madera, Calif.; Delano 28-Nov. 2.
- Wolfe Am. Co.: (Fair) Greenville, S. C.
- Wonder City: McGehee, La.
- World of Mirth: Columbia, S. C.
- Zacchini Bros.: St. George, S. C.

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Bagwell's, Jimmy: Guitarodeo: Columbia, Tenn., 22.
- Clyde Bros.: Marshalltown, Ia., 21-23; Cedar Rapids 24-27.
- Cole Bros.: Roswell, N. M., 22; Clovis 23; Amarillo, Tex., 24; Lubbock 25; Sweetwater 26; Abilene 28; San Angelo 29; Brownwood 30; Temple 31; Austin Nov. 1; San Antonio 2-3.
- Dalley Bros.: Wynne, Ark., 22; Forrest City 23; Stuttgart 24; Pine Bluff 25; Camden 26.
- Hard-Morton: Pittsburgh, Pa., 21-27.
- King Bros.: Yazoo City, Miss., 22; Canton 23; Forest 24; Vicksburg 25; Fort Gibson 26; Natchez 28; Brookhaven 29; McComb 30; Hattiesburg 31; Pleayune Nov. 1; Pasca-goula 2.
- Montgomery, C. R.: Golden Meadow, La., 23; Raceland 24; Patterson 25; Franklin 26; Owens, Buck: Barnesville, Ga., 22; Thomaston 23; Fort Valley 24; Montezuma 25; Richland 26; Dawson 28.
- Polack Bros. No. 1: (Auditorium) Oklahoma City, Okla., 23-27; (Robinson Aud.) Little Rock, Ark., 30-Nov. 2.
- Polack Bros. No. 2: (Armory) Eugene, Ore., 22-25; (Veterans Memorial Bldg.) Redding, Calif., 30-Nov. 2.
- Ringling Bros. and Barnum & Bailey: Knoxville, Tenn., 24.
- Sparks: Beaumont, Tex., 22; Galveston 23-24; Conroe 25; Huntsville 26; Bryan 28.

Misc. Routes

Send to 25 Opera Place, Cincinnati 1, O.

- Adams, Kirk, Dogs (Fair) Columbia, S. C., 21-26.
- Annon's Tent Show: Oconee, Ga., 21-26.
- Billetti Troupe: (Fair) Valdosta, Ga., 21-26.
- Birch: Vandergrift, Pa., 23; Punksutawney 24; Reynoldsville 25; DuBois 26; Bellefonta 28; Tyronne 30; Johnstown 31.
- Campbell, Loring: Tuckerton, N. J., 23; Ocean City 24; Ridley Park, Pa., 25; Quarryville 28; York 29; Marietta 30; Manheim 31; New Holland Nov. 1.
- Chandler: Wrightsville, Ga., 23; Soperton 24; playing schools.
- Couden, Doug & Lola: School assemblies, Columbia, Tenn., 21-26.
- Curtis, Rube & Robert: (Shrine Circus) Houston, Tex., 28-Nov. 12.
- Darrell: (Palace) Lancaster, O., 30; (Mas-tie) Chillicothe 31-Nov. 1.
- Francis, Leo: (Truman Hotel) Seymour, Ind., 26; (Fall Festival) Madison 30-Nov. 2.
- Green, John C.: Kipling, Sask., Can., 23-24; Sinaluta 25; Westock 26; Wishart 28-29; Rhein 30-31; Kamsack Nov. 1-2.
- Henry, Glen, Duo: Chester, S. C., 21-26.
- La-Mar: Mt. Vernon, O., 23; Sandusky 29; Spanglers.
- Lackvold: Everett, Wash., 23-24; (Oak Lake School) Seattle 25; Everett 29; Burlington 30; Mount Vernon 31; Marysville Nov. 1.
- Long, Leon: Greenville, Miss., 23-25; Green-wood 26-28; Jackson 29-Nov. 4.
- Magrum, C. Thomas: Iowa Falls, Ia., 23; Port Dodge 24; Boone 25.
- Overman, Wally (Eric Press Club) Erie, Pa., 21-26.
- Pierce, Jack, RadioJambooree: (Jordan) Green-ville, Pa., 23-24; (Rex) Corry 25-26; (Ar-cadia) Patton 26; (Grand) Bethlehem 29; (Governor) Somerset 30-31.
- Plunkett's Stage Show, under canvas: Dublin, Tex., 23-25; Stephenville 27-29; Hamilton 30-Nov. 1.
- Rehlin, Blondin: (State Fair) Shreveport, La., 21-26.
- Romas, Flying (Shrine Circus) Kansas City, Mo., thru Nov. 2.
- Stanley, Gray: Almont, Mich., 24; Rochester 29; Utica 30-31.
- Virgil, Great: Corning, Calif., 24; Chico 25-26; Oroville 28; Roseville 30-31; Sacra-mento Nov. 2; Livermore 5.

WANT

For twelve weeks indoor dates, Novelty Circus Acts that work under low ceiling, hillbilly enter-tainers preferred. Experience with New England drawing power. (An place Jewelry, Novelties, Candy Pitch. Write, wire

ROBERT W. TILTON
Graco Hotel Conway, South Carolina

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"

FOR SALE
SUPER ROLL-O-PLANE
All new Rollings. Booked now World of Mirth Show, Columbia, S. C. State Fair. Come get it. \$4500 cash. EARL PURTLE.

SHAMROCK SHOWS
NOW BOOKING
Rides not conflicting. What have you? Opening date will be announced in next issue of The Billboard. All answer
CHARLIE DAY, Owner
Savannah, Ga.

WANTED
Circus Bandleader, also Trainer take charge Powers Elephants.
Contact SAM POLACK
POLACK BROS.' CIRCUS
Eugene, Ore., until October 25

MAJESTIC GREATER SHOWS

CAN PLACE FOR
ASHEBORO, N. C., OCTOBER 28 TO NOVEMBER 2
BIG CELEBRATION ON FAIRGROUNDS
AND BALANCE OF SEASON

CONCESSIONS of all kinds. Few choice Wheels and Grind Stores, also Cook House. Lew Lange and Jackie Fields, contact.
FOR SALE—Streamlined Trains, plenty of fence and track, also depot and ticket box. This ride in good condition and ready to go.
 Shows and Rides contact **SAM GOLDSTEIN**.
 Concessions contact **MAXWELL KANE**.
 Washington, N. C., this week.

FOR SALE ARCADE MACHINES

I have 135 Arcade Machines, large and small, that were damaged in a truck wreck. All need some minor repairs. If you are a Mechanic and want to go into the arcade business you could fix these machines easily. **STAMPING MACHINE**—New factory reconditioned works. 500 Medals with this machine. 2 Mills Punching Bags—very little damage. Sky Fighter, in good shape. 5 Love Testers. Scales. Hand Grins, O.K.; Vibrator, O.K.; 20 Exhibit Drop Card Machines, 15 Microscopes, need glass only. Some Card Machines with plenty of Cards—too many to itemize. What parts do you need? Will sell all or whatever you need. (Julius, what Digger Part do you want? I will ship.) Have 30x50 Top and Sidewall for sale. Have Front for Arcade for sale. All purchases as is F.O.B. Muskogee, Okla.

ART SIGNOR

c/o WORLD OF TODAY SHOWS MUSKOGEE, OKLAHOMA

ZACCHINI BROS.' SHOWS

WILL POSITIVELY PLAY 52 WEEKS

Now ready to book Concessions—Bingo, Custard, Hoopla, Pitches of all kinds. Shows—Any Grind Shows with own outfits. Help—Can use reliable Workmen in all departments. K. C. McGary wants one Carnival Dancing Girl. Everybody wire; no time to write.

Hugo Zacchini, gen. mgr. Pat Honlon, gen. agent
 This week, St. George, South Carolina

Crescent Amusement Co.

WANTS

Marion, S. C.; Walterboro, S. C.; Sumter, S. C., Fair.
 Concessions—Photos, Ball Games, Sling Concessions. Shows with own outfits that don't conflict. Ride Help for 10 new, modern Rides balance this season and 1947. Truck Drivers, come on. We will place you if sober. Want to Buy—#12 Eli Ferris Wheel, will pay cash. For Sale—8-Car Streamlined Whip, complete, rebuilt at factory this spring. Can be seen in operation. Come look it over. Address:

L. C. McHENRY, Mgr.

Bishopville, S. C., this week; Marion, S. C., next week.

HARRISON GREATER SHOWS, INC.

LAST CALL LAST CALL LAST CALL

FOR SOUTH CAROLINA STATE COLORED FAIR, OCT. 28-NOV. 2—COLUMBIA, S. C.

Can place Concessions of all kinds, no exclusive. Everything open. Good opening for Pop Corn, Candy Apples, Candy Floss, Eating and Drinking Stands, Grab Joints, French Fries and Mitt Camps. Get in touch at once. Space limited. All wires to

FRANK HARRISON
 HARTSVILLE, S. C.; THEN COLUMBIA, S. C.

WANT WANT

Can place Concessions of all kinds, no exclusive. Good opening for any Grind Show with own equipment; also Girl Show, Ferris Wheel and Chairplane Foremen and useful Ride Help. All winter's work. Agents for Wheels and Roll-Downs.

LAWRENCE GREATER SHOWS

Anderson, S. C., this week; Clinton, S. C., Fair, Oct. 28-Nov. 2; Lincolnton, N. C., Fall Festival, Nov. 4-9.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

FLYING SCOOTER

FOR SALE

NEW 1946 FLYING SCOOTER—PORTABLE TYPE. Can be seen in operation Oct. 22 to 26, Albany, Ga.; Oct. 28 to Nov. 2, Dothan, Ala., with Hennies Bros.' Shows. Loads on one wagon or truck. Reason for selling—have other business. Address:

A. WILSON

c/o Hennies Bros.' Shows as per route above.

DISTRICT MANAGER

For Illinois Headquarters
—Chicago—

Must have held responsible position. Sports and amusement field preferred. \$30,000-a-year man to handle sales of finest most expensive and colorful sports equipment ever presented to the Amusement and Sports Fraternity.

CAPITAL REQUIRED

ROTOBOWLING CORPORATION OF AMERICA

684 Ellicott Sq. Bldg., Buffalo 3, N. Y.
 Dayton, Ohio Miami, Fla.

H. B. ROSEN AMUSEMENTS

WANT WANT
FOR PASCAGOULA, MISS., AMERICAN LEGION
FALL FESTIVAL — OCT. 28 TO NOV. 2

SHOWS—ORGANIZED MINSTREL SHOW AND GLASS HOUSE.
 RIDES—WILL BOOK TILT-A-WHIRL, OCTOPUS OR ANY FLAT RIDE NOT CONFLICTING.
 CONCESSIONS OPEN.
 All that join now will be given preference for BIG ARMISTICE CELEBRATION IN LOUISIANA.
 ADDRESS:

H. B. ROSEN

Flomaton, Ala., this week; then Pascagoula, Miss.

EXPOSITION AT HOME SHOW

WANTS FOR ALL WINTER'S WORK

CONCESSIONS—Bingo, Scales, Age and Weight, any ten-cent Grind Store. RIDES—Will book Spitfire, Ride-o, Caterpillar or Whip; Jimmy Winslow, contact me at once. Ride Help in all departments, Chairplane Foreman, Loop-o-Plane Foreman, Second Man on Merry-Go-Round. Jack Throat, Heavy Dick Fletcher, get in touch with Iodine at once.
 SHOWS—Have complete Snake Show, want good Man to take charge of same. Will book good Minstrel Show. All winter's work. Complete Cook House for sale; will book same on show.

ROX GATTO, Mgr.

LEESVILLE, SO. CAR., OCT. 21-26.

FLORENTINE ART STATUARY CO.

WE HAVE PLASTER OF ALL KINDS FOR THE SOUTHERN FALL CARNIVAL TRADE. THE FLORENTINE ART STATUARY CO. HAS BEEN UNDER NEW OWNERSHIP FOR THE PAST YEAR AND WE TAKE THIS OPPORTUNITY TO EXTEND OUR THANKS TO OUR CUSTOMERS FOR THEIR PATRONAGE DURING THE PAST SEASON AND HOPE TO CONTINUE SERVING THEM.

NOTICE

ON OR ABOUT NOVEMBER 15TH WE WILL MOVE TO OUR NEW LOCATION, ONE BLOCK WEST OF MAIN STREET AT 408 DELAWARE.

—PRESENT ADDRESS—

414-416-418 EAST 15TH STREET, KANSAS CITY 6, MO. (Phone: HARRISON 0996)

GREAT SUTTON SHOWS

"MOST BEAUTIFUL SHOW IN MIDDLE WEST"

Osceola, Ark., Oct. 14 to 19. Closes the End of 35 Years on the Road.

FOR SALE CHEAP

Sold all Rides to Mr. Partlow. HAVE FOR SALE—13 Semis, 1 Straight Truck, 1 Winch Truck, 4 beautiful Shows, 1 Office Trailer, 3 Light Towers, 1 Fun House, 1 37 1/2 Kw. Light Plant, good as new; 1 beautiful Neon Entrance. Also have for sale—1 Car Tilt-a-Whirl, in good condition, with good transportation. Come to Osceola, pick out what you want.

F. M. SUTTON

OSCEOLA, ARKANSAS

FRANK TEZZANO WANTS

For Harlem's Revue, fast-stepping Chorus Girls, good Comedy Team, Musicians who read. All winter's work, theaters and clubs. Slick and Slack, contact me at once. Sweetie Walker is producer.

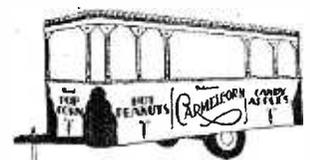
FRANK TEZZANO

Care of J. J. Jones Exposition, Greenwood, S. C.

TRAILERS

Standard models on hand for immediate delivery. Write for catalog.

King Amusement Company
 32 Orchard St., Mt. Clemens, Mich.



BOOMERANG

Unlimited Capacity — Repeater — Thriller

Write for Catalogue

U. S. RIDING DEVICES CORP.

298 Janius Street

Brooklyn 12, New York

FOR SALE

18-SEAT RIDEEO

Perfect mechanical condition. Complete with about \$2,000.00 worth of special equipment, including neon lighted background. Price \$5,000.00. 24-Seat Chair-plane, complete, \$1,000.00. Inspect them in operation—Silver Spray Pier, Long Beach, Calif.

VELARE BROS.

Hilton Hotel Long Beach, Calif.

SUNFLOWER STATE SHOWS
WANT

SHOWS OF ALL KINDS. Good deal to well-framed Gilt Show. ALL OTHERS OPEN. Low percentage to office. ALL STOCK JOINTS OPEN. WANT TO BUY OR BOOK TILT-A-WHIRL AND ANY KIDDIE RIDE. Showing Fisher County Fair, Roby, Tex.; then Mineral Wells, Tex.; Eastland, Tex.; Big Celebration at Stephenville, Tex.; then Lampasas and San Marcos, Tex. This show will stay out all winter in Southern Texas. Good deal to all who join now for the five big ones. WANT HELP ON MIX-UP AND OCTOBER WANT HIGH POLE ACT. FOR SALE—SIX IRON CLAWS. CHEAP. Wire or come on. Address: ROBY, TEX., This Week; Then Per Route.

FOR SALE

One Allan Herschell Ten-Car Kiddie Auto Ride and one Kiddie Streamlined Train. Can be seen on W. C. Kaus Shows, Chester, S. C., October 21-26; Newberry, S. C., October 28-November 2.

Contact

J. H. WIGGS

TANGLEY CALLIAPHONES

RARE BARGAINS

Automatic hand and roll play. Complete with motor and compressor. These machines have never been used. \$1,000.00 Each. Only 2 left. Write or wire

MAX WEINERT

Box 486, Eureka Springs, Arkansas

FOR SALE

7-CAR TILT-A-WHIRL

With transportation. Also 24-Seat Chair-o-Plane. Both Rides in Perfect Condition. WANT MECHANIC TO OVERHAUL TRUCKS THIS WINTER. (Jack Nolan, contact me at once.)

FRANK WARD

Alma, Ark.

Winterquarters at Canyon Club

WANTED

Bingo Caller for Florida Amusement Co. This show gives you all winter's work.

R. E. TALLEY

Florida, Ala., week October 21.

AT LIBERTY
JEANNE EUGENE MERCER

Annex Attraction

JEAN MERCER

Pearl Hotel

San Antonio, Tex.

WANTED AGENTS

Ball Game, Penny Pitch, Rat Game, Photos, Pop Corn, Wire

JOE E. KAUS

LEESVILLE, S. C.

FOR SALE

ONE CHAIR-O-PLANE

\$1,000.00. Can be seen at Tallahassee, Fla., Oct. 21 to 26. No letters. Come and see it.

LEE AMUSEMENT CO.

FROM THE LOTS

Alamo Exposition

LUFKIN, Tex., Oct. 19.—All records were broken at the Texas Forest Festival, with 30,000 attending Tuesday (8), Kids' Day, and 40,000 Wednesday (9), which was East Texas Day for Negroes. Manager Jack Ruback, with the aid of Albert Wright, Ted Custer and local officials, did all they could to keep the crowds moving, but the rides were unable to handle the business.

Special paper is being used ahead, featuring the Miller Duo, high act. Ted Custer left at the end of the Lufkin date to make a swing around the stands still to be played and booking for next spring. Joe Rosen has been getting nice business all season. Bill Tank, handling office details day and night, altho the oldest employee on the shows, is still one of the busiest. Bob Mayes, another old-timer, has had a good season with his root beer. Herman Reynolds reports his Diggers have done well.

Howard and Thelma Hill visited at Bonham, Tex., and many visitors were entertained by Manager Ruback at Lufkin.

Heavy Guyton says it won't be long now before the golf match takes place at San Antonio. Red Baker reports from Arizona he will arrive with Billie Rosen and Jack Little around November 10. Tony Kitterman, Robert Voight, Joe Rosen, Albert Wright and Bill Williams are found on the golf course early each day, and they claim they'll be ready for Baker and his crew for the championship match. Louis Ringold is handling details for the shows at San Antonio and is also doing a little booking.

Well, six more weeks; then home for a vacation. Weather is the best, and with any kind of a break show will close 30 per cent better than last year.—H. B. ROWE.

W. C. Kaus

LEXINGTON, N. C., Oct. 19.—Org had its poorest fair date of the season at Davidson County Fair here week ending Saturday (12). First three days were killed by rain. Closing night produced a big crowd despite cold weather, but spending was light.

Kiwanis Club, sponsor of the fair the last 10 years, is a go-getting outfit. It purchased a 56-acre tract one mile north of town and built a new fair plant. Exhibits were plentiful, and there was ample community interest, but the annual couldn't beat the weather.

Leonard Dixon, with Millers bingo, and Ina Pickette, a Charlotte, N. C., schoolteacher, were married Friday (13) by Justice of the Peace Edward Horne in his law office here. Lee Jones is back on his job after four years with the merchant marines.

Louis and Estelle Nathanson are back from a trip to Boston. Roger and Joan Fingar spent the week-end at their Jacksonville, N. C., home visiting the kiddies.

Returned from a week-end in Pine Bluff, where the Cautin family operates the Beauty Rest tourist camp. Specs Cautin reports every cabin was filled with members of the Harrison Greater Shows during latters' Rockingham engagement.

Eddie Paupin, front gate man during the still dates, has taken over Merry-Go-Round ticket box. Scotty is making plans to tour his Minstrel Show during the winter. Slim Barry is operating his wife's ball game during matinees. Bob (Diggers) Parker and Pat Purcell, outdoor editor of The Billboard, visited during the engagement.

Rusty (Sleepy) McCurdy gets a supply of Western magazines before starting shows' treks.—HERB SHIVE.

Prell's Broadway

STATESVILLE, N. C., Oct. 19.—Playing the fair here for the first time, shows opened September 29 to ideal weather and tremendous grosses. First two days, the shows and rides grossed nearly \$8,600, after federal taxes were deducted, or better than 30 per cent more than gross for any two previous days at this fair. Wednesday, Children's Day, gross was \$5,735, a fair record for one day.

Top ride was the Caterpillar, with the new Roll-o-Plane second in line and all others doing more than their share. Shows gave the rides plenty of competition. Barro Brothers' Motordrome was first in the money; Bob White's Scandals was second, and the Abe Wolf-George Johnson Monkey Speedway third. Other shows grossed figures beyond their fondest dreams.

Run here from Lumberton, N. C., was made in record time, for which a great deal of credit is due Abe Prell, the man in charge of tearing down and setting up the rides. The last three days at Lumberton held up very well, and a fine week's gross was had by all. During the week at Lumberton, a party was given by the entire show for the amiable son of Owner Abe Prell on his 32d birthday, affair holding forth until the early hours of morning in the Scandals tent.

Sam Prell recently flew to Newark, N. J., to visit his family. Joining recently were Jack Schaeffer, Penny Arcade; Johnnie Miller, five concessions; the Stanleys, four, and Izzy (Fireside) Murphy, cookhouse.

From Statesville, shows moved to Golden Belt Fair at Henderson, N. C., to be followed by dates under American Legion auspices in the Deep South.—AL A. TRAVERS.

P & B

BLUM, Tex., Oct. 19.—This new org, co-owned and operated by Mr. and Mrs. Frank Presti and Mr. and Mrs. O. C. Bristow, is composed of a portion of the Central State Shows, which closed the season in Altus, Okla., and chalked up a successful tour. Current plans call for the shows to be out all winter and continue thru the summer.

Line-up besides Presti and Bristow, owners-managers, includes J. H. Phippeny, cookhouse; William R. Wood, electrician; Harry Purto, clown; Ralph Elliott, watchman; R. Wood, penny pitch; Oleta Wood, glass pitch; Chester Wood, balloon darts; Mrs. Lena Presti, double bumper; J. H. Kelly, percentage; Toney Elnernicka and Richard Dowd, ball games; Frank Stewart, stock man; Paul Wunrich, rides, Herman Smith, assistant. Mrs. O. C. Bristow is Side Show and Girl Show manager.—J. H. KELLEY.

J. A. Gentsch

LOUISVILLE, Miss., Oct. 19.—Org ran into cold weather during its recent stand at the Winston County Fair here. Crowds were light the first half of the week due to the cold but improved the latter part when the weather warmed up.

G. W. Gentsch's bingo took top money among the concessions. Crane's custard held up in spite of the weather. Stock stores received a nice play, but money stores ran very slow. Harrell's animal circus had a good week, with Klondike's Colored Cuties running a close second.

Russell Cooper, discharged recently from the army, and wife joined here. Owner Gentsch took delivery of a new semi-trailer and a '46 Buick for Mrs. Gentsch. A big barbecue was held one night, with Gus and Pete Mitchell in charge.—WHITE STEWART.

FOR SALE

OCTOPUS

COMPLETE — IN PERFECT CONDITION — PRICED TO SELL CHEAP FOR CASH.

Address BOX 782

Muskegee, Okla.

FOR SALE

Complete Carnival with 50 K.V.A. and 10 K.V.A. Transformers mounted in Truck, Merry-Go-Round, No. 12 Bill Wheel, 24-Seat Busina, Loop-o-Plane, Kiddie Ride, 7 Trucks, Concessions, including wonderful Long Range Lead Gallery, Photos, Country Store; 14-foot Trailer Grab with butane gas, including Kansas; other Concessions. Can be seen this week—Fair at Crestview, Fla. Want to book good Ten-in-One. Need good Griddle Man; Whitey Forest, get in touch with me.

MARIE K. SMUCKLER

WANTS

Skillos and Count Store Agents. Les Holder, answer. Flomaton, Ala., this week; then the Big One, Pascagoula, Miss.

D. D. HALE

FLORIDA AMUSEMENT CO.

BOOK, BUY OR LEASE

Seven-Car Tilt. Consider two Kid Rides for winter. One more Act for Luverne Fair next week. All address:

HOWARD INGRAM

Florida, Ala., this week; Luverne follows.

WANTED

8 SINGLE FLYING HORSES

(Type Used on Carrousel)

New or Used.

BOX D-350, The Billboard, Cincinnati 1, O.

FOR SALE—FUNHOUSE

50 ft. flashy Panel Front, P.A. Set. On truck chassis, ready to go, \$800.00 cash. Replies to

J. A. WILSON

P. O. BOX 472 BILLOXI, MISS.

FLYING SCOOTER

1946 model, perfect condition. Can be seen this week, Thomson, Ga.; week of Oct. 28th, Dublin, Ga.

Mad Cody Fleming Shows

WANT

Booking Agent, Ferris Wheel, Merry-Go-Round, Concessions, etc. Working South.

ZELLER'S AMUSEMENTS
DURHAM, N. C.NATIONAL
SHOWMEN'S
ASSOCIATION

GREET'S YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd and 4th
Wednesday each month
Palace Theatre Building,
1564 Broadway,

New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write For Information.

Initiation \$10.00
Dues \$10.00 Yearly

CARAVELLA *** AMUSEMENTS

RICHMOND, KENTUCKY—OCT. 28-NOV. 2

CAN PLACE legitimate Concessions of all kinds. Can place any good Show of merit.

CONCESSION OWNERS—For one of the "Better Shows" and the "Most Modernized Midway of 1947 Season." Arrange now to be with us next year. A full season.

FAIR COMMITTEES AND SECRETARIES—We are booking now for the 1947 season. You are cordially invited to visit our shows as per route in The Billboard.

All Wire

F. H. CARAVELLA, Owner and Manager

Morehead, Ky., this week; Richmond, Ky., next week.

FRANKIE BLAND, General Agent BILL OWENS, Publicity

GATE CITY SHOWS WANT

Legitimate Concessions only. Want A-1 Wheel Foreman that drives semi, Ride Help on Merry-Go-Round, Chairplane, Octopus. Want Motordrome with own equipment and transportation. Also Fun House. Aiken, S. C., Legion Fair, October 28 thru November 2; Waynesboro, Ga., Industrial Fair, November 4 thru 9. Watch The Billboard for other dates. South all winter. All address

J. E. BAXTER, Gate City Shows

Darlington, S. C., Tobacco Festival, this week.

MIGHTY PAGE SHOWS

Covington, La., this week, with Baton Rouge, Monroe, Alexandria, Lake Charles and others to follow.

WANT CONCESSIONS—All kinds of legitimate Concessions, especially want Cook House. Can place Agents for office-owned Concessions.

SHOWS—Want Side Show with or without equipment; Rosalie and Eddie Woods, wire. Will book Big Snake, Animal Show, Monkey Circus or any good Grind Shows. Want Performers and Musicians for office minstrel.

RIDES—Want Rolloplane, Flyoplane or any Rides not conflicting. Due to wreck will book Octopus for the remainder of the season. Want Ride Men on all Rides; those driving semis given preference. All replies

MIGHTY PAGE SHOWS

Covington, La., this week.

MID-CONTINENT EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"

WANT FOR LAKE CHARLES, LA.

Heart of the City—7 Big Days and Nights.

With bona fide dates to follow in Louisiana, Mississippi and Florida. "Out All Winter." RIDES—Will book or buy small Merry-Go-Round, Spit Fire, Fly Plane or Caterpillar. SHOWS—10-In-1, Minstrel, Snake, Iron Lung, Monkey or Animal Circus. Low percentage. CONCESSIONS—Bingo, Weight, Photos, Hoop-La, String, Gallery, Cookhouse or Crab, Ago. HELP—Foreman for Mix-Up, Help on all Rides, Tower Men; also A-1 Electrician. CAN PLACE General Agent with car, also Billposter and Special Agent.

The following please contact: Herb Shive, Tom Terrill, W. E. Jacks and Steve Allen. Will buy for cash another 25 or 30 Kw. Single Phase Transformer in good shape. Louis Cutler wants Agents for Wheel, Buckets and Ball Games. Watch for our special announcement in the coming "Convention Issue."

JAMES (JIM) MORAN
Bus. Manager

All wires and correspondence to Kinder, La., this week, downtown city park; V.F.W. Fair, Lake Charles, La. (the Big One next); then per route.

TED WOODWARD
Owner & Gen. Mgr.

WANT PIN STORE AGENTS

Winter's work in Florida. Positively no drunks tolerated. Must know store and mill work. Reply

EDDIE YOUNG, BLUE RIBBON SHOWS

Moultrie, Ga., this week.

POP CORN

PURDU-POP BRAND HYBRID—DIRECT FROM PROCESSOR TO YOU
Processed to 100% efficiency in new, up-to-the-minute plant. Very highest popcorn expansion—best of the hybrids. Get up to \$185.00 per bag. Price: 1 TO 5 BAGS, \$9.00 PER HUNDRED; 5 TO 50 BAGS, \$8.75; ALL P. O. B. PLANT. Car lot prices on request. (Moisture proof bags when available.)

THE RAMSEY POPCORN CO.

Ramsey, Indiana

CENTRAL AMUSEMENT CO.

WANTS FOR BALANCE OF SEASON

INCLUDING

MT. OLIVE COMMUNITY FAIR

MT. OLIVE, N. C., OCTOBER 28-NOVEMBER 2

SWEET POTATO FESTIVAL

TABOR CITY, N. C., NOVEMBER 4-9. BIG HARVEST—MARKET HIGH

ARMISTICE CELEBRATION

ANDREWS, S. C., NOVEMBER 11-16. NEW CHEVROLET GIVEN AWAY

JR. CHAMBER OF COMMERCE FAIR

SUMMERVILLE, S. C., NOVEMBER 18-23. STREET CELEBRATIONS—DOWNTOWN LOCATION

TWO MORE SPOTS TO FOLLOW

WANT RIDES—Tilt, Octopus, Roll-o-Plane, Spitfire, Fly-o-Plane, Rocket, Ride-o or any Flat Rides.

WANT SHOWS—Can place any worth-while shows with own outfit and transportation.

WANT CONCESSIONS—Fishpond, Duck Pond, Bowling Alley, Age-Scales, Hoopla, Photos, Ball Game, Penny Pitch, Shooting Gallery, Custard, Candy Apples and Floss, Crab Cookhouse, Popcorn and any Grind Stock Concessions. Also want percentage games.

WANT AGENTS for Stock and Percentage Concessions.

WANT TO RENT Light Plants for week of October 28. Will pay top money for plant or plants developing up to 100 kw.

Working people drawing big wages here. Everybody is busy, crops all being harvested steadily, markets highest in years.

Money is plentiful in this territory. Be sure to get yours. No grift, no gypsies at any time.

All Address

SHERMAN HUSTED, Mgr.

CENTRAL AMUSEMENT COMPANY, SCOTLAND NECK, N. C., THIS WEEK

"ALL THAT THE TITLE IMPLIES"

JAMES E. STRATES SHOWS

"AMERICA'S BEST MIDWAY"

CAN PLACE FOR N. E. FLORIDA STATE FAIR

JACKSONVILLE, FLA., NOV. 12-23

Monkey Show or Wild Animal Show. Legitimate Concessions—Bingo, Scales (sold). Want for Winter Quarters: Wagon Builders, Carpenters, Mechanics, Painters, Welders, Scenic Artists.

—SHOWMEN—

We solicit new and novel attractions and will finance capable and reliable Showmen who can produce attractions of merit and capable of getting money. Sober and reliable Carnival Help for 1947. Address:

JAMES E. STRATES, Gen. Mgr.

CASTONIA, N. C.

CARNIVAL EQUIPMENT FOR SALE AT ONCE

TO SETTLE AN ESTATE

One No. 5 Ferris Wheel with new power unit, also Trailer; one Smith & Smith Chair-o-Plane, 24 seats, perfect condition, also Trailer; one forty-foot Allan Herschell Ideal Merry-Go-Round, perfect, with new Top, Organ and two Trailers; one Eyerly Double Loop-o-Plane, perfect, has Front Ticket Box and Trailer for same; one complete Office Trailer; two 14x18 Ball Games, complete with new canvas; one 75 Kw. Transformer, mounted on Ford Truck; plenty of new Cable, all Switches and everything in perfect condition; one new 37½ Surlite Power Plant, new, never used; two new 20x40 Tops with Fronts. Wire or phone your best offer on any of the above equipment. All must be sold at once. All address:

S. W. NICKERSON

350 WEST WASHINGTON STREET

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B. & H. AMUSEMENT CO.

WANTS FOR BARNWELL COUNTY COLORED FAIR

Barnwell, S. C., week Oct. 28th thru Nov. 2nd.

Any Concession working for 20¢ with stock, Popcorn, Peanuts, Snow Ball, Canded Apples. Want Rides not conflicting with what we have. Wire. This fair has a free gate and you work full six days. All wires and letters to

JOHNNIE HOBBS

B. & H. SHOWS, SALLEY, S. C.

LAST CALL

LAST CALL

FOR SAVANNAH, GA., COLORED FAIR

Right in the heart of town, week October 28, and then into Florida, including the Kingdom of Sun Fair, Ocala, Fla.

Can place Octopus, Flyoplane, Spitfire or any other major Ride.

Shows of merit, including organized Colored Minstrel, with or without top.

Concessions of all kinds.

Can use one more Free Act; Jack Perry, contact.

Can place Ride Help in all departments; those driving semi-trailers preferred. Write or wire this week, Conway, S. C.

BARNEY TASSELL UNIT SHOWS

JONES GREATER SHOWS

WANT FOR COFFEE COUNTY FAIR, Douglas, Ga., week October 28, and JOHNSON COUNTY FAIR, Wrightsville, Nov. 4

SHOWS—Can place Side Show with or without own outfit. Liberal terms. Also want Wild Life or Animal Show. Can place Girl Show for these dates or any other worth-while Attraction. Party that called from Hendersonville, wire.

CONCESSIONS—Can place legitimate Concessions of all kinds. Address JONES GREATER SHOWS Dublin, Ga.

PINE STATE SHOWS

Want for the great Panola and Tate County Fair and Horse Show, October 28 to November 2, Fairgrounds, Senatobia, Miss.—Concessions of all kinds. All Eating and Drinking open. No exclusive for this date. Any Shows or Rides not conflicting. Want any Flat Ride or Roll-o-Plane. All address

MANAGER PINE STATE SHOWS
Cotton Carnival, Calhoun City, Miss.

BRUNSWICK, GEORGIA

TWO WEEKS BEGINNING OCTOBER 21
THE GREAT SOUTHERN EXPOSITION

WANT Stock Concessions, major Rides not conflicting and Ride Help. URGENTLY NEED MERRY-GO-ROUND. Playing heart of city. All replies to H. C. AYERS, Owner and Mgr. FRED WEBSTER, Bus. Mgr.

WANTED WANTED WANTED
GUIN, ALA., FAIR THIS WEEK, OCT. 21 to 26

CONCESSIONS—Coke Bottle, Candy Press, Bumper, High Striker, Slum Spinale, Ball Games, Cork Gallery or any Grand Store not conflicting. Ride Help that drive Semis, SHOWS—Good opening for Minstrel, Snake, Wild Life. This show out until Xmas. Forty miles, drinks, save your time, you won't last here.

FAY'S SILVER DERBY SHOWS, E. J. Fay, Mgr.

NEW

SPITFIRE RIDES

NOW SCHEDULING 1947 PRODUCTION
FRANK HRUBETZ & CO.

Front and Shipping Sts.

IMPROVED

Salem, Oregon

MODERN IMPROVED

CHAIRPLANE — KIDDIE AIRPLANE SWING

NO MIDWAY IS COMPLETE WITHOUT THEM
PLACE YOUR ORDER NOW FOR 1947
SMITH & SMITH, Springville, N. Y.

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.

Majestic Greater

DURHAM, N. C., Oct. 19.—Week ended October 12; auspices, Durham County white fair; weather, three days of rain; business, good when open.

Threatening weather didn't keep crowds away, and all enjoyed a good night's business. Heavy rain and wind completely ruined the night. Shavings crew, in charge of George Bradley, did a good job of getting the lot in shape Wednesday, but rain again kept customers away. With fair weather Thursday and Friday, a nice gross was piled up. Several thousand children were on the lot Saturday but rain ruined the matinee. It cleared up at 6 p.m. but got cold, and business, altho satisfactory, was not what it should have been.

Whitey Johnson, manager of the Belton Shows, visited, as did Tom Hasson, who had a police promotion here. William (Pete) Vinson, who underwent an operation on an infected finger, is doing nicely. Members of the Renton family, who visited, reported that Al, of Side Show note, was to enter a hospital here for a major operation. Kokomo, formerly with the Mighty Sheesley Midway and now mayor of Sykeston, a little community near here, visited.

Luke and Anna Lee King joined with their Jig Show. Rocket, owned by Dick Gilsdorf, joined here. Dick, owner of the Paramount Shows, visited. Owner-Manager Sam Goldstein was complimented on the size and looks of the shows, which now boast 12 rides, nine shows and Freddie Reckless' high pole act.—HARRY E. WILSON.

Triangle

SOUTH BOSTON, Va., Oct. 19.—After a "not too satisfactory" week in South Norfolk, shows moved here for the Halifax County Fair the week ending October 12. Jump of 178 miles from South Halifax was made in excellent time without mishap.

Equipment was on the grounds Sunday (6) shortly after noon, before the arrival of lot superintendent, Frank Shepard. Governor Tuck lives here, and at the request of Fair Secretary Wilkins, opening of the midway was deferred until following day, when the governor officially opened the annual. Show folks spent the free Monday visiting and taking in the movies.

The governor and other State officials spent several hours on the midway and grounds Tuesday. Rain hurt, and took the edge off the day, which otherwise loomed big, as it was Kids' Day.

Rain practically killed business Wednesday, washing out the grandstand shows and having a deadening affect on the midway. However, attractions continued open and did a little business. Rain stopped Thursday afternoon, and the day's business was excellent.

Folks from other shows playing near-by visited here.—A. C. BRADLEY.

Virginia Greater

WADESBORO, N. C., Oct. 19.—Week ended October 12; auspices, American Legion; business, satisfactory when weather permitted.

Show moved here from Dunn, N. C., and Monday night's opening was very satisfactory. Tuesday night was lost due to the hurricane and rain. Only damage was to Bob Coleman's bingo, which was ripped all the way down the center. Everyone helped Bob get his stock under cover.

Storm did not subside until noon next day. Show opened Wednesday to fair crowds, altho weather had turned cool. Joining here were Mr. and Mrs. Sincley with two ball games and Mr. and Mrs. Dave Linebarrier

Mighty Page

HATTIESBURG, Miss., Oct. 19.—Week ended October 12; location, city limits; auspices, DAV; weather, fair; business, fair.

Sloughing at Demopolis, Ala., Friday (4), shows moved here for a Monday (7) opening. En route many of the personnel visited John R. Ward's World Fair Shows at Meridian (Miss.) Fair. Octopus semi was wrecked just out of Meridian, and Esco Fullbright and another man were injured.

Returns Monday were only fair and business continued in that category all week. Local boys created considerable trouble Wednesday night, but the situation did not develop seriously. E. S. Pond, Ferris Wheel foreman, fell from the top of his ride, but his injuries were not serious. Rain marred the night's business, as did cold weather Friday night. Kid matinee Saturday was above average, but night returns were the lowest for any Saturday all season. Local radio station and committee co-operated. However, considered from all angles, Hattiesburg wasn't worth the effort.

Demopolis the previous week was even a worse blank than Uniontown, Ala. Org opened September 30 to a small gate, which did not increase materially all week. What few did come spent little more than the gate admission and that grumbly. White's cookhouse joined, and Riley Bain closed with his grab joint and Kiddie Ride.—ROBERT S. OVERSTREET.

Blue Ribbon

NEWMAN, Ga., Oct. 19.—Week ending Saturday (5) at the Georgia American Legion Fair here was good, with the last three days big.

Eddie Young, manager, suffered an attack of pleurisy and was absent from the lot the last three days. Shows had many visitors from Atlanta and entertained several Florida fair officials. Mr. and Mrs. E. L. Roth returned to Jacksonville Beach, Fla., after a week's visit on the shows. Dolly Young is looking forward to a week with relatives when shows play the J. C. Fall Festival at Thomasville, Ga., the last week in October. Mr. and Mrs. E. B. Braden were entertained by Dolly Young, and many stories of old times were cut up.

Shows go to Central Georgia Fair, Milledgeville, Ga., from here.—DOLLY YOUNG.

with popcorn and candy apples.

After the midway closed Wednesday night, a big party was held in the bingo top celebrating the 23d wedding anniversary of Mr. and Mrs. Rocco Masucci. Turkey and other refreshments were served and the Masuccis received many presents. Manager Rocco and William C. Hill saw that everyone had a good time. Guests included Francis E. Liles and others of the Legion committee. Mr. and Mrs. Morgan, Sheriff Ratliff, Chief of Police Smith, Walter Mangum, Judge Hill, and Vic and Mattie Davis, all of Wadesboro; Frankie Carleo, Mrs. J. R. (Juggie) Smith, and Mr. and Mrs. T. B. Bass, son and daughter-in-law of Mrs. Noel Bass, of Burlington, N. C.—RONALD PRUE.

HAVE EIGHT-CAR WHIP

Would book for winter months in Florida resort or will sell same. Address:

DOUGLAS HODD

Care James E. Strates Shows
Castroville, N. C., this week

FOR SALE

One Single Loop-o-Plane, like new, complete with Pence, Ticket Box, new Switch, along with 1937 Ford Truck with 1045 motor in it. All priced to sell. One 8-Car Kid Ride, new electric motor. Price \$300.00. Also have 2 new Roll Downs made out of 1/2 in. material, very nice, \$25.00 each. All replies: BOX 25, Oberlin, Kan. Phone 197.

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CIRCUS, CARNIVAL
CONCESSION
IMMEDIATE DELIVERY
20x30—20x40—20x60—
30x60—40x60—40x80, etc.
Olive Green, Flameproofed.

Flameproof your tents with Hoopers
Liquid Flameproofing Compound.
Colors—Khaki, Forest Green, Royal
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Chicago's Big Tent House Since 1870

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Canvas Company
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CARNIVAL TENTS
All sizes.
Also 20x30, 20x40, 31x45, 40x70.
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ORDER NOW FOR NEXT SEASON.
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FOR SALE
Roping Calves, Dogging Steers, Bareback Horses,
Saddle Broncs, Brahma Bulls and Equipment.
JOS. A. MRAZEK
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FOR SALE
Creator's Custom Popcorn Trailer with Double
Machine, \$750.00, Caterpillar, new motor and
drive, needs new tires and platforms, \$1,800.00.
Silver Circus Food Shows, complete with Pro-
jectors, Sidelwall, Truller and Chair, \$600.00.
10 Exhibit Card Vendors, \$25.00. 50-foot
Merry-Go-Round, Center Pole on wheels, like new.
Sarsaparilla. Address:
KEN MURRAY
Box 264 BLOOMINGTON, ILL.

WANT
GENERAL MANAGER
Must know all phases of the carnival
business.
WM. T. COLLINS SHOWS
66 Erie Street ST. PAUL, MINN.

THE SANDFORD HOTEL
Special Attention to Showfolk
SAN DIEGO, CALIFORNIA
FRANK ODOM, Manager

WANT FROZEN CUSTARD
Counted on truck or trailer, factory built. State
first letter. Territory played this season, gross
not per person. Prefers one booked on good
now. Have cash if you have what I want. Will
also consider one located in good park or resort.
BOX D-347, The Billboard, Cincinnati 1, Ohio.

World of Mirth

RALEIGH, N. C., Oct. 19.—Org arrived here Sunday night (13), and everything was in readiness for the North Carolina State Fair preview the following day. Official opening was skedded for Tuesday (15), but Monday, advertised as preview night, offered a full performance of a George A. Hamid show and Jack Kochman's Hell Drivers in front of the grandstand and the midway attractions shared in the take.

With only three days of really good weather in Charlotte, General Manager Frank Bergen reports grosses as being on the phenomenal side. Train crew and tractor drivers kept the midway in good condition despite plenty of rain.

Mr. and Mrs. Jim Hodges, owners of the new Looper, were in from Salisbury, N. C., and expressed satisfaction with the manner in which the ride is being accepted. Bergen, Johnny Anderson and org's press agent, Lew Hamilton, teamed up to host 80 members of the Charlotte Red Seal Boys' Club. On Friday (11) 125 carriers from *The Charlotte News* and 100 from *The Charlotte Observer* were guests of the show.

Pat Rose King, wife of Dada King, Bucky Allen's concession secretary, is mourning the loss of her father, who died Tuesday (15) in New York. She had flown from Charlotte to New York and was with him during the last hours. Jim McHugh, of *The Billboard*, visited the shows several days.

Oscar (Skeeter) Adams, talker on Joe Sciortino's Girl Show, and Allyne Withers, who handles candy with the same show, were married September 21 in Allentown, Pa., the wedding taking place on the stage of the Girl Show after closing hour, with Rev. Clarence Worth officiating. The following have been invited to a wedding party to be held this week: Frank Bergen, Bucky Allen, Lew Hamilton, Mr. and Mrs. Charles Holiday, Dick Mack, Blondy Mack, Mrs. Vernon Buck, Jimmie Doss, Joe Sciortino, Ginger Rae, Mr. and Mrs. J. L. Edwards, Red Cooley, Georgia Brown and Willie Stein. — LEW HAMILTON.

Bistany's Greater

GAINESVILLE, Fla., Oct. 19.—Org moved in here this week for its first Florida fair date. Event, sponsored by American Legion, was preceded by heavy advertising by show and sponsors. Shows went in strong for billing and radio spots.

This is a college spot, and today alongside of the midway, a huge crowd was expected for a football game. Hotels and tourist camps have been engaged for weeks, and it was difficult for org's personnel to get located.

Harvey (Doc) Arlington, who spent the summer with the Blue Grass Shows in Indiana and Kentucky, joined in Jacksonville, Fla., previous stand, a two-week still date. He is handling the office duties.

Two high acts and a free circus in the back end are offered here and will be carried thru the winter, according to present plans. General Agent Kelly says he has the show booked until the holidays, when it is to close for two weeks and then resume.

General Manager Leo Bistany expected two new rides and a Minstrel Show to be added here.—HARVEY (DOC) ARLINGTON.

PHONE MEN
Program Tickets and Banners.
4TH ANNUAL ARMISTICE DAY BALL
AURORA, ILLINOIS
No Lush—Phone 6655.

★ NO PRE-HEATING
★ POURS EASILY
★ MEASURES ACCURATELY
★ THE LIQUID SEASONING WITH THAT BETTER FLAVOR

Popsit plus!

It's a fact—POPSIT PLUS will pop more corn—because not a drop is wasted—it's a liquid—pours easily from the handy gallon can, permitting accurate measurement in every popping. Made from peanut oil this sensational, modern seasoning, carefully flavored and colored at the refinery, produces popcorn with a "nose and eye appeal" that calls for more! Ask your dealer for the one and only—POPSIT PLUS!

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CRAFTS 20 BIG SHOWS
—WANT—
CARPENTERS, BUILDERS, MACHINISTS, WELDER,
SCENIC ARTIST, SIGN PAINTER
FOR
WORK IN WINTERQUARTERS, OPENING
DECEMBER 1, 1946
Desire sober, reliable men who want a permanent position with America's Largest Motorized Carnival. Enjoy Sunny California the year 'round. No wind, rain or mud. Contact us today, stating capabilities, past experience and references.
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7283 BELLAIRE AVE. N. HOLLYWOOD, CALIF.

WANTED! WANTED!!
IMMEDIATELY
About 40 Lusse Scooter Cars
State how old and in what condition.
Also in the market for other equipment for a Scooter Ride
What have you?
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All new material Takes any coin pitched (that's real action) Works on A.C. D.C.
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STANLEY GERSH **SAM GARDER**
PERFECT GAMES CO.
2894 West 8th Street Phone: ES-planade 2-4383 CONEY ISLAND 24, N. Y.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$9.50; 50 cards, \$14.00; 75 cards, \$18.50; 100 cards, \$23.00; 150 cards, \$28.25; 200 cards, \$31; 250 cards, \$37.75; 300 cards, \$46.50. Remaining 2,700 cards, \$5 per 100 for cards only—markers or tally units of No. 3 cards—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 days across the cards—put 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.
1,000, 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.
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 Flashweight Bingo Sheets, 5 1/2 x 8, loose, per M 1.40
Cork Markers, 3 sizes, 8/16, 12/16, 14/16 diameters; any size, per M 75
Nickel Wire Cage, with Obuse, Wood Ball Markers, Master board; 3 piece layout for Thin Plastic Markers, brown color, M 2.00
All above prices are transportation extra. Catalog and sample cards free. No postal checks accepted. Immediate delivery.

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MERRY-GO-ROUND

FOR SALE
Philadelphia Toboggan, 3 abreast, 46 Horses, in very good running condition, complete with Electric Motor, German Organ and P. A. System. Very reasonable. Write to:
BRUNO PACY
20 Grove St. Haverhill, Mass.

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.

WILD LIFE EXHIBIT

FOR SALE
Ton and a half Dodge Truck. First-class condition, new tires; eighteen crates full of Animals, twenty by fifty Top. Can be seen with
Omar's Greater Shows
Week October 20th to 27th, Jena, La.

FROZEN CUSTARD

For Sale—New Frozen Custard Machine, 35 Gal. an hour capacity, with holding cabinet installed in an all steel trailer, equipped with hot water tank, sink and fluorescent lights. Wire, call, write
HERBERT GAY
410 W. THOMAS HAMMOND, I.A.
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WILL PAY CASH FOR USED RIDES

When they won't run any longer don't junk 'em, sell 'em to us. ALSO WURLITZER BAR ORGANS. R. T. WADE, 16845 Lindsay, Detroit 27, Mich. Phone: VErmont 8-5232.

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Oct. 19.—President Fred H. Kressmann presided at the Thursday (17) meeting. Also at the table were Walter F. Driver, treasurer; Joe Streibich, secretary, and three past presidents, Ernie A. Young, Frank P. Duffield and Jack Nelson.

Chairman Art F. Briese and Al Sweeney, of the banquet and ball committee, reported the December 4 event will be held in the Sherman Hotel and not in the Palmer House, as originally planned. (For details, see story in General Outdoor section.)

Eddie O. Conners was reported in a serious condition in Miseracordia Hospital, Milwaukee; Edward A. Hock, past president, as resting at the American Hospital; William J. Coultry, still confined; W. C. Deneke, released from a sanitarium and feeling fine; and H. D. Wilson and John U. Lefebvre, still on the sick list.

President Kressman appointed S. T. Jessop chairman of the registrations during the convention and Bernie Mendelson and Rev. Marcel Le Voy in charge of the memorial services December 1. Bill Carsky said he had started arrangements for the President's Party December 1.

Membership application of Eugene Happy Maxwell was presented and posted. George Flint, Richard Miller and William H. Green were in for the meeting. Callers during the week were John Gallagan, en route to Rochester, N. Y.; M. R. Lorber, in town on business; Al Kaufman, en route to Shreveport, La.; Ralph Anderson and W. L. McCoy.

The nominating committee submitted its slate of officers for the annual election. (For details, see story in Carnival section.)

Ladies' Auxiliary

The nominating committee met October 17 at the Sherman Hotel. Ticket for the ensuing year will be announced later. Members of the committee are Mrs. L. M. Brumleve, Mrs. Edward Hock, Mrs. Marie Brown, Mrs. Nan Rankine, Claire Sopenar, Esther Meyers and Bessie Mossman.

Letters were received from Clara Zeiger, Florence Ketring, Myrtle Beard, Dolly Young and Hattie Wagner. Members are grieved to learn of the death of Isabel Brantman's mother and of Pat Seery's aunt, Mrs. M. J. Sullivan.

Lillian Woods, treasurer, is back in town. Hattie Wagner plans to go to Hot Springs within the next few weeks.

The secretary, who reports award books are coming in nicely, asks that all members send in their books upon disposal. She also reports the '47 dues are coming in at a good rate and reminds members who have not yet remitted to do so.

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Oct. 19.—First fall meeting drew 148 members. On the rostrum were President Harry Stahl; First Vice-President Roscoe Wade; Second Vice-President Ben Morrison; Third Vice-President Robert Morrison; Treasurer Louis Rosenthal; Executive Secretary Bernard Robbins; *The Billboard* correspondent, H. F. Reeves, and Past President Jack Dickstein.

Those present were impressed with the improvements on the meeting halls and the dining and recreation room. Memorial services were held for H. (Pete) Wheeler, son of Pop Wheeler, prayers being read by Chaplain Arthur Gryzan.

Fifty-six new members were added. (See MSA on opposite page)

Pacific Coast

Showmen's Association

623 1/2 S. Grand Ave., Los Angeles

LOS ANGELES, Oct. 19.—Big feature of the Monday (14) meeting was President Mel Smith's turkey dinner at the clubrooms to which members of the Ladies' Auxiliary were invited. Affair was attended by more than 150 members and friends.

Vice-President Bill Hobday conducted the business meeting which preceded the dinner. Also on the rostrum were Vice-President Harry Suker and Secretary Ed Mann.

Twelve new members were elected to the club: Harry E. Shreve, Bill Nordyke, Jerry O'Brien, R. B. DeWayne, Delmar Greene, Joseph Gould, Albert E. Smith, William C. Bradley, Oscar Hollander, Richard F. Ries, L. R. Jones and Donald L. Moore.

Richard F. Ries and Jerome Haifley were formally initiated. Sick and relief committee reported Clyde Gooding out of the hospital and recuperating at the home of his brother, Homer, in Reseda, Calif.

Roy Rosard accepted the post of chairman of the house committee, vacated by Joe Steinberg, who resigned because of pressure of other business.

Ladies' Auxiliary

Peggy Forstall, past president, was in the chair Monday (14) at the first board meeting of the fall season. Mabelle Bennett, first vice-president, presided at the night meeting. A large attendance enjoyed a turkey dinner donated by President Mel Smith of the men's club.

Margaret Farmer, past president, and Marie Jessup were reported on the sick list. Correspondence read included letters from President Betty Coe, Doris Douglas, Mary Ernst Wills, Daisy Jacobs, Cecilia Swalm, Tillie Palmateer and Clara Zeiger, and a note from Mabel Stark and Mimi Garneau sent from the boat, Matsonia, en route to Honolulu and the Fernandez Circus.

Doris Douglas, of the Douglas Shows, sent in the names of three new members. Virginia Bachler, Helen K. Henn, Wilma Housman, Jenny Perry, Opal Manley, Pauline Crawford and M. Aldridge, present after an absence, spoke.

Bazaar articles were sent in by Sue Cummins, Larrie Praxy, Doreen Dyke, Opal Manly, Edith Hargrave and Mary Wills. The ladies have been invited to the men's party October 21.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 19.—First fall meeting drew 50 members. President Chester I. Levin presided, with Secretary G. C. McGinnis and Treasurer Harry Altschuler present.

Financial report showed the club had added greatly to its bank account during the summer. Acknowledgment was made of a \$25 gift from Wayne Hale Shows. Club voted to contribute to the Community Chest Drive, as it had in previous years.

Norris Cresswell, banquet and ball committee chairman, gave a detailed report on committee activities. He reported a number of well-known outdoor showmen had assured him of their intentions of being present at the New Year's Eve event, which will be held in the Georgian Room of the Hotel Continental.

President Levin said the club had made reservations for the SLA banquet and convention, and advised members planning to attend the Chicago event to communicate with Secretary McGinnis, who is arranging for a Kansas City group attendance.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Oct. 19.—It was erroneously stated in a form letter to members that the banquet would be held November 25. The date is November 27. Eligibility committee will consider approximately 20 applications at its next meeting, including 18 sent in by Jimmie Strates. NSA benefit on the Johnny J. Jones shows, netted \$1,000. Photos of members are being solicited and will be placed in the main hall. Eight by 10-inch size is necessary to maintain uniformity. Luncheon is being operated by Mrs. Rose Silver. Contributions have been received from Joe Greengrass, Mrs. Barney Gerety and George Isengrad. Visitors included Bibs Malang, Ralph Endy, Whitey Merrill, Moe Elk, Al Katzen, Harold Hodgett, Pat Schilly, Sid Goodwalt, Jack Greenspoon, H. G. Hockett, Jack Ratcrink, Mel Smith and Art Lewis.

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Show Folks of America

1191 Market Street, San Francisco

SAN FRANCISCO, Oct. 19.—President Sammy Corenson conducted the Monday (7) meeting. Roll call revealed the absence of Second Vice-President Pat Treanor. Corenson introduced Jack Christian, of Mike Kreckos' West Coast Shows, co-chairman of A Show Within a Show for the cemetery fund at Vallejo Tuesday (15).

Elected to membership were Edward J. Staples, Bill Darby, Merritt Miller, Lois Marie Low and William Harry Cole.

Members and guests presented were: James Doyle, John Chism, Sunny Taylor, Jack Christian, Ivan Gilligan, Mr. and Mrs. Orrie Bloom, Thomas O'Toole, Red Deering, Joe Boto, J. J. McCarron, Mr. and Mrs. Sullivan, Mrs. Eunice Houser and Frank D. (Cy) Perkins. First Vice-President Harry Seber presented Whitey Clair, donor of the flagpole for Show Folks Rest. Late guests were Mr. and Mrs. Harry Farmer, Mr. and Mrs. Curtis Prosser, and Mrs. Edmond Tait, past president of the Ladies' Auxiliary, Pacific Coast Showmen's Association.

President Corenson read a letter from Harry Rogers, withdrawing as candidate for president. Adam McBride moved a rising vote of thanks be given Rodgers for making the choice of Harry Seber for president unanimous.

Sick and relief report: Nellie Baker, in the Marine Hospital, sent a \$10.80 check as commission on Christmas cards sold for the cemetery fund. Mrs. Boehm visited Mary Mackin, who is improving. Mrs. W. T. Jessup is in O'Hara Hospital, San Jose, and flowers were ordered sent to her. Fred Ramsey reported Harry Reynolds still improving. Mr. Doloff was to enter Marine Hospital.

Fred Weidmann, chairman, reported on the board meeting. After a report by Albert Roche on a new location for the club, a committee, consisting of Harry Seber, Milt Williams and Albert Roche, was appointed to investigate further. The ball committee was given full authority to proceed as it sees fit in raising money for the cemetery fund at the ball December 7.

Donations to the cemetery fund: Malcolm Lewis, \$5; Earl J. Leonard, \$2; Mr. and Mrs. Orrie Bloom, \$10. A check for \$1,500 was ordered sent to Mt. Olivet Cemetery as payment on lots.

Red Deering donated 10 pounds of sugar. Sunny Taylor was to marry Jerry Cirinceoni in the clubrooms October 21.

Arizona Showmen's Assn.

317 W. Washington St., Phoenix, Ariz.

PHOENIX, Ariz., Oct. 19.—After being closed for the summer, headquarters have been reopened. Plans are being made for a big open house in the near future. Visiting showmen are reminded they will always be welcome. Clubrooms were redecorated recently, and a new refrigerator was installed. New stationery and membership cards have been designed and printed by Andy Chuka, a member.

Among recent visitors were Ed Smithson, general agent for the Siebrand Shows; Arthur Hockwald, agent for Zeigler Shows, on his way to book a few more dates; Milt Cohen and Jerry Mackay, en route to Los Angeles; Harry Perry and Harry L. Gordon, who had been on Clyde Beatty Circus advance, and James Wayne Morris, here for election work.

Also Louis Wald, in town for few days; Hank Carlyle, club president, who will be back to spend the winter; William L. (Cannon Ball) Bell, first vice-president, who pilots his own plane when commuting between Yellow Stone National Park and Phoenix, and J. B. Mack, former club custodian, who has returned for the winter.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Oct. 19.—Clarence Allton, first vice-president, presided at the October 10 meeting in the absence of President Lucille Dolman. Other officers on the rostrum were Lillabelle Williams, fourth vice-president; Harry Levine, treasurer, and Marie Bailey, secretary.

Among communications read were letters from John R. Castle, A. Lindenberg, Tillie Palmateer, Walton de Pellaton; George Laurman, Showfolks of America; Allerita Foster, Virginia Kline, Clara and Doc Zeiger, Rosemary Loomis, Inez Allton and Margo de Aguilar, and a telegram from Delma Myers.

Chairman Moe Eiseman's progress report on the five-year booklet drew a pledge of wholehearted support from the members. Vivian Gorman and Martha Levine, reporting on the bazaar, asked for continued co-operation and expressed thanks to recent contributors.

Elmer Greene was given a big hand when he said he would make and donate an illuminated sign for over the clubroom door and a sign to be placed on an easel in front of the building on meeting nights.

Mora Bagby, sick committee, and Violet Sucher, ways and means and entertainment committee, reported. Betty Perry, daughter of Bob and Jenny Perry, was added as a member. Joe Mead introduced his wife, Marie, also a new member. Called on to speak after a considerable absence were Jennie Reigel and Vera Downie.

MSA

(Continued from opposite page) mitted. Roscoe Wade, chairman of the festival committee, turned over a substantial amount to the building fund. Jack Dickstein reported everything ready for the Halloween party October 31. Fat Norton and Marvin Keyes, of the house committee, came up with plenty of meat for the luncheon. Thanks were extended to George and Murray Kane for venetian blinds for the clubrooms.

A report was made by Second Vice-President Ben Morrison on his visit to Chicago and courtesies extended him by the Showmen's League of America.

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Coming Events

These dates are for a five-week period.

- Arizona**
Sells—Papago Indian Fair & Rodeo. Nov. 9-11. Aiden W. Jones.
Tucson—Jaycee Branding Time Rodeo. Nov. 15-17. John Alexander, Box 814.
- Arkansas**
Boonville—Loran Co. Livestock Show. Oct. 24-26. George E. Lusk Jr.
- California**
Anaheim—Halloween Festival. Oct. 31. E. W. Moeller.
Boyes Hot Springs—Turkey Show. Nov. 1-3.
Hemet—Turkey Festival. Nov. 6-10. William Duden.
Madern—Old-Timers' Day. Oct. 26. Charles Masteller.
Oakland—Armistice Day Celebration. Nov. 11. James A. Malcolm, City Hall.
Porterville—Am. Legion Armistice Day Celebration. Nov. 11.
San Francisco—National Livestock Expo. Nov. 15-24. Carl L. Garrison, 690 Market St.
- Colorado**
Center—Potato Show. Oct. 31-Nov. 2. W. A. Souder.
Monte Vista—Junior Livestock Show. Nov. 1-3. William Drake.
- Georgia**
Atlanta—Shrine Circus. Nov. 11-17. C. E. Wilson, 660 Cascade Ave., S. W.
Brunswick—Harvest Festival. Nov. 4-9. Mrs. Bernice E. Grant.
- Illinois**
Chicago—Stadium Rodeo. Oct. 10-27. Sam J. Levy.
Chicago—Antiques Expo. & Hobby Fair. Oct. 21-26. O. C. Lightner, 2810 S. Michigan.
- Indiana**
Montezuma—Halloween Festival. Oct. 30-31. Clyde L. Brown, Lions' Club.
North Judson—Indiana Muck Crops Show. Nov. 13-15. Roscoe Frazer, W. Lafayette.
- Kansas**
Augusta—Diamond Jubilee Celebration. Oct. 24-26. W. W. Cron.
- Kentucky**
Louisville—Fat Cattle Show. Nov. 5-8. Ernest L. German, Bourbon Stock Yards.
- Louisiana**
Baton Rouge—Horseford Show & Int'l Rodeo. Nov. 3-6. W. M. Tablin.
New Orleans—Parish Poultry Show. Nov. 15-18. Milton Walsh, 608 Chartres St.
New Orleans—Shrine Circus. Nov. 27-Dec. 9.
- Maine**
Portland—Elks' Charity Circus. Nov. 18-25. Edward R. Twomey, 92 Free St.
- Massachusetts**
Boston—Flower Show. Nov. 14-17. A. Nehring, 300 Massachusetts Ave.
Worcester—Exposition & Circus, in Auditorium. Nov. 17-24. Edward O'Brien.
- Michigan**
Ionia—Fat Stock Show. Nov. 5-7. A. A. Grimth.
Midleville—Thornapple Community Fair. Nov. 8-9. Elton W. Lawrence.
- Minnesota**
St. Paul—Minneapolis Poultry Show. Nov. 29-Dec. 1. D. Deveney, R. 2, Linden Hills, Minneapolis.
- Mississippi**
Sennatobia—Panola-Tate Livestock Exhn. Oct. 28-Nov. 2.
- Missouri**
Kansas City—Ararat Shrine Circus. Oct. 28-Nov. 3. George M. Snunders.
- 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**
Albany—Better Homes Show. Nov. 2-8. F. Dubinsky, Hartford, Conn.
New York—World's Champ. Rodeo at Madison Sq. Garden. Sept. 25-Oct. 27. Frank Moore.
New York—National Hotel Expo. Nov. 11-14. Arthur L. Lee, 221 W. 57th St.
New York—National Crafts Show. Nov. 17-24.
New York—National Horse Show. Nov. 4-8.
Rochester—Poultry Show. Nov. 27-Dec. 1.
Rochester—Shrine Circus. Nov. 11-18. Elmer Rintzel, 875 Main St., East.
- Ohio**
Cleveland—National Aircraft Show. Nov. 15-24. Clyde Vandeburg.
Ripley—Fall Festival. Oct. 24-26. W. O. Richey.
- Oklahoma**
Tulhinn—Lions Club Halloween Carnival. Oct. 31. Ed Foster.
- Pennsylvania**
Nazareth—Farm Products Show. Nov. 7-9. Paul R. Seifert.
Pittsburgh—Livestock Show. Nov. 19-21. A. J. Roth, Chamber of Commerce Bldg.
- South Dakota**
Sioux Falls—Auto Show. Nov. 20-Dec. 1. Dewalt T. Kieffer.
Sturgis—Poultry Show. Nov. 22-33.
- Texas**
Beeville—Hereford Show, Sale & Rodeo. Nov. 7-9. Edwin S. Brown, Box 607.
Fort Worth—Shrine Circus. Nov. 16-24. H. W. Collier, Box 1320.
Gilmer—Yamboree. Week of Oct. 21.

- Houston—Shrine Circus. Nov. 1-12. John L. Andrew.
- Liberty—Bl-County Negro Expo. Nov. 1-3. E. A. Palmer.
- Schulenburg—Dairy & Poultry Show. Oct. 24-26. I. E. Clark.
- Utah**
Ogden—Ogden Livestock Show. Nov. 2-6. E. J. Fjeldsted, Chamber of Commerce.
- Virginia**
Roanoke—Poultry Show. Last week in Nov. J. J. Bower.
- Wisconsin**
La Crosse—Poultry Show. Nov. 13-16. George K. McDonald, Victory, Wis.
Madison—Junior Livestock Expo. Oct. 21-24. Arlie Mucks, Agri. Hall, Madison.
Milwaukee—Food Show. Oct. 30-Nov. 3. M. C. Perschbacher, 611 N. Broadway.
- Canada**
Toronto, Ont.—Royal Winter Fair. Nov. 13-20. W. A. Dryden.

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R-B's Season Is Set To End Week Earlier

New Closing Date Nov. 28

JACKSON, Tenn., Oct. 19.—One week has been cut out of the route of the Ringling Bros. and Barnum & Bailey Circus, originally scheduled to close December 5. The new closing date is November 28. Final stand still is to be the winter quarters lot at Sarasota, Fla.

The season was shortened six playing days by the elimination of a two-day stand at Atlanta, the reduction of Richmond and Norfolk, Va., from three to two days each, and the decision to play Winston-Salem and Charlotte, N. C., one day each instead of two. In addition, Petersburg, Va., was dropped from the route and Waycross, Ga., was set in.

Turnaway at Memphis

Jackson was played Thursday (17) between two-day stands at Memphis and Nashville. Attendance here was slightly below the halfway mark at the matinee and better than three-quarters at night.

The show laid off Monday (14) for a 394-mile run from New Orleans to Memphis, which last year was a three-day stand. The Tuesday (15) matinee was on the light side, with Wednesday's considerably better. Night business, however, was big, with a turnaway Tuesday and near-capacity Wednesday. Bev Kelley, press chief, expressed gratification over co-operation from the press and radio stations. Fred Smythe reported the Side Show did more business than (See R-B Closing Earlier on page 96)

Fernandez Off To Good Start

But Hawaiian sugar strike causes worry over tour of isles to follow Honolulu

HONOLULU, Oct. 19.—E. K. Fernandez Circus opened here October 10 under auspices of the Latter Day Saints' building fund. Attendance at the opening was excellent.

The engagement here continues until November 9. The show then will make a three-month swing of the outside isles. Not a little apprehension is shown over a territory-wide sugar strike now going into its second month. Sugar is the islands' basic industry.

Highlights of the program include Rita Pratt, Nellie and Carolyn Dutton, ladders; Alex Acevedo, Bob Atterbury and Maurice Marmejejo, wire; Ida Mae Dutton, contortionist; Roy Barrett and Mr. and Mrs. Thomas, clowns; Frankie Lou Dutton, Bernice Atterbury, Rita Jo Pratt and La-Francita, aerialists; Mabel Stark's leopards; Vernon Pratt and his ponies, and Capt. Snyder and his performing bears.

Danny O'Donald emcees the vaude show, which consists of Colleano, O'Donald and Smith, comics; Billy and Norma Elliot, musicians; Nancy Long, acro dancer; Lucille York, singer, and Jem Tons Quartet.

W. F. Dutton manages the Side Show, roster of which includes Dallas McLean, one-man symphony; Mimi Garneau, sword swallower; Americo, India rubber man, and Pratt's performing monkeys.



CLYDE BEATTY CIRCUS played Augusta, Ga., recently day and date with the local Lions' Club Annual Circus. At the Beatty show's matinee, performers from the Lions' circus were guests of Clyde Beatty, and at night Mr. and Mrs. Clyde Beatty and other Beatty performers visited with the Lions' performers at the Auditorium. Left to right, above: Beatty; Edwin Williams, producer and director of the Lions' circus; Mrs. Beatty, and Steve Manderson, Lions' Club president.

Phoenix Gives Cole Big Play; Also Tucson

TUCSON, Ariz., Oct. 19.—Cole Bros.' Circus, enjoying a change in fortune since hitting Los Angeles, was still doing better than all right as it headed back east thru Arizona. Show had a big matinee here Wednesday (16) after playing to the same sort of business at Phoenix Monday and Tuesday (14-15). In fact, both nights at Phoenix were strawed to the ring banks and hundreds were turned away.

A Sunday move to Phoenix gave the show its first day off in more than two months. A big day was chalked up at San Bernardino, Calif., Saturday (12), with a turnaway at night. Excellent night business was also reported at Pasadena Thursday (10) and at Pomona Friday (11).

Negotiations, resumed at Los Angeles, to take the show to Mexico are reported still to be on the fire.

Williams at Augusta Tops Last Year 20%

AUGUSTA, Ga., Oct. 19.—Edwin N. Williams's Hippodrome Circus, appearing here last week for the fourth consecutive year under auspices of the Lions Club, grossed 20 per cent more than last year, according to Jack L. Canon, general chairman. This was despite rain the first two days and day-and-date opposition with the Clyde Beatty Circus the fourth. Six night performances and a Saturday (12) matinee were given in the Municipal Auditorium.

Features include Will Hill's elephants, ponies and dogs; the Bob Eugene Troupe, aerial bars; the Six Ervings, teeterboard; the Billette Troupe, high wire; the Aerial Rooneys; the Cycle-Conians; the Three Jerks, comedy acros; Rudy-noff's horses; Froboese, sway pole; Chick Yale, rocking tables, and Chester and Joe Sherman, clowns.

Performers were guests at the Beatty matinee Thursday (10), and members of the Beatty show came to the auditorium after their night performance.

Steve Maderson, president of the Lions Club, announced Williams had been retained for its 1947 circus.

Indoor Dates Follow Owens' Close Nov. 15

CHICAGO, Oct. 19.—The Buck Owens Circus & Wild West, now in Georgia after two months in the Carolinas, is scheduled to end its outdoor season November 15 and then launch 14 weeks of indoor dates December 6 at Jacksonville, Fla., according to word received in Chicago from John Dusch, band leader and mail agent. Dusch also reported he now has 11 men in his band.

Owens show lost a day at Gaffney, S. C., October 8, the same day a severe storm dealt grief to outdoor shows in general thruout the Southeast. A report from Toccoa, Ga., indicates the show had light business there Saturday (12).

Hunt Heads for Barn After Oct. 19 Close

CENTERVILLE, Md., Oct. 19.—Hunt Bros.' Circus, here Tuesday (15), was scheduled to end its season at Newark, Del., today, after which it will proceed to its permanent winter quarters on U. S. Highway 130 near Bordentown, N. J. Season was declared by Charles T. Hunt to be one of the longest and most successful in his 54 years on the road.

Contracted lot proved too small and show paraded in mid-morning thru the business district to another location on the opposite side of town. Attendance was good at the matinee but lighter at night, due to a 47-degree temperature.

Dailey Bros. Back in Ark. After 2 More Mo. Stands

ROGERS, Ark., Oct. 19.—Dailey Bros.' Circus returned to Arkansas here Tuesday (15) after swinging back into Southern Missouri for stands at West Plains Saturday (12) and Springfield Monday (14). Show had good crowds at both performances under ideal weather conditions.

An excellent day's business was reported at Jonesboro, Ark., Friday (11). At West Plains, Mo., next day, it was necessary to construct a crossing at the tracks before show could unload, and that night there was a disturbance on the lot in which a local man was injured.

Sharp Upturn In Biz Marks Beatty Close

Last Day at Brunswick Big

BRUNSWICK, Ga., Oct. 19.—The Clyde Beatty Circus ended its 1946 season here Wednesday (16), with business of the same turn-away variety that had marked its opening day at El Paso, Tex., March 22 and had highlighted its tour across Canada during the summer.

Ironically, show's business took a sharp upturn immediately after the closing date was announced at Augusta, Ga. Before that the going had become a shade rough.

The two-day stand which followed at Charleston, S. C., Friday and Saturday (11-12) produced by far the best business the show had seen since its long hop into the South from Niagara Falls, N. Y. Friday's matinee was a three-quarter house and the night was capacity. Saturday's matinee was a turn-away, and a capacity crowd was on hand again that night.

Savannah, Ga., also was okay Monday and Tuesday (14-15), giving with two three-quarter matinees and two, capacity night houses.

But it was the business here Wednesday that finished things off on a note in harmony with the season in general. Both afternoon and night performances were complete turn-aways. The downtown ticket sale had to be suspended at 11 a.m., and the crowds were sufficient to warrant a second show at night had not the management been concerned with other matters, such as getting the thing to winter quarters.

Morton Toronto Date Tops 100G

TORONTO, Oct. 19.—The Hamid-Morton Circus drew crowds totaling 160,000 to Maple Leaf Gardens here during a seven-day run for Rameses Shrine, ended Wednesday (16). Bob Morton told *The Billboard* the gross was well over \$100,000, hitting a record for the 14 years he's been showing Toronto. Two performances were given each day, excluding Sunday. Final matinee was a turn-away, with 17,000 reportedly seeking admission to the 12,466-seat Gardens.

Rameses Temple was host to thou- (See *Toronto Tops 100G* on page 82)

Brydon, Schafer To Present Midway for Houston Shrine

HOUSTON, Oct. 19.—Ray Marsh Brydon's midway attractions and Junior Schafer's rides will be grouped on the promenade around Sam Houston Coliseum here November 1-12, the duration of Arabia Shrine Temple's annual circus. Shrine committee signed the contracts with both operators. Pete Kortas held the Side Show privileges for seven years.

Brydon's line-up will come direct from the State Fair of Texas, Dallas, and will include his Side Show and an iron lung, monkey, midget and reptile shows.

Crosby, Arnold in Match

CHANDLER, Ariz., Oct. 19.—Bob Crosby, of Texas, and Carl Arnold, Arizona steer roper, will meet in a \$5,000 steer-roping match at the rodeo grounds here November 3. Each will be given 10 steers and the lowest aggregate time will win the purse.

Kelly-Miller Returns To Quarters at Hugo After 24-Wk. Season

HUGO, Okla., Oct. 19.—Al G. Kelly-Miller Bros.' Circus is back in winter quarters here after closing according to schedule at Antlers, Okla., Saturday (12).

The show opened April 27 at Hugo, was out 24 weeks and covered 5,943 miles. States embraced by the season's tour were Oklahoma, Arkansas, Missouri, Kansas, Nebraska, South Dakota, North Dakota and Iowa. A total of 21 Sunday dates were played.

A move of 290 miles was made from Highmore, S. D., to Napoleon, S. D., in by-passing towns in South Dakota that were canceled because of infantile paralysis, and the show laid off August 21 to make a 356-mile weekday jump from Hillsboro, N. D., to Rock Rapids, Ia., to get out of the polio area.

Except for two days at Dodge City, Kan., and two fair dates of three days each at Blackwell, Okla., and Alva, Okla., the season was all one-day stands. A souvenir folder, listing the 1946 route and show personnel, has been published by A. Morton Smith, of Gainesville, Tex., for George Bell, show mail agent and band leader.

Personnel of both Kelly-Miller and Stevens Bros., upon returning to Hugo have found the town going all out on preparations for its homecoming celebration November 14 for the shows which winter here. Hundreds of colored balloons will be used to decorate the streets and lamp posts will become clowns for the occasion.

The Farm Radio News, published weekly at Tulsa, recently carried a two-page layout on Hugo, containing this comment: "The circus people maintain homes the year around in the Hugo district. They take an active part in the activities of the com-

Cites '14 Cody Will In Laying Claim to Buffalo Bill Title

LOS ANGELES, Oct. 19.—Col. Herman Edwin (Fightin' Bud) Mootz, of this city, will go to Cody, Wyo., this month to prove in court his claim to commercial rights to the Buffalo Bill title. Mootz, an old-time showman, editor and town marshal, bases his claim on a will dated September 16, 1914, which he filed for probate in the Wyoming Court recently. The document reads, in part: "To my dear friend, Col. Herman Edwin Mootz, I convey all rights to my title 'Buffalo Bill' after I take the last ride to the big range beyond. I want this trade-mark to become the property of Col. Mootz to use for my life story and for such purposes as motion pictures, drama, etc."

Mootz explains that after Cody made out the document in Pawnee, Okla., Mootz tossed it in a trunk and forgot about it until recently, which accounts for the lapse of time before the will was offered for probate.

When Mootz goes to Cody, he will meet Frank (Pistol Pete) Eaton, who signed the document as a witness. Other witnesses included Pawnee Bill Lillie; E. D. Dix, a former U. S. marshal, and E. M. Baldridge, a Kansas editor, who have died.

The colorful old Westerner claims to have been with Cody when he organized his Buffalo Bill show at North Platte, Neb., in 1884, and to have tramped with it both in this country and in Europe. Mootz is also said to have been a deputy U. S. marshal when the Cherokee Strip was opened in 1893.

community and are Choctaw County's most ardent boosters."

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ALL BANDSMEN ADDRESS: Vic Robbins, 33 George St., Bangor, Maine.

ALL SIDE SHOW PEOPLE ADDRESS: Bill Tumber, York, South Carolina.

ALL OTHERS ADDRESS: SPARKS CIRCUS, Box 2367, Sarasota, Florida.

STAFF FOR 1947 SEASON

JAMES EDGAR, General Manager
MARSHALL L. GREEN, General Agent
THOMAS BRYDEN, Number One Car
DENNIE HELMS, General Superintendent

P. A. McGRATH, Trainmaster
RED LUNSFORD, Equestrian Director
VIC ROBBINS, Band Leader
BILL TUMBER, Side Show Manager

Ringling-Barnum

With the Big One now in Tennessee and headed for Virginia, weather has turned toward the nippy side.

Visitors: Dr. and Mrs. Conley, Joe Minchin, W. A. (Happy) Oakley, Helga and Santos Gloriosos, Mrs. Joe Land, Mrs. Buddy Friel, Maximo and wife, Eddie Lewis, Stanley Shinowski, Rodney Aikens; James Edgar, Pep Graves and Mr. and Mrs. Mendoza, of the Sparks show; Red Floyd, former drummer with Merle Evans's band, and Joe Simons, former librarian with the band and now manager of the Warner Bros.' Theater in Memphis, who gave a sneak preview of *No One Lives Forever* for show members.

Eddie and Bobbie Mader closed at New Orleans. Murray Burt left for New York. Red Larkin and Walter Forbes left for Sarasota; also Margery Naitto, Mrs. Naitto, Rosemary Walenda and Billy Heyer. John (Blink) Meck rejoined after being on the sick list most of the season. Birthdays: Bob Behee, Harry Dann and Tex Copeland. Some of the folks visited the New Orleans Charity Hospital and put on a show for polio victims and crippled children who otherwise would have missed the Big One.

Around the lot: Art Springer and members of the Merle Evans Free Roll Club plan a big party in Sarasota at the close of the season in honor of President Merle for his fine work in upholding the tradition of the grand old order. . . . Cupid, the little rascal, has been running amuck on the Big One this season with no less than six marriages to his credit. The next will be that of Mike Petrello and Laura McKenzie, who plan to get hitched at the close of the season. . . . The flash of light that just passed was Dutch Lulley going to the dressing room to listen to the ball game and throw a little ribbing at Boston boy Prince Paul.—DICK MILLER.

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Dressing Room Gossip

Cole Bros.

Well, Los Angeles has come and gone, and what a hectic 10 days it was—nothing but visitors and one round of parties after another. Brownie Gudath gave one that was a dandy, with all the fried chicken and other refreshments you could handle. Those present were Paul and Ruth Nelson, Billy and Gee Gee Powell, Otto, Ortans Cristiani, Don Beal, Mr. and Mrs. Carl Dobbs, Jimmie Green, Lalo Esqueda, Bogonghi, Col. and Mrs. Harry Thomas, Eileen Larey, Harold Voise, Florence Tennyson, Eric Oranto, Dick Lewis and George Piri.

Winn and Marion Partello threw one for his C. O., Capt. and Mrs. Bob Dickson, Bill and Stella Hamilton held a get-together at Long Beach for Mr. and Mrs. Charles Luckey, Paul and Ruth Nelson, Winn and Marion Partello; Wade, Madge and Fred Zumwalt; Peggy and Bernard Ross, Abie and Silvia Alberts, Lalo Codona, Gene Weeks, Eddie Woekener, and yours truly and wife.

Dea and Joe Baker gave the writer and wife a nice dinner between shows, and can that gal cook. Mr. and Mrs. Ralph Brambles and family had a great time at Los Angeles, visiting the writer and wife, Mrs. Brambles being Freeman's sister. That same sister, when she visited our great cookhouse, exclaimed, "Look! Meat!" Those are the folks who were prisoners of the Japs for three and a half years.

Visitors: Mr. and Mrs. Pat McGee, Myrtle and Verne Goodrich, Lalo Codona, Louise and Madeline Simms, Helen Jones, Bill and Stella Hamilton, Tom Kitchen, Joe and Bea Baker, Ann Baker; Ray Harris, the only clown who ever did the W. C. Fields walkaround right; Homer Hobson Sr., Everett Hart, Slat's Beeson, Al Bruce, Farris Brown, and Ralph, Jimmie, Bunnie, Pat and Elizabeth Brambles.

Hats off to Eddie Fairree and his Bay City Laundry, for the swell job he did in Los Angeles getting all that stuff out and back, and such grand work.—FREDDIE FREEMAN.

R-B Side Show

The Side Show is getting its share of business at every stand in Dixie. The writer returned at Dallas after a severe siege of pneumonia. Red White and Edwards Murphy recently closed, and Bobby Hassen and Brownie Brown took their places on tickets. Hassen is assistant to Manager Fred Smythe.

Charlie Berry, old-time equestrian director, visited at Lake Charles, La., where he is now in business. Charlie Underwood, Sparks press agent, also stopped off there on his way thru.—E. W. ADAMS.

Dailey Bros.

The sorrel six-horse hitch driven by Dutch Warner makes a flashy appearance hauling the No. 2 pole wagon to the lot. Because of a particularly vicious hump over a railroad at Poplar Bluff, Mo., train was not loaded until 6 a.m. Visits were exchanged with the Great Sutton Shows, across from our lot, at Paragould, Ark., and personnel of the American Beauty Shows attended our matinee at Blytheville, Ark.

Paradox: Four white Husky pups arrived in a non-husky condition. Tommy O'Brien had to call a vet for special treatment. One seal is vacant in the dog act. Our Cleo passed on after fighting an unidentified illness three weeks. But like the true trouper, she worked until the day her valiant heart gave up the struggle. (See DAILEY BROS. on page 96)

Clyde Beatty

As Henry Kyes and his band played the last notes of *Auld Lang Syne*, the 1946 season came to a close at Brunswick, Ga., October 16. Then we realized we were part of the personnel of a show that will go down in history for record-breaking business. Certainly it was one of the finest trouping seasons ever enjoyed by the writer—in weather, congeniality and route played. To the advance, a job well done! To all from water boy to highest executive, you were great!

The folks who will play the Houston Shrine Circus are Mr. and Mrs. Clyde Beatty, Mr. and Mrs. Jack Joyce, Mr. and Mrs. Ruben Olvera, Mr. and Mrs. Elden Day, Mr. and Mrs. Joe Siegrist, Mr. and Mrs. Slivers Madison, Eddie Mason, Fred Bennett, Jean Sleceter, Milonga and Esther Escalante, Red Sleceter, Lew Walton, Mel Remmick and John (Spencers) Cline.

Now for others: Dan Dix, Ted DeWayne and Troupe, Phil Escalante and Billy Temple, Los Angeles; Mr. and Mrs. Bill Antes, Los Angeles, then Wisconsin; Thomas Rouse, Art Cooksey and George Barnaby, Kansas City (Mo.) Shrine Circus; Jimmy Grove, Elsberry, Mo.; Kenneth Waite, Albany, N. Y.; Mr. and Mrs. Bob Reynolds and Eck Lawson, Sarasota, Fla.; Toughy Genders and Dutch Gilver, winter quarters, then Sarasota; Mr. and Mrs. Jimmy Albanese, Florida; Grace Killian, Bloomington, Ill.; Mr. and Mrs. Max Tubis, Hot Springs; Mr. and Mrs. Bill Gough, Dallas; Jose Solares, El Paso, Tex.; Mr. and Mrs. John Staley and Susie Staley, winter quarters, then Chicago; Maxie Maxwell, winter quarters, then Hollywood, Calif.; Floyd Lee and Les Thomas, winter quarters.

Winter quarters were also the destination of Manager and Mrs. Ira Watts, Jimmy Watts and Bill and Mary Moore.

As for the band, Henry Kyes goes to the Ringling circus to finish the season, then to Sarasota; Walter Foreman and Martin O'Connor, St. Petersburg, Fla.; Mike Doyle, Lynn, Mass.; Kermit Brigham, Seattle; Phil Doto, Hiseville, Ky.; Spud Slovenski, San Antonio; Sylvester Larrios, Tampa; Al Yoder, Kulpmont, Pa.; and Happy Belisle, Thomasville, Ga.

I know I have missed some, but in the hurry of good-byes, it's hard to get a line on you all. As for yours truly, he and the missus go home to Rahway, N. J., then to Rochester, N. Y., for Orrin Davenport's date.

All that's left now is to say, see you later, and wish all a successful winter season.—DON FRANCISCO.

Bailey Bros.

This is one season we can all put in the books. We closed so fast, furiously and unexpectedly that there were no sad farewells or crying on one another's shoulders. We didn't even hear *Auld Lang Syne*. We had all the routine and customary happenings of a circus season, tho—marriage, birth (to one of Captain Engerer's lionesses), good times, bad times, heartbreak and joy. We had them all—and more, too!

Harry Swank and Ruth Henderson climaxed their season at the courthouse in Newberry by saying, "I do." We couldn't get a gang together to rice and old-shoe them. With winter coming on we decided to eat the rice and wear the old shoes. But little Suzy celebrated by turning somersaults on the courthouse lawn.

On the homeward trek Marion Jordan was badly bruised in an automobile accident. Word was received that Ernie Stewart is out of the hospital and Detroit-bound, also that (See BAILEY BROS. on page 96)

C. R. Montgomery

Real circus weather and good business marked our swing thru Arkansas. Straw houses seem to be the vogue, and as a result of school promotions, we've had children in droves.

James Heron was on recently, and at Ozark, Ark., S. H. Barrow was a welcome visitor.

Everyone wondered how the Fullers' trained dog, Skippy, would act when Gale returned from the navy. The day before Gale arrived Skippy seemed to sense he was on his way, and when Gale dropped his bag in front of the trailer door the little dog almost went wild. Skippy had acquired some gray hairs since Gale left but did his act in good style. But after seeing Gale he did better than usual. Gale served 22 months as pharmacist mate.

Jack Bell is still going strong, and all are glad he didn't have to have that operation. A joint birthday celebration was given for Jack and Swede Johnson, with almost the entire personnel present. Lunch was served, and the guests of honor received many gifts. To Mabel Johnson and Lillian Bell goes credit for this party. A big event was the show's appearance at Archie McBeth's home town, Stamps, Ark. Many visited his home to partake of chicken and biscuits. It was also Dub's birthday and, altho tied to a tree, he had his share of fine food.—FRED KARR.

Buck Owens

One of our workmen was picked up by the FBI as being AWOL from the army. Investigation revealed, however, that it was another man with almost the same name who was wanted, so our man was returned to the circus.

There was considerable visiting the Sunday we were only 20 miles from the Beatty show. Also seen on the lot was Specs Cautin, concessionaire de luxe.

We had a 24-hour rain that stormy Tuesday at Gaffney, S. C., and the town was blown. In fact, we didn't even unload. The seats failed to arrive in time at Clinton, S. C., so the spectators had to stand. But that didn't keep them from coming. The matinees are light in this part of the country, but the night crowds are okay.—NORMAN HANLEY.

Kelly-Miller

We had excellent weather and wonderful business our last two weeks out, and everyone hated to say aloha after our final performance of the season at Antlers, Okla., October 12.

We had lots of visitors the last two nights. All the folks from Stevens Bros.' Circus came over, and we really had fun. Jack and Jake Mills, of Mills Bros., also visited during the final week.

George and Frankie Bell will winter at Camp Crowder, Mo. The writer expects to be back with the Millers next season. Doris and Ila Miller and Evelina Rossi will work the Shrine indoor date at Kansas City, Mo.

Everyone is expected back at Hugo, Okla., November 14 for the big party the Chamber of Commerce is having for the shows that winter there.—GEORGE BELL.

Clyde Bros.

Many of the acts have been with this organization from its start and have watched its growth as an indoor circus in which showmanship and courtesy are happily combined. If orchids were to be given out, it would be hard to overlook any of the acts, as all are smartly costumed, riggings are in tiptop shape and the show makes a fine appearance.

Our equestrian director, or often (See CLYDE BROS. on page 95)

Polack Opens Strong In San Antonio After Wichita Falls Winner

CHICAGO, Oct. 19.—Word received by Polack Bros.' Circus office here indicates the No. 1 Unit is well on its way to a new high at San Antonio, where it concludes a week's run Sunday (20) for Alzar Shrine. Opening Monday (14) topped last year's, and the Municipal Auditorium was almost filled Tuesday night despite a heavy rain. Advance sale promised big crowds the rest of the run.

Louis Stern, general manager of the No. 1 Unit, was given a surprise party on his birthday Tuesday night. Affair, arranged by Opal Mills, show secretary, was held at the Gunther Hotel, attended by 30 of the show personnel and several of the Shrine committee.

Mickey Blue, who handled the San Antonio promotion, is due in Chicago next week. While here, he will launch preliminary details for the Medinah Shrine date in '47 before going out on another date this fall.

I. J. Polack announced that five performances at Wichita Falls, Tex., October 9-11 grossed \$10,000 and that the net for Masket Shrine was \$2,319. Date, a new one for Polack, was promoted by Joe O'Donnell, who went next to Duluth, Minn.

Sam Ward, accompanied by Bill (Beau Brummel) Kay, was to leave today for Austin, Minn., where the No. 1 Unit is skedded for November 14-16.

Meanwhile, the No. 2 Unit winds up a three-day stand at Olympia, Wash., today, following a week at Salem, Ore., which ended Tuesday (15).

Freeport (Ill.) Date Gives Clyde Bros. Turnaway Biz

FREEPORT, Ill., Oct. 19.—Clyde Bros., first indoor circus to play Freeport, scored a winner for the Shrine Club in a three-day stand ending Wednesday (16). Of five performances given, all were sell-outs except opening night, and both shows final day were turnaways. Even with two kids to a seat at the matinee, there wasn't enough for all who came. At night the box office was closed at 7:40 and refunds were made to holders of advance-sale tickets who couldn't get in.

Show went from here to Clinton, Ia., for three days, ending Sunday (20).

N. Y. Rodeo Results

NEW YORK, Oct. 19.—Results during the third week of the 21st Annual Championship Rodeo, Madison Square Garden, September 25-October 27, follow:

Bareback Bronk Riding—Third day (seven performances), Bud Spealman, \$530; Howard Baker, \$440; Tommy Cahoe, \$350; Larry Finley, \$275; Casey Tibbs, \$155; George Mills, \$75. Fourth day (six performances), Carl Mendes, \$530; Bob Estes and Frank Finley split \$395 each; George Mills, \$275; Bud Spealman, \$165; Howard Baker, \$75.

Saddle Bronk Riding—Fourth day (five performances), Shirley Hussey, \$375; Larry Finley, \$475; Stub Bartlemay, \$375; Tom Knight, \$300; Cliff Anderson, \$175; Gerald Roberts, \$80. Fifth day (five performances), Larry Finley, \$575; Jerry Ambler, \$475; Wilbur Plaugher, \$375; Shirley Hussey, \$300; G. K. Lewallen and Stub Bartlemay split \$127.50.

(See N. Y. Rodeo Results on page 96)

WANTED

Agent and Promoter with car capable of booking high-class Circus Unit in Southern territory. Have everything from Elephants to Clowns. Play under auspices. George McCarthy, contact me.

WILL H. HILL'S CIRCUS

Care General Delivery Columbia, So. Car.

UNDER THE MARQUEE

Managerie boss gave a beginner some good advice: "First get used to the smell."

Thalei Dechert, CHS, is appearing at Warren Park Inn, Chicago. As a child performer she was in a wire act with Mighty Haag Circus.

Johnny Judd, trick roper, has been signed for a supporting role in Columbia Pictures' *Twin Sombros*, starring Randolph Scott.

Owner's newly born son was the image of his father except for not wearing a mounted lion's claw.

Robert W. Couls, out the past season with Webster Bros.' Circus, is making his winter headquarters at Detroit and producing indoor shows under auspices.

Frank Braden, of the R-B press staff, authored a piece titled *The Railroad and the Circus*, in the August issue of *The Santa Fe* magazine. . . . Babe Boudinot, of the R-B advance, is back in Chicago.

Market page headline, "Big Day for the Bulls," had nothing to do with happiness in a managerie.

Albert Fleet and his chimpanzees, with Sparks Circus the first part of the season and later with James M. Cole, is now with a Wild Animal Show on Endy Bros.' Shows, headed by Eddie Kuhn, who works lions and a mixed group of animals.

Al Butler, who is in New York after completing his duties as contracting agent for the Big One, will go out with a road company of *Rose Marie*. . . . Clet Seabock, general agent for Stevens Bros. the last part of the season, is doing some fishing at Corpus Christi, Tex.

Truck circus agent advised that his 1934 car's temperature went down with the weather.

Guy Smuck and Lou Stone, who were with Bailey Bros.' Circus which closed at Smithfield, N. C., October 8, arrived in Cincinnati Wednesday (16), and called at *The Billboard* offices. The former will winter there, and the latter, after visiting in Cincy with Smuck for a few days, will go to his home in Pittsburgh.

Leo and Ethel (D'Arcy) Ham'lon, who recently completed 24 weeks of park and fair dates, are spending some time in Chicago before opening for Ernie Young in the Shrine Circus at Kansas City, Mo. . . . Happy Kelles, besides serving as announcer for Clyde Bros., is also working on radio and publicity. . . . Phil Wasserman, formerly press agent for Mills Bros., is now flacking Astor Pictures in New York.

"What's so exciting about finding a man under your bed," asked a ballet gal who spent the summer in an upper berth.

Forrest Grimes, of Walnut Ridge, Ark., together with Art Miller, circus agent, who was with Kelly-Miller the past season, visited Dailey Bros. in Southeastern Missouri and Northern Arkansas. Mrs. Miller accompanied them to Jonesboro, Ark., where show was reported to have had one of its biggest days of the season. . . . Billy Todd, drummer, has rejoined Rex Rossi's band on Dailey Bros. after spending several weeks visiting his mother at Albion, Neb.

Ray Harris flew from the Coast to Kansas City, Mo., to visit the Big One while on vacation from his job as manager of a California theater. From Hollywood, he advises he is now devoting his spare time to a new kind of show he intends to put on the road

next spring. . . . Frank A. Panisko, CFA, of Butte, Mont., who clowns as a hobby, will don his make-up for the Circus Night football game between Butte High and Butte Central October 25 and will entertain the Crippled Children's Clinic in St. James Hospital there October 28.

Then there's the sage of the stakes-and-chain wagon who can liquidate a fly at 40 paces with a spurt of 'baccy juice.

Robert N. Mayer, ex-troupier and circus fan now with an oil company at Aruba, Netherlands West Indies, writes that the last circus in those parts was Atayde Hermanos Circo from Mexico more than a year ago. Show had a two-pole European-style top and was owned and operated by Emil Schweyer. The last Mayer heard of Schweyer, he was playing in Colombia and heading thru Central America for Mexico. Mayer reports a five-ride carnival, owned jointly by an American and an Argentine, recently came to Aruba from Caracas, Venezuela.

Big Top Shorty said, "A fat bonus at the end of the season for staying sober and reliable isn't enough for all that suffering."

Harley Hubbard, who has returned to Shreveport, La., after spending the summer in the North, reports the State Teachers College at Warrensburg, Mo., has received a valuable collection of old musical instruments under the will of Don Essig, old-time circus band leader, who died about a year and a half ago. According to Hubbard, Essig had the band on the Campbell show around the turn of the century and on the Haag show in 1919-20. Hubbard spent a recent week-end at Marshall, Tex., in the home of J. W. Bon-Homme and son, Sig, who were clowns most of the season on the Buck Owens show.

Comes the time of the year when a bonus receiver lies about feeling blue because the show is closing. He does it to make the boss feel good.

H. H. Gunning, of Toledo, recalls that it will be 57 years October 20 since the Barnum & Bailey Greatest Show on Earth sailed from New York for its year's engagement in the Olympia, London. He believes he is the only person living who went abroad with that show then as well as with Pawnee Bill's Wild West in 1894, again with Barnum & Bailey in 1894 for a five-year tour of Europe, and with Buffalo Bill's Wild West in 1902. Gunning says Jake Posey, of Baldwin Park, Calif., was with Barnum & Bailey on the five-year tour, 1897-'02, and with Buffalo Bill, 1902-'06. If there are others, he'd like to hear of them.

R-B Sued for \$3,000

ST. JOSEPH, Mo., Oct. 19.—Ringling Bros. and Barnum & Bailey Circus was made defendant in a suit for \$3,000 damages claimed in behalf of 12-year-old Phillip A. Drowns, of St. Joseph, for a broken leg and body bruises the boy allegedly received when struck by a tractor owned by the show here September 6.

24-Girl Posing Act In Young's Line-Up For Shrine at K. C.

CHICAGO, Oct. 19.—A wide range of variety, with emphasis on femme production numbers, is promised in the program booked by Ernie Young for the Ararat Shrine Circus at Kansas City, Mo., October 28-November 3. A note of novelty will be imparted by 24 girls in a posing number called *A Study in Silver*, produced by Bella Brengk Olsen. Girls will also be used by Young to introduce two other acts of the show.

The line-up includes Terrell Jacobs and his wild animals; the Two Kays on the high wire; the Paroffs, high ladder act; P. J. Ringens and his bicycle leap; the Romas and the Kovets, flying acts; Walter Jennier and Charles Dixon, seals; aerial ballet, featuring the Rooneys and Elvina Rossi; the Nissens, Bob Perry and Larry Griswold, trampoline; six elephants from the Al G. Kelly-Miller Bros.' Circus; Greer's 12-horse Liberty act; Leo Gasca, Flordelina and Mario Iwanow, slack wire; Dorita and Alex Konyot, high-school horses; Ethel D'Arcy, high act and slide; and the Erwings, the Bedell troupe and the Cardiovas, teeterboard.

Frank Cervone will lead the band, Dave Malcolm will do the announcing and Bill Bentlage will be producing clown.

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Men capable of handling towns and crews. Have entire State West Virginia. Justice of Peace and Constables' Assn. State Book.
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Agent who can book small towns in Louisiana. Out all winter. Side Show with own equipment, Springs, Penny Pitch, Jingle Board. This is one-night stand show. Boss Canvasman who can handle 50x30 Top. Address all to
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C. R. MONTGOMERY WILD ANIMAL CIRCUS
WANT For Balance of Season Which Extends into December. WANT
FAMILY ACTS AND SINGLE ACTS— (Leininger Family, answer)
NOW CONTRACTING—FEATURE ACTS AND FAMILY ACTS FOR 1947. (John Foss, Contact.)
Address: Golden Meadow, La., Oct. 23; Raceland, 24; Patterson, 25; Franklin, 26.

TEXAS TURNS IN A NIFTY

World's Fair Atmosphere

Grounds attractive from stem to stern—exhibits top pre-war excellence

By Pat Purcell

DALLAS, Oct. 19.—State Fair of Texas, breathing again after a hiatus of four years in which time the military did its best to make a barren waste of the vast acreage, will shutter Sunday (20) and regardless of the weather on the 16th day, historians will have to write that this one was the better of them all, from every possible angle.

While one was plunking the 60 cents on the counter for admission at the outside gate, the atmosphere fairly reeked with promise, the huge, neon-lighted front entrance and the towering lights in the background offering assurance that here, indeed, was something to see and enjoy.

Pressing thru the turnstiles, one was forced to be impressed with the grandeur of the picture—the well-painted, brilliantly lighted buildings surrounding the huge pool centering the esplanade reviving the memories and glories of Texas Centennial Days.

World's Fair Atmosphere

While this agent has not visited every fairgrounds on the North American Continent, the wanderings of a good many years have led the feet and bi-focals thru the greater portion of the outstanding, and it must be recorded here and now that this is the one that has captured and held a true world's fair picture.

The magnificent buildings, landscaped lawns, modernistic light and sound towers and general magnitude of the layout gave one the impression that the 60 cents was well spent before a peek was taken inside a single building. There were too many tents, close scrutiny revealed, for an accurate world's fair picture, but these were necessary to house exhibits which formerly were offered in the huge automotive building which burned to the ground in late 1941.

But the tents did not spoil the breath-taking panorama, as they were skillfully concealed in the background and when discerned gave the impression that this was a good, old-fashioned annual as well as a mighty cavalcade of the Lone Star State.

Story Well Told

Weaving thru the buildings and stepping fast in order to catch a deadline, it was amazing to note the easy flow of traffic thru the crowded floors. Considerable thought was given to layout in the revamped interiors, and aisles were laid out in such a way that one automatically viewed everything without extra efforts.

To enumerate the various commercial exhibits under the roofs would require a small supplement to this regular edition, and Roy Rupard, secretary who has been around here for 36 years, declared that prospective exhibitors, too numerous to mention, were turned down because there was no place to put them.

Farm machinery, automobiles, oil field equipment and aviation exhibits were in the open or under canvas, and they covered a flock of acres. Leading oil companies in this territory had their own permanent build- (See Texas a Nifty on page 78)

Macon, Ga., Receipts Increase Despite Slice in Gate Prices

MACON, Ga., Oct. 19.—Despite a 20 per cent cut in gate prices this year, Georgia State Fair showed a gain in gate receipts of approximately 20 per cent for the first three days over the same period last year, fair officials revealed. Adult ducats are only 50 cents, including tax, compared to 60 cents last year. On Children's Day, Tuesday, admission was reduced to a dime, including tax, compared to a quarter in 1945.

There was no kick on last year's prices and reduction was made by the Macon Exchange Club, operator of the fair, on purely a voluntary basis.

Benefit to All Patrons

"The Georgia State Fair has been a big profit maker for several years," explained President Will C. Ragan. "We figure we're giving the public a dividend by reducing prices. We could put the extra money into more premiums, but then the benefit would be shared by comparatively few. Cutting admission prices gives the benefit to every patron."

E. Ross Jordan, the fair's general manager for the 24th consecutive year, said grosses on gates and midway for the first half of the week "greatly exceeded expectations."

"All thru recent years we gained steadily, as Macon was a big war center," Jordan commented. "Practically all the camps and war establishments have gone and we expected a leveling-off, but it has not shown in fair receipts yet."

Advance Sale Up

Advance sale of admission tickets this year reached \$5,000, a gain of

Muddy Grounds Hex Panhandle's Opener

LUBBOCK, Tex., Oct. 19.—Torrential week-end rains which flooded the south plains and closed many schools held the opening-day crowd at the 29th annual Panhandle South Plains Fair, October 7-12, to 11,782. More than half of those admitted were war veterans taking advantage of free admission offered them as a feature of Welcome Home day.

Highlights of the day's program were speeches by Beauford Jester, governor-elect, and Col. T. G. Lanphier, of the Veterans' Administration, and fireworks display. An estimated crowd of 3,500 heard the talks and saw the pyrotechnics.

Bill Hames Shows were on the midway and did good opening-night business despite the small crowd and muddy grounds.

On Tuesday the sun came out for the first time in three days and the fairgrounds dried rapidly. Midget auto races, postponed Monday because the track was partially covered by water, commenced Tuesday afternoon and were slated to continue thru the remaining five days. Also starting Tuesday night was the Buck Steiner Rodeo, set for the remainder of the run, and an army technical services mobile unit. School bands played Tuesday, Wednesday and Thursday, free days for students.

Merchants Building was filled, and agriculture and livestock displays were called excellent.

nearly \$1,000 over the '45 pre-opening sales. Books of five and 10 tickets are sold at 20 per cent discount until two days before the opening.

Fair is stressing livestock, with five separate cattle shows. As an added inducement, Exchange Club sent a scout to the Middle West weeks ago and bought 66 head of pure-bred Holstein and Guernseys, which will be auctioned off today. Club is not expecting to make a profit but feels the move is boosting dairy development in Georgia.

The eight exhibit halls are crammed with educational displays, of 27 different departments. Special events include contests with 5,000 Future Farmer boys from every county in the State, horse show, model airplane contest, sweet potato show, cotton products show and soil conservation demonstration. Among live-talent exhibits attracting wide attention is an instructional demonstration in home nursing given by staffers and volunteers of the Macon Red Cross Chapter each afternoon and night.

Rocky Mount Pulls 48,000; Quonset Huts Added to N. C. Plant

ROCKY MOUNT, N. C., Oct. 19.—Paid attendance at this year's Rocky Mount Fair exceeded 48,000, according to Norman Y. Chambliss, secretary-manager. Bleacher seats were erected and strong grandstand attractions were booked. Latter included George A. Hamid acts, Jack Kochman and His Hell Drivers; stock car races, promoted by Bill France, and fireworks. A near-capacity crowd of 2,250 attended afternoon and night shows thruout the week.

New stage and several new grab stands were constructed. Chambliss purchased two 40x100-foot quonset huts to house exhibits during fair week and skating rinks the rest of the year.

Hipp. Proposed At Marshalltown

MARSHALLTOWN, Ia., Oct. 19.—Erection of a hippodrome for use by the Central Iowa Fair was proposed by the Marshalltown Chamber of Commerce directors of the fair at a recent special meeting. Chamber has considered erection of a pavilion for some time and now seeks to have the building on the fairgrounds.

Both groups agreed that the grandstand, started before the war, should be completed and that an amphitheater, usable thruout the year, also was desirable. Question of levying a special tax to raise funds for completion of the grandstand will be submitted to the voters November 5. Chamber asked the fair to provide for use of one side of the completed grandstand as a pavilion.

Colored Fair Chartered

COLUMBIA, S. C., Oct. 19.—Lee County Colored Fair Association of Bishopville has received a charter from Secretary of State Blackwell. Authorized capital stock is \$500. Officers: A. L. Woodham, president; J. E. Reaves, secretary-treasurer.

Pacific Int'l In New High; 140,264 Pay

Rodeo Nightly Sell-Out

PORTLAND, Ore., Oct. 19.—The 36th annual Pacific International Livestock Exposition—delayed in program plans by prolonged army utilization of its grounds—closed here Saturday night (12) after breaking all attendance records. Although the public flocked in unprecedented numbers to the big 11-acre building, the number of exhibits was cut down by the late preparations, aggravated by the material shortage with which to replace all the interior fixtures the army had removed.

Official paid admissions were 140,264, compared with the 1941 record of 115,803. Rodeo and horse show, with capacity of 6,650, was sell-out every night. Largest single day, Sunday (6), drew 26,525, compared with 1941 largest single day of 21,523.

Tribute to Holt

Success of the exposition was a tribute to Walter A. Holt, veteran of the Pendleton, Ore., Round-Up, who took over management this year to carry on in place of the late O. M. Plummer. Holt, who was appointed February 1, after six years of managing the Happy Canyon night show at Pendleton, modestly attributes the success of the exposition to the hard work of his staff.

Army occupation was not an un-mixed hardship, in that it resulted in the paving of the big building, giving an unusually clean location and promoting wide dispersal of the crowds.

"Because of the surfacing, people were in corners of the barns that barely were visited heretofore," said Holt.

12 Rodeo Shows

Only commercial entertainment feature was the Vern Elliott Rodeo, which gave 12 shows during the seven days, rodeo acts being sandwiched in between horse show events presented by the exposition. Rodeo brought \$1.20 for matinees and \$1.20 to \$3 for night performances. This show was also under cover, in the arena seating 6,650.

Exposition gate prices were 60 cents for adults and 30 cents for children, including tax.

Although the number of exhibits was estimated by Holt to be 85 per cent of former big years, they were marked by great diversity. Exhibits included livestock, wool, commercial products, 4-H Club displays, poultry, dog show, land-products displays from counties and neighboring States, and a fish and wild life display by the State Game Commission.

Building Well Prepared

There were many public-pleasing features to the exposition. Parking was ample and free. Owing to spraying with DDT, there wasn't a fly in the place. Liberal use of deodorants left the barns virtually free of animal odors.

Exposition had excellent press cooperation, with ample advance stories, and Holt said news space exceeded by "many inches" that received in the past. Show got plugs over local radio stations, with news (See Pacific Int'l High on page 78)

Record 300,000 Free Attendance At Jackson, Miss.

JACKSON, Miss., Oct. 19.—Mississippi's Agricultural and Industrial Exposition, which closed here Saturday night (12), established an all-time attendance record, with an estimated 300,000 persons thronging to it.

The gate was free, and for this reason no exact figures are available. Fair execs' estimate of 300,000 put the attendance up some 100,000 over the six-day exposition of last year.

Intermittent drizzle all day Friday (11), Kids' Day, traditionally the big one, failed to prevent the setting of a new single day mark. Officials placed attendance at 75,000.

The Royal American Shows on the midway chalked up the biggest gross on record for the event. The Barnes-Caruthers grandstand show played to capacity crowds thruout its run and on four nights was forced to give two performances.

Petersburg Opens Big in Good Weather

PETERSBURG, Va., Oct. 19.—A strong opening Monday (14) and a forecast of continued good weather indicated the Petersburg Fair would eclipse the records set during the war years when this city was the hub of innumerable army activities.

Townpeople are evidently still holding plenty of folding money, and adjacent Camp Lee is still thickly populated with new troops, most of whom seemed to find their way to the fairgrounds during the week.

With the Richmond Fair abandoned during the war years, this annual increased the scope of its appeal and return of the larger event this year has not resulted in any noticeable slackening of attendance.

Exhibits here were more numerous than at any time in the past. Secretary R. Willard Eanes presented a number of George A. Hamid acts which kept grandstand crowds near capacity. Iona Reid and Her Hell Drivers were scheduled to perform this afternoon. Fireworks were presented nightly.

Cetlin & Wilson Shows were on the midway. The fairgrounds also harbor this show during the winter, in addition to providing a good opening date. Izzy Cetlin and Jack Wilson, co-owners, predicted a record gross here.

Madison S. Cohen Dies; Ex-Ky. State Fair Prexy

LOS ANGELES, Oct. 19.—Madison S. Cohen, 75, former Kentucky commissioner of agriculture and one-time president of the Kentucky State Fair, died at his home here Friday (4). He published *The American Horseman* at Lexington, Ky., for several years, selling it in 1941 to go to California.

Cohen also bred, trained and exhibited saddle horses. He was Kentucky's commissioner of agriculture from 1916 to 1920. During that time, as president of the Kentucky State Fair Board, he inaugurated its \$10,000 championship stake for five-gaited saddle horses.

Colusa, Calif., Show Draws

COLUSA, Calif., Oct. 19.—Colusa Riding Club's first annual horse show attracted an overflow crowd of 1,500 to the fairgrounds here Sunday (29). Special events by riding club drill teams were featured. Pleasure horses, racing programs for adults and children, horse jumping, stock horse exhibit and calf roping comprised the main features of the event. Prize money of \$300 was awarded.

Free Gate for Ill. State Fair?

SPRINGFIELD, Ill., Oct. 19.—Patrons of Illinois State Fair may not have to pay to gain admission to the grounds in the future.

This was announced here Monday (14) by Gov. Dwight Green (Rep.) following a meeting of the State fair advisory committee, which passed a resolution urging passage of enabling legislation.

Arnold Benson, Illinois commissioner of agriculture, heads the advisory committee. Advocates of a free gate maintain the farmers want it.

Some newspapers in the State pointed out that Green's statement was made 22 days before election.

No action on the State fair advisory committee's resolution can be taken until the Legislature goes into session this winter.

Lubbock Chalks Big Count Despite Rain

LUBBOCK, Tex., Oct. 19.—Despite torrential rains and cold winds, 85,000 passed thru turnstiles at the 29th annual Panhandle South Plains Fair here October 7-12, W. L. Faller, publicity manager, said.

Nearly five inches of rain in the two days and nights preceding opening mired roads and held up many livestock entries as much as 24 hours. Attendance opening day was 15,000 and an estimated 4,000 gathered under threatening clouds opening night to hear speeches by Governor-Elect Beauford Jester and Veterans Administrator T. G. Lanphier.

Knee-deep water on the track forced cancellation of two midget auto race programs, and water in arena caused the Buck Steiner Rodeo to postpone one performance until Sunday.

Bill Hames Shows, on the midway, attracted large crowds daily. Army technical forces mobile exhibits also drew well.

Rain, Cold Hurt Attendance At Brown City, Mich., Annual

BROWN CITY, Mich., Oct. 19.—Rain the first day and cold weather the second day held attendance to 2,500 at the recent two-day Farmers' Fall Festival at the community athletic grounds here.

Roscoe T. Wade's Joyland Midway Attractions provided four rides, 15 concessions and Parker's Funhouse. Besides livestock and agricultural exhibits, event also offered platform acts, which worked in the open, and a series of local contests.

SPEEDWAY ROUND-UP

SAN ANTONIO — Bill Searcy, Houston race driver, was killed and five other persons, three of whom were spectators, were injured here Saturday (12) night at Pan-American Speedway, when Searcy's car collided with one driven by Bill Homier, also of Houston.

SAN FRANCISCO.—Fred Agabashian, Berkeley, won the 25-lap main event of the midget auto racing card at Bayshore Stadium here Friday (11) before 3,500 fans. Don Smith, Oakland, was second and Jerry Piper, Walnut Creek, third.

CONVERSE, Ind. — Howard S. (Howdy) Wilcox, 41, former speedway race driver, was killed by a race car Sunday (13) here while serving as starter in the auto races at the Converse fairgrounds. On the track to give Jimmy Wilburn, Indianapolis, the white flag as the latter started

Raleigh Eyes Half - Million Gate; Strong in Eye Appeal

RALEIGH, N. C., Oct. 19.—A record attendance of 500,000 for the first post-war showing of the North Carolina State Fair has been predicted by officials if the balmy weather holds thru today. This will be a continuation of the banner business which has marked the staging of all other annuals in this State, where crops have been good and money is more plentiful than ever before. The revival of this fair has been greeted enthusiastically by the press and public, and interest has been State-wide with patrons coming from miles in all directions, intent upon spending at least a full day on the grounds.

Commission Limits Mich. Fair Plant Use To Non-Profit Orgs

LANSING, Mich., Oct. 19.—"Regularly incorporated non-profit organizations or officially organized civic, fraternal, patriotic, religious, educational or charitable groups" only can use the Michigan State Fairgrounds, the Michigan Commissioner of Agriculture decreed Wednesday (16). The ruling does not affect the present lease of the Detroit Racing Association.

Use of the grounds by organizations will be permitted only when it is "definitely understood" that profits will go to the organization rather than an individual, and that there will be no interference with a State fair, the commission ruled.

"Such organizations, in addition to anticipating damage and depreciation, must assume all responsibility for personal liability and property damages," the commission specified.

Saline (Mich.) Event Draws 12,000 Despite Cold Spell

SALINE, Mich., Oct. 19.—Three-day community fair, held here recently without a gate, drew an estimated 12,000 attendance despite cool weather. Event was the first of its kind here to have rides and concessions. In previous years, the fair had a few indoor attractions but was not operated on customary fair lines.

Joyland Midway Attractions supplied the midway. Ride and concession operators reported good business. Fireworks program was by Hudson Fireworks Company, Hudson, O. Other features were a rodeo, presented one afternoon, an indoor dance and a program of indoor acts.

La Verne Named Manager

MELBOURNE, Fla., Oct. 19.—Al LaVerne has been named manager of Brevard County Fair, to be sponsored by the American Legion at Wells Park, December 4-7.

Manager J. S. (Doc) Dorton, who in two previous weeks successfully staged annuals at Charlotte and Shelby, N. C., had the grounds here ready for opening without a trace of wartime delay. All units down to the horse barns had been newly painted and the lawns and walks were groomed to attractiveness.

Big Grandstand Play

A preview opening was staged Monday night (14). A heavy daily attractions program kept the spacious grounds filled to capacity. Monday night in near-frigid weather Jack Kochman and His Hell Drivers were featured along with the revue and plenty of folks sat thru the lengthy show. A George A. Hamid revue was presented nightly.

County and city school kids turned out in droves Tuesday (15) for the formal opening of the fair and contributed one of the top single day grosses of the week. Horse races were presented every afternoon thru Friday (18). Kochman was back to take over the track Wednesday (16) while auto races, promoted by Sam Nunis, were scheduled to round out the thrill events today.

Exhibit space, including that allotted to commercial enterprises, was entirely filled. The usual exhibits, presented by the armed forces, were present.

Dorton has continued his efforts to turn this and other annuals into the most attractive fairs in the South. His pre-war efforts here, including a monster waterfall which reflects colored light at night, numerous flagpoles and other eye-appealing units have been refurbished and will, according to present plans, be supplemented as soon as materials become available. A sizable profit should result from this year's showing, and Dorton will probably turn as much of it as possible back into improvements.

The World of Mirth Shows was back on the midway, garnering a gross which officials predicted may outstrip any other single week during the season.

Blackmon Diamond B Rodeo Winters in Blackwood, N. J.

BLACKWOOD, N. J., Oct. 19.—Blackmon's Diamond B Rodeo is in winter quarters here after having played a succession of Eastern fairs. Lewis B. Blackmon, owner-producer, has purchased new trucks and trailers. Some of the old stock has been sold, making way for replacements.

Among fairs played were: Barton, Vt.; Lockport, Altamont and Boonville, N. Y., and Mineola, L. I. Clyde Rogers, Tyler, Tex., handled the mike on the dates. Everett Pilz was arena secretary.

Klein's Acts in Benefit

ALLIANCE, O., Oct. 19.—After closing at the recent Carrollton (O.) Fair, C. A. Klein, of Klein's Attractions, New Waterford, O., presented some of the acts in a show for inmates of the Fairmount Children's Home here. Klein emceed the show. Presentation was followed by Ted Deppish, Canton, O., who showed films of major circuses. Acts included Bert Dearo, slack wire; Miss Eva Mae, cloud-swing; Lew Hershey and JoJo Lewis, clowns; Arnold's Barnyard Frolics; Belmont Brothers, jugglers, and Miss Corrine, trapeze and muscle grind.

AROUND THE GROUNDS

Danbury (Conn.) Fair, which closed Sunday (6), drew total attendance of 163,456 in its eight-day run, final accounting shows. This tops by 22,000 the record set in 1941 when the event was last held.

Final tabulation shows attendance hit an all-time high at the 34th annual Waterloo (Ia.) Dairy Cattle Congress which closed Sunday (6).

Grandstand at the recent Bloomsburg (Pa.) Fair grossed \$65,000 for afternoon and night shows. Figure was piled up despite the loss of one afternoon because of rain. Night feature was "Fair Follies of 1946," presented by Barnes-Carruthers office, Chicago. Two performances were staged one night. Daytime features were harness races, one performance by B. Ward Beam's Congress of Daredevils, one by Jack Kochman's Hell Drivers and an afternoon of auto races presented by Sam Nunn.

Leon H. Harms, secretary-manager of New Mexico State Fair, Albuquerque, advises that blueprints have been drawn up for widespread construction once building restrictions are lifted. Planned improvements include erection of a dairy exhibit building, junior dormitory, women's building, coliseum, race horse barns and permanent cafes; installation of a new sewerage system and extension of both ends of the grandstand.

Two New York dailies went all-out on fair coverage Sunday (6). Mineola (L. I., N. Y.) Fair and the Danbury (Conn.) Fair each rated a page of pictures in the magazine section of *The Daily News*, while *The Daily Mirror* contributed two pages to the Mineola annual. *The News*

also ran a full page of cartoons, having fairs as a theme.

Parker Brothers, comedy knock-about team, who have been playing for the Barnes-Carruthers office, Chicago, have signed with the Curt Berger Entertainment Agency for club and banquet work in Milwaukee during the winter.

George M. (Sound Service) Handy has returned to Norwich, N. Y., after making a succession of fairs. He said he noted something new to him at the Trumansburg (N. Y.) Fair, when he saw a high school band playing as it rode on the Merry-Go-Round.

Tex Saxon, a Jack Kochman Hell Driver, suffered neck and possible internal injuries Thursday (17) when the car in which he was performing at North Carolina State Fair, Raleigh, got out of control and rolled end over end.

West Union, Ia., To Improve Plant, Add to Membership

WEST UNION, Ia., Oct. 19.—A move to improve Fayette County Fairgrounds here has been launched. One committee has been named to supervise the task of providing a more practical plant lay-out and another to conduct a membership drive as a fund-raising method.

Proposal calls for moving of the old grandstand, and, if necessary, construction of a new one; grading of a new track, and grading and general beautification of the grounds. Proposed new location of the track will make it unnecessary for patrons to cross it when entering the grounds.

Iowa Meeting Dates Set; Early Reservations Urged

DES MOINES, Oct. 19.—The annual convention of the Fair Managers' Association of Iowa will be held Monday and Tuesday, December 9 and 10, with the State agricultural meeting Wednesday afternoon, December 11, E. W. Williams, association secretary, has announced.

The annual banquet is scheduled for Tuesday night, with price per person set at \$2.50. Williams urges those planning to attend to make hotel reservations early, as other conventions overlap the dates.

Sandwich, N. H. (Pop. 700), Draws 14,000 to One-Dayer

SANDWICH, N. H., Oct. 19.—Despite a drizzling rain that started in the morning and continued into the afternoon, the annual one-day Sandwich Fair here October 12 smashed all previous attendance records with a paid gate of approximately 14,000.

Population of the town is slightly under the 700 mark, and visitors were hard pressed to find eating accommodations. Finding a place to sleep was also a big problem for those who had to stay over.

PACIFIC INT'L HIGH

(Continued from page 76)

stories handled daily by wire services.

Exposition uses own police, deputized by Multnomah County sheriff's office, grounds being outside city limits.

Only sour note was injected by the catering firm (Oregon Caterers) that handled restaurant and cafeteria. Prices—such as \$3.50 for a steak dinner—was way out of line from city prices, and help was poorly adapted to requirements. Prices discouraged any turn-away crowds, and green help was found gabbing while customers twiddled thumbs at tables.

Texas a Nifty; Exhibs Exceed Pre-War Mark

(Continued from page 76)

ings, and Gulf went a step better by contracting for the over-all sound system, and its pylons holding the speakers at strategic points over the entire layout added beauty and service to the picture.

Ag Story Well Told

Ordinarily when one hoofs thru the agricultural building at an ordinary annual the picture is anything but pretty and the usual repetition of product has a tendency to bore unless one is a producer and actually knows the finer points of the game. In competitive agricultural shows repetition is necessary, and important, but in placing a State's resources on display the handling of the ag show here was different and interesting.

There was no competition in this department, and the management did succeed in showing to fellow Texans what was being raised in the various soil sections of this massive commonwealth, and for those who came from out of State there was a comprehensive picture of what is being raised and produced.

For exhibition purposes the State was divided into its 13 different soil sectors, and each sector offered samples of its leading agricultural products. Exhibits were built and financed by various civic and State organizations, and they did an excellent job. There was room for improvement, but as Pierce Shannon, the public relations director, said, it was a start in the right direction to show Texans and the world in general just what goes on here.

Quarter Horse Interest

Press and public alike proclaimed the quality of the stock show, and seats around the two judging rings were well filled at all times, even when torrential rains virtually closed activities on Tuesday (15).

Of particular interest was the quarter-horse show, first to be held here. The quarter horse, the natives say, is the one the cowpokes ride on the ranges and has an important part in the life of the rural communities. Owners of the blue ribbon stud and mare in this show were so proud they said a king's ransom wouldn't be enough glitter to get them to part with their winners.

Should one attend this annual, which was 16 days in duration, it would require at least three days to see it all. Two full days could be spent in the exhibit buildings and area and in the permanent museums on the grounds. Then, of course, there were the amusements. Tommy Dorsey headed an all-star stage and radio cast in the auditorium; a typical ranch rodeo was offered in front of the grandstand, and *Iceicles of 1946* held sway in what once was the rodeo arena.

Fourteen football games, including two Negro contests, were played in the Cotton Bowl, and the huge band shell offered a variety of musical presentations. Lone circus-type act encountered was Johnny Gibson's Hollywood Sky Ballet, offered twice daily as a free act by Pepsi-Cola.

A Nod to Hitzelberger

From stem to stern the grounds were attractive, and this must be considered remarkable, as the military did not move out for keeps until May 1. Any fair executive whose grounds were utilized for four years by Uncle Sam's fighters knows the havoc that can be wrecked.

Interiors of all buildings took the customary scuffing from the hobnails, trucks, tractors, jeeps and what have you, yet when the gates swung open here Saturday (5) one would have to go out of his way to find

Fair Dates

Below is a list of fairs to be held next week arranged according to dates, States and cities. This procedure will be followed each week. The complete list of Fair Dates, in chronological order, for the remainder of the season was published in The Billboard dated September 28.

OCTOBER 27-NOVEMBER 2

ALABAMA	Dothan—Houston Co. Fair. Oct. 28-Nov. 2.
	Mrs. L. J. Lunsford.
	Mobile—Mobile Fair. Oct. 27-Nov. 14. Mort L. Bixler.
COLORADO	Durango—San Juan Basin Fair. Nov. 1-3. Chamber of Commerce.
FLORIDA	Panama City—Buy Co. Fair Assn. Oct. 28-Nov. 2. L. E. Merriam.
GEORGIA	Augusta—Exchange Club Fall Fair. Oct. 28-Nov. 2. O. O. McGhee.
	Douglas—Coffee Co. Fair Assn. Oct. 29-Nov. 2. Carle A. Felton.
	Eastman—Edge Co. American Legion Fair. Oct. 28-Nov. 2. B. T. Ruffin.
	Gainesville—Northwest Georgia Fair. Oct. 28-Nov. 2. Herbert H. Adderholdt.
	Quitman—Brooks Co. Fair. Oct. 28-Nov. 2. R. W. Emerson.
	Savannah—Savannah Colored Fair. Week of Oct. 28.
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. Sifton.
	Columbia—South Carolina State Colored Fair. Oct. 28-Nov. 2. Mrs. H. G. Reese.
	Finance—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. Fieldsted.
VIRGINIA	Kilmarnock—Lancaster Co. Fair. Oct. 28-Nov. 2. Dr. Norris.
CANADA	Amherst, N. S.—Maritime Winter Fair. Oct. 30-Nov. 5.

McDowell Elected President Of Knoxville (Ill.) Annual

KNOXVILLE, Ill., Oct. 19.—Kirk McDowell, Victoria, was elected president of Knox County Fair at the annual meeting here Saturday (5). Other officers named were L. W. Cramer, Maquon, vice-president, and Arvey W. Hanson, secretary-treasurer.

Directors are Hilding L. Johnson, H. E. Nelson and Oscar L. Olson, all of Galesburg; Guy Routh, Maquon, and Thomas Shea, Henderson. Carl L. Morgan, Galesburg, is superintendent of concessions.

Senath, Mo., Nets \$12,000

Profit to Legion Sponsor

SENATH, Mo., Oct. 19.—American Legion Fair held here September 23-28 netted a profit of \$12,000, an all-time high, it was announced by the Barnes-Cassinger-Montgomery American Legion Post No. 303. Attendance ran 30 per cent higher than in any previous year. Closing night drew 15,000 people.

Moore's Modern Shows furnished the midway attractions, and they have been contracted to play the event again next year. Flying Melzoras headed the acts.

evidence of the occupation.

W. H. Hitzelberger, a banker essaying his first start as vice-president and general manager of such an enterprise, and Roy Rupard, veteran secretary, accomplished a yeoman task in the reconstruction job. Even as late as three weeks before opening it did not seem possible to complete the task, but when the gong rang the new wiring and indirect lighting were in the buildings, the paint was all dry, the flags in place, broken sidewalks and paving repaired, and the music was turned on.

It will be interesting to follow the future of this annual under such directional genius.

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15 TO 30 DAY DELIVERY

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60 E. 18th St.

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Dallas Plans Big Expansion Move for '47

Open Until Thanksgiving

By a Staff Correspondent

DALLAS, Oct. 19.—When independent show and concession operators move off the grounds Monday (21) and the crew begins cleaning up after the revival of the State Fair of Texas, energies of the administrative staff will be turned back to the permanent amusement park project, and plans indicate this staff will be busy, indeed.

W. H. Hitzelberger, completing his first term as vice-president and general manager of the entire State Fair project, and Roy Rupard, veteran secretary, have announced elaborate plans for enlargement of the permanent (Dallas Maps Big Expansion page 82)

Mullin Visits Steppe

DALLAS, Oct. 19.—John Mullin, operator of the funspot in Tulsa, Okla., visited Norman Steppe, Music Corporation of America manager, here Friday (18) and arranged for band bookings at the Tulsa Auditorium and the dancery on the fair grounds. Mullin, visiting with Ray Marsh Brydon on the State Fair midway, revealed that his Tulsa spot was a big winner until July 20 when polio hit the territory and knocked out the business.

Sunny Sunday for Coney

NEW YORK, Oct. 19.—Clear and sunny skies last Sunday (13) netted Coney Island a fair-sized crowd. All Auto Scooter rides and Merry-Go-Rounds, as well as Penny Arcades, Singo parlors and eateries along Surf Avenue opened at noon and did brisk business.

MAKE \$7000 IN SUMMER

Go to Florida in Winter

40 BOATS — 9 COTTAGES

Dock, Equipment, 6-Room Dwelling, Store, Stock and Equipment on well established, unrestricted lake. Sell or lease all or part, or sell 40 acre allotment on lake. Expand. Cottages now rented.

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NEW PARK—LOS ANGELES

Will lease on percentage space for portable tent roller rink. Ideal spot on Highway 101.

DON-MAR PARK

1500 West Firestone Blvd. Norwalk, California

ATTENTION

FLORIDA BEACHES AND AMUSEMENT PARKS

Would like to book three 1046 Model Rides on a Beach or in Amusement Park in Florida during the winter months. Rates are now \$12 Big Bit Wheel, new Smith & Smith Chairlifter, new Smith & Smith Kiddle Aeroplane Swing. Will book on percentage basis. All replies to

William O. Hammtree
2708 Rosville Blvd. Chattanooga, Tenn.

McSwigan Due in Chi To Aid Make Ready for NAAPB Meet

CHICAGO, Oct. 19.—A. B. McSwigan, president of the National Association of Parks, Pools and Beaches, is coming here next week-end from Pittsburgh, where he operates Kenywood Park, to assist in plans for the annual convention of the association in the Hotel Sherman here December 1-4. He will huddle with Paul H. Huedepohl, association secretary, who has been busy handling the many details connected with the sessions and its trade show. Exhibits will surpass in number and quantity those of any year since the convention was first held in the Hotel Sherman. As all of the space originally planned for exhibits had been contracted and because of a persistent demand from exhibitors for more booths, an additional wing of the mezzanine floor has been made available by the hotel.

"What pleases me is that the pictorial displays of recent years will be gone and in their place will be 'live' exhibits," Huedepohl said in discussing the exhibits.

Reopening of Roton Point In Prospect for Next Year

NORWALK, Conn., Oct. 19.—Roton Point Park, closed since 1942 when Neville Bayley sold the property, is expected to be reopened next season. Bayley, who operated the park 25 years, sold one section to the Sixth Taxing District of Norwalk, which is Rowayton. The other section, including the beach bathhouses, pier and picnic grove, was sold to a group of persons, headed by George McKendry, of New Canaan, Conn., and has been operated exclusively as a beach club.

If reopened, it is doubtful rides and other amusements would be restored the first season, all having been removed when Bayley sold out. Park probably would concentrate on beach facilities and dance pavilion, which formerly booked big name bands. Excursions from New York also would be resumed, it is expected.

New Jersey Shore Resorts Get Big Play From Philly

PHILADELPHIA, Oct. 19.—Checking on how many Philadelphia families went out of town on vacations and where they went, *The Evening Bulletin* found in a poll that three out of every eight families left the city for intervals ranging from less than a week to eight weeks and that most of them went to New Jersey seashore resorts.

Thirty-one per cent of those queried said they spent their vacations at Atlantic City, 18 per cent at Wildwood, N. J., 5 per cent at Ocean City, N. J., and 15 per cent at other points in New Jersey. Nine per cent went to mountain spots in Pennsylvania, 7 per cent to New York State locations, 3 per cent to New England, and 12 per cent to other points within the U. S. Foreign travel, including Canada, was only 1/2 of 1 per cent.

Dania (Fla.) Foundation Receives Animal Shipment

FORT LAUDERDALE, Fla., Oct. 19.—A consignment of wild animals from Asia, including rare apes and monkeys, snakes and a Malayan sun bear, arrived here and is now at the Anthropoid Ape Research Foundation near Dania. Animals were shipped from Siam late in July, arrived in Philadelphia on the Nicaragua Victory and were flown here by the Air Cargo Transport Company.

Included in the shipment were 19 cobras, 10 pythons, 14 gibbons, the sun bear and a number of monkeys. Ten elephants, some tapirs and a number of gibbons were left in Bangkok thru lack of shipping space.

Dreamland Park Theater To Operate Year Round

READING, Pa., Oct. 19.—Dreamland Amusement Park near here, with the advantage of a 4,000-seat indoor rural theater, will continue operations the year round. Week-end shows will be booked, bringing in Broadway as well as the Western attractions. During the summer season park theater featured Western and hillbilly attractions exclusively.

Park's theater ushered in the fall season September 21 with Dick Thomas, Pappy Howard's Radio Jamboree from WJW, Cleveland, and the following day added Ben Ali's magic show. On September 29 the park featured its first Broadway attraction with Eddie (Mut) Kaplan and his *Screwballs of 1946 Revue*, Riff Robbins Trio and Stan Naye and His Crazy Chappies Band. Park also plans on bringing in traveling dance bands. Spot has booked Alex Bartha's band, with Marty Bohn's Crazy Show for Sunday (13).

Memphis Officials Visit Illions' Rides in Dallas

DALLAS, Oct. 19.—John B. Veasey, chairman of the Memphis park commission, and Harold Lewis, Memphis park superintendent, visited the State Fair of Texas here Thursday (17) to inspect the Bozo and Rapids, rides owned and operated here by Harry A. Illions.

Veasey declared that the Memphis city dads intended to go thru with an extensive improvement on Fair Grounds Park in that city, the entire layout to be completely modernized and streamlined. He also stated that a revival of the Memphis Fair in 1947 is a certainty.

Pittsfield Park Planned

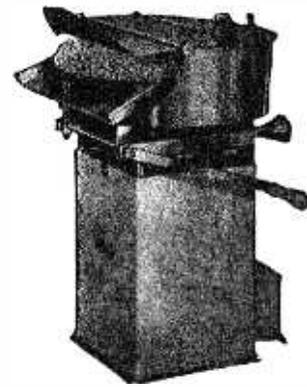
PITTSFIELD, Ill., Oct. 19.—Purchase of a 40-acre tract for a park is announced by the American Legion post here. Park, the second in Pittsfield, will be a memorial to men who lost their lives in World War II. Spot will have baseball diamonds, tennis courts, playground area, picnic grounds and circus and carnival space.

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BERTHA GREENBURG
Hotel Kimberly, 74th St. & B'way, New York

Advertising in the Billboard Since 1905

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SPECIALLY PRINTED

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Above prices for any wording desired. For each change of wording and color add \$8.25. For change of color only, add 55c. No order for less than 10,000 tickets of a kind or color.

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Your skaters are demanding more high priced precision roller skates. Be sure to have in stock for these better skates our Betty Lytle No. 9984 white bucko professional shoe, and No. 9995 black kangaroo shoe for complete skater satisfaction.

HYDE ATHLETIC SHOE CO.
Manufacturers of those famous BETTY LYTLE Roller Shoes
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NEW! Gloria Nord
RINK ROLLER SKATES



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The finest performing skates offered anywhere -- used exclusively by famous ROLLER VANITIES etc.
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WE BUY AND SELL

New and Used Rink Roller Skates Advise Make, Sizes, Condition and Quantity. Also Best Price.

JOHNNY JONES, JR.
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FOR SALE

Portable Rink, operating in Wilmington, N. C., 50x120 ft. Tent; 15 months old; Floor, 2 years, 150 pair Chicago Skates, 50 pair Shoe Skates, 1 dozen Skate Cases; plenty Wheels, Parts, etc.; P.A. System, Trumpet Speakers, Pans, Stoves, hundred Records, Ice Box, Cash Register, Sanding Machine, Skate Grinder, Tools of all kinds. A complete outfit, one of the very best. Owners have other interest. Must sell now. Cash price as is, \$8000.00. See

R. R. KEY
at 230 C Williamson Dr., Mayfite Village, Wilmington, N. C.

No. 321 DUSTLESS FLOOR DRESSING

Cleanse 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.

GAGAN BROTHERS
444 Second St. Everett, Mass.

Some Clouds In Blue Sky

Problems not seen as insoluble—promotion, mass activity box-office keys

By Albert F. Schneider

CINCINNATI, Oct. 19. — Roller rink operators the nation over, polled by *The Billboard* for their opinions on business prospects for the 1946-'47 season, responded in a fashion that will leave no doubt in the minds of observers as to what the outcome will be. Generally speaking, the replies indicated that operators are headed for a bang-up season that is likely to match, and in some cases exceed, anything heretofore experienced by them.

The business picture, however, is not without obstructions. During the past 10 years roller skating has ridden the crest of a wave that has swept the sport from the diaper and safety-pin class into the big-business bracket. Accompanying that climb on the success ladder have been problems that call for high-caliber operation. Altho most operators expressed themselves as being optimistic, it was noted that some of the others see a definite need for a more intensive cultivation of the field.

Of temporary importance, it was noted, is the economic chaos that is gripping the country because of strikes, government restrictions and international problems.

Ex-G.I. a Problem

Not incorrectly was it reported in *The Billboard* by E. M. Moorar, of Carman Roller Rink, Philadelphia, that returning servicemen were giving rinks the brush-off. Almost without exception, operators noted that loss in patronage is a definite problem that called for solution. Some rink men offered special inducements to ex-G.I.'s to lure them back, while others depended on standard promotions to regain the trade—both methods meeting with some success. This drop-off in trade, however, was counter-balanced to a fair degree by a new batch of teen-age skaters, it was reported.

Other problems of a more pressing nature were the matters of club activities, new methods to increase and hold patronage and, by inference, demphasis of competitive skating, all of which are more fully discussed in the contributions to follow. Practically all operators reported continuation of business activity at a high level. This is in variance with reports coming to *The Billboard* to the effect that there has been a general leveling off in amusement business receipts all over the country. This is particularly true of the West Coast, which is reportedly in a good-sized slump, with box-office takes



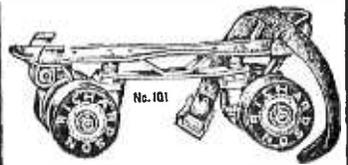
FRED A. MARTIN (right), U. S. RSROA secretary, bids farewell to the good-will delegation which took off by plane from Montreal October 4 for a tour of Europe. Left to right: Mrs. A. S. Barker; A. S. Barker, Canadian RSROA president, Vancouver; Norman Latin, U. S. intermediate men's figure champ from Brooklyn and pairs champ with Margaret Wallace, lady figure title holder (next to him), and William T. Brown, Seattle, U. S. RSROA prexy. Fred H. Freeman, Medford, Mass., temporary chairman of the committee for the World Roller Skating Congress, and Mrs. Freeman left on the same trip via a U. S. line from New York.

from San Diego to Seattle down as much as 50 per cent.

Fred A. Martin, Detroit, writes: "Being secretary of the RSROA and operator of one of the country's largest rinks, I have had probably the best opportunity of analyzing conditions thruout the business. It is true that our nation is laboring under a terrific strain of internal and international troubles which has affected and will continue to affect business. Our labor problems disturb the entire equilibrium of the country. It is only natural that we in the amusement business who cater to a younger generation should feel the pressure immediately. Another point is that too many operators had set their minds thinking that when G.I. Joe returned everything would be rosy. Well, that did not work out so well. Joe, after spending two to four years in service, has had a change of heart, made new friends and directed his entertainment attentions elsewhere. He has drawn away from skating. We have found that out at Arena Gardens, and here we used every method at our command to bring them back in the fold. One of the best inducements was the giving of one month's free skating pass to every one of our boys who returned. If married we gave one to include his wife. That helped, and I feel that it did bring back many who would otherwise have forgotten skating."

"One of the most important problems for us to solve today is new

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ROLLER SKATING RINK

Rink now operating. Building can be leased or equipment may be purchased and moved. Fully equipped with 7' by 160', 2' by 16' sections of White Maple Flooring, Hammond Electric Organ with Solovox, four Amplifiers with eight Speakers, P.A. System with 50 watt Amplifier with Turntable, and seven Speakers, 500 pair of Chicago Skates, some brand new, Floor Sander, Skate Grinder, electric Drill Press, Work Bench and numerous other Tools and Repair Parts, Crystal Ball with four Spotlights, electric Clock, Neon Skating Sign, Warthog Back and Counters. May be seen. Write or call **FRANK CHERNAK**
Phone: 8579 Manitowoc, Wis.

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IMMEDIATE DELIVERY.
200 Pairs of Used CHICAGO ROLLER RINK CLAMP SKATES and Accessory Parts.

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POLISHED ALUMINUM

Post War SKATE CASES "THE FEATHERWEIGHT CHAMPION"
★ 1/3 the Weight ★ Twice as Strong
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★ A Super Seller ★ \$6.50 OPA Ceiling
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\$45.48 Doz. Sample \$3.79. F.O.B. Chicago, 1/2 Dep. With Order. Satisfaction Guaranteed. L & L PRODUCTS
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WANT SKATING RINK

After four most successful years operating and personally managing the Daffin Park Rink at Savannah, I now, because of expiration of lease, want a new location. If you have a rink or building suitable, write, wire or phone. Phone No. 3-3505.

JOHN FORSYTH
DAFFIN PARK SAVANNAH, GA.

FOR SALE

New, never used Portable Steel Building, size 41 by 104 foot, aluminum covered arched roof, fireproof, light weight. Also Portable Hardwood Floor. New building and floor in sections. Can be moved by truck. Price complete, \$15,000.00.

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A MODEL D, GOOD AS NEW HAMMOND ORGAN

And B-40 4 Speaker Unit. Can be bought for no down payment. Pay weekly, plus small rental charge, or sell to best offer around \$2,000.00. To duplicate this equipment today, cost \$2,500.00.

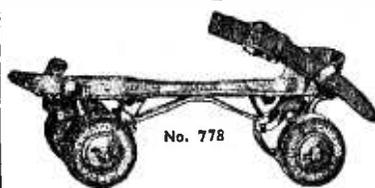
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THE PLASTIC RINK SURFACE
PERRY B. GILES, Pres.
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CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

methods to help increase patronage. Skating is here to stay. What are we doing to help it? We need good, strong skating advancement classes. We need wholesome musical programs with which to keep the skater interested. Here at Arcna, where skate dancing has predominated (please note—mass skate dancing—not competitive), we find ourselves enjoying top business this season and attribute this to the exploitation of mass skate dancing. Everybody loves to dance, so why not give them dancing on a paying basis. During our programs we never miss giving patrons two skate-dance periods. The first is bronze dances; the second is made up of silver, gold and optional dances, each period consisting of 10 minutes. We find that the majority of skaters who do not know how to dance will line the rails and watch that part of the program with envy. These are your prospects for your mass skate-dance classes. I am happy to state that at the present moment our dance classes are very popular. To me that seems to be the answer to a future for all of us. Keep your skaters interested with something new. Keep them busy; they will stay."

Schmitz Promotion-Minded

William Schmitz, general manager of the America-On-Wheels chain of rinks and secretary of the United Rink Operators, sees a pressing need for promotion if business is to continue at a high level. Schmitz in outlining his views said: "The war hurt roller skating more than any other amusement business. The majority of skaters range from 16 to 22 years of age. When the boys went into service, their girl friends, not wanting to skate alone, drifted to other forms of amusement. The boys who remained at home worked in war industries. Some were kept away from rinks because of their working hours, while others, who for the first time earned big money, could not resist the lure of night clubs, and instead of skating four to five times a week, cut this recreation to two nights per week.

"Almost every child at one time or another received a pair of street skates and in that way became a prospective rink customer. Since production of street skates was stopped during the war, this new crop of skaters naturally did not come along.

"Many of the boys and girls who went to war had never touched liquor but spent an hour or so after skating at a soda fountain. The army changed this. Many former skaters can now be seen in taverns. Of course, some of them returned to the rinks.

31 Per Cent Hike in '46

"The average operator had high hopes when the war ended, but was disappointed when he found that the year 1945 was one of the worst in the roller skating sport. The year 1946 shows great improvement. Statistics accumulated at this office show an increase of 31 per cent for the first six months of 1946 against the same period of 1945. This is mainly due to the fact that large wages earned during the war have been greatly reduced, and the patron must live more or less on a budget. Roller skating always was a depression business, since it is the cheapest form of recreation. We can look forward to better business in the 1946-'47 season.

"This, of course, does not mean that operators need only open their box office to take in money. It takes promotion the same as in any other

business. Seasonal parties were much neglected during the war, partly because decorations, etc., were not available. Many operators were troubled with inferior help because federal agencies looked at the roller skating business as unnecessary.

"AOW has already prepared its program for the coming season. Most of our key employees who had been in service have returned, and everyone is eager to do his part to make the season successful. Racing, which has been neglected for years, is again in the limelight. AOW has organized racing clubs in all its rinks. Racing itself will not increase receipts, but news-hungry sports editors will be glad to include it in their sports pages. This brings roller skating before the public.

Cater to Family

"Promotion is a long-range program. Some operators believe that if they spend \$1 today they must take in \$2 tonight. However, the successful operator is satisfied to spend \$1 today if it will bring him \$2 within the year. The plastic floor is another form of promotion. It is far from perfect, but there is no question that it will be the coming thing. Of course, it is a lot of work and grief, but if perfected it will eliminate dust, and at least 25 per cent more people who heretofore believed the dust harmful will take up skating. No other form of recreation is as well adapted to the entire family as roller skating. Operators should form Old-timers' Clubs, pay more attention to parents, or have a 'Parents' Day' now and then by inviting parents to come in free of charge if accompanied by a child. Special attention should be paid to the parents on that day. If some of them can be persuaded to put on skates many others will follow.

"Impress your employees with the following facts: keep the rink clean, be courteous and see that your patrons have an enjoyable evening. Do that and I assure that the b. o. will take care of itself."

Biz Hefty in Portland

Pointing to the fact that business at his rink is above last year's and that the trend still seems upward, E. H. Bollinger, operator of Oaks Park Rink, Portland, Ore., offers a number of reasons for that condition. "Classes are now being held for skaters," he writes. "We did not have them during the war, as our teacher was in the navy. Schools and church organizations are skating today more than ever before. The reason for this is that parents of the children are at last beginning to know that skating rinks are nice places to send their children for recreation. Returning servicemen in this locality have started to skate again. This, we feel, is another reason for our pick-up in business. When the war was on we skated quite a few servicemen, and the returning serviceman has more than replaced those who have gone home. We are now looking forward to the most prosperous year in our 41 years of operation."

"During the past months it has been my privilege to visit rinks in many parts of the country, and it is my opinion that each operator develops his own trend," says Perry B.

Giles, operator of Curvecrest Rink, Muskegon, Mich. "However, the general outlook seems to be toward a good season.

Clubs Unsociable?

"In Curvecrest I believe the most outstanding trend is toward better skating for the masses rather than spectacular achievement by a few. Club activity is not particularly popular here due to a general feeling that the members are unsociable. This is not an indictment of clubs in general, tho I do feel that it is the most common fault of many clubs.

"However, the reluctant to join in club activities, most of our skaters show a strong desire to better their skating. This fact is indicated by the surprisingly large registration in our fall class in elementary dance skating, which is open to the public. As this class is held immediately preceding the evening session, most members stay for the session, which increases the evening attendance as well as bettering the quality of skating at that session.

"I consider this a very healthy condition, as the skater who is learning something is the one who shows up two or three times a week. While we do not intend to neglect those skaters who aspire to solo honors, we are much more proud of the growing number who are improving their skating only for the enjoyment it brings.

"I find more servicemen returning to resume skating than I had anticipated, and in general they mix well with the newer crowd. I notice, however, that a large percentage of them return ripe for matrimony so that in the natural course of events many of these young couples are lost to us, temporarily, we hope."

Louisville Bonanza

J. R. Singhiser, manager of the Fourth Avenue and Fontaine Ferry Park rinks, Louisville, is optimistic over prospects for roller skating in his territory. "We are happy to report," he writes, "that our business continues to be as good and slightly better than it was during the war years. We are very optimistic about the returning servicemen. Our roller skating club has increased tremendously in membership since the return of servicemen, and we find considerable interest in the club among vets and a desire to learn international style dancing. We have employed a pro and have an extensive series of classes arranged for both rinks."

Carey Sees Good Season

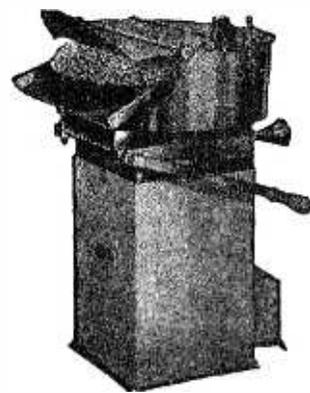
Malcolm J. Carey, operator of Circus Garden and Carman rinks, Philadelphia, also expects a good season. "Considering the general trend of business today," says Carey, "we believe our 1946-'47 season will compare favorably with those of former years. While there is no question that returning service skaters failed to respond as expected, there is a marked increase in the number of teen-agers at evening sessions. The East has been enjoying summer weather, but cooler nights will eventually increase business to a larger extent. Another factor to be reckoned with is that many industrial concerns are still working night and (See Ops Are Optimistic on page 82)

POP CORN PROFITS DOUBLED!

CRETORS

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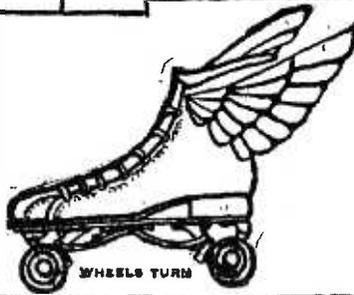
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Florida Blossom Under New Owners

GOLDSBORO, N. C., Oct. 19.—Florida Blossom Minstrel Show, a tent outfit, begins its fall and winter tour under new ownership-management of R. B. Harris, Albert P. Gaines and W. Emerson Sapp.

The org will be managed by Gaines and Sapp, superintendent of transportation. Latter's wife is the former Hortense W. Collier, well known in show business.

Production and direction of the show will be in the hands of Charlie Davis. Rod Harris will be in charge of the business end.

Show begins its tour next week, winding southward thru North and South Carolina, Georgia, Florida and Louisiana, and heading back northward in the spring.

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Offers new and used complete Tent Picture Show Outfits for sale, both 16mm. and 35mm. Portable Projectors, Film, Supplies, etc., priced right. One 30x50 well waterproofed Top and 3 ft. Wall, bargain at \$275.00. Come and inspect it. It's khaki, pre-war Manila limes and good heavy Canvas, guaranteed not to leak. Write us.

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FOR SALE

One Powers Projector (Sound), Mazda Lamp House, 2000 ft. Upper Magazine. Ready to go. You need only Amp. and Speaker to open. The above lots of extras included and six six-reel Feature Western and Action Film, all \$175.00. Should pay for itself first run. THEATER, Trenton, N. C.

REP RIPPLES

H. H. DOWNS, whose film show is playing Sullivan County, New York, reports good biz. He has some bookings in Pennsylvania after November 1. . . . Griffin Players are working around Tallahassee, Fla. . . . Loring H. Cowles writes: "Have had a good season at Maine fairs and will open my vaude-pic show soon near Belfast, Me. Will also play dates with my religious pic show in my established territory in Central Maine. . . . Jameson Players, four people, have recently been in Southern New Hampshire. . . . Graham's Animal Show reports okay biz in Southwest Kansas. Camdem Players have been using E. F. Hannan's Sweet Bye and Bye around Erie, Pa. . . . Gott's Family Show is in the Fargo, N. D., area. . . . Errol Moody is playing auspice dates with his 16-mm. show in Worcester County, Massachusetts. He headquarters in Holden, Mass. . . . H. J. Marsden has a religious film show in the Oswego, N. Y., sector. He winters at Clearwater, Fla., and shows in that sector later. . . . Leonard Boyce has a pic show around Racine, Wis., playing under auspices. . . . Gray Players have been showing around Norfolk. . . . Northampton Players, four-people colored org, are in New England. . . . Ralph Burrell writes from Vancouver, B. C.: "Caught the Crawford Family Show several times in Western Canada and found it a good little show with pix and vaude. I will soon open in this sector with my picture show."

WILSON BROS.' Show, moving on six semis and trailers and a bus, will play Louisiana and Mississippi until Christmas. . . . Grinaldi Players are making New England towns under auspices of French-speaking societies. Their home base is Montreal. . . . Walter Carler writes from Elizabethtown, N. Y.: "I will have a pic show in this sector after November 1, with enough film for three-week stands, opening near Plattsburg. . . . Costa Show, four people, playing three-day stands with short-cast bills and pix, is in the Cobalt region of Canada. . . . Leon Rogers has a film show around Boone, Ia. . . . Grant and Berger have a picture show in Essex County, Massachusetts. . . . Chester Cobb reports good biz in Niagara County, New York, with his hall-school pic show. He also plays religious films one night a week. . . . Alfred Dumault has a pic show in Western Massachusetts. . . . Ed Hiler cards* that he has closed his Circle H

Annon Hooks Up With Dan Good

BARTOW, Ga., Oct. 19.—Karl K. Annon, agent for Silver Bros.' Circus several seasons before entering the armed services, is now associated with Dan Good in the operation of Annon's Tent Show, a new outfit in its third week, showing Western pix. Top is a 40 by 60 and seats 250. Org has a popcorn stand and a ball game. Biz is reported very good. Grace Annon is on the ticket box. There are two working men. Show will stay out all winter.

Carbe Joins Cinemart Staff

NEW YORK, Oct. 19.—Andre H. Carbe has joined the staff of Cinemart, Inc., to take charge of production. Cinemart is producing a series of documentary films on international subjects and domestic social issues. It is also working on a series of concert and ballroom dance shorts for both theatrical and non-theatrical distribution. Harold Kovner is president of the company, and Varian Fry, vice-president and general manager.

Ranch Show and that the equipment has been sold. . . . Edgar Newton writes that James Plumley, brother of Earl Newton, is home in Oak Hill, W. Va., on a 30-day furlough; that the elder Newton is ill and Mrs. E. E. Newton was recently released from hospital. In other words, it would be well for Earl to contact home.

NEIL SCHAFFNER is resting at Hot Springs after closing a successful season at Queen City, Mo. . . . John Caylor, who had his own show out for years, is manager of a restaurant chain and resides in Kansas City, Mo. . . . Chick Boyes, veteran Nebraska showman, reports excellent biz on his radio show circle out of Kearney, Neb. . . . Paul Weiss, leading man and pianist with rep and stock orgs, is out of the army and is handling the new dramatic and ork department of the Tom Drake Agency, Kansas City, Mo. . . . Wayne and Loretta Huff, with Midwest rep shows for years, are in the publishing business in Dallas.

OPS ARE OPTIMISTIC

(Continued from page 81) day shifts and those who skate can only attend when off night duty—usually every other week. We have planned to introduce speed events and other b.-o. drawing features. The high cost of living naturally cuts into young people's spending money. Funds of social organizations will no doubt diminish and the staging of private parties to raise money for these should increase. These affairs have proved successful both from a financial standpoint and as feeders for new business. Personally, I don't see anything to worry about and believe we will have a very successful season."

Outlook Good in St. Louis

Carl Trippe, operator of Ideal Roller Rink, St. Louis, and rinks in that vicinity, said: "Skating in this part of the country is becoming popular because of our dance classes and interest in the medals offered at the national meet. We had a couple from our rink who won the city and State junior dance meets. We sent them to New York and they placed fifth in the nationals. Seasonal parties, such as Halloween, etc., are regular features at our rink. Our park season was very successful. The ex-G.I. is not skating as we thought he would. A lot of them came back and got married. It seems that skaters are three or four years younger than a returning serviceman. We are catering to the younger kids."

TORONTO TOPS 100G

(Continued from page 72) sands of under-privileged children, and many hospitalized war veterans were brought to the show in ambulances and busses. The special events department of the Canadian Broadcasting Corporation featured a half-hour dominion network broadcast of the circus. The newspapers were generous. Program was the same as presented by Morton at Boston and was termed the best he'd ever brought here. According to Morton, immigration details were more complicated than during the war. Reason given was the large number of aliens still in the U. S. and Canada subject to deportation.

Philadelphia Zoo has received a shipment of three spider monkeys, two capybaras, two flamingoes and four tegus from South America. The flamingoes were flown from Colombia, the others were shipped by boat.

Dallas Maps Big Expansion Plans

(Continued from page 79)

They will keep rides and permanent concessions in operation until Thanksgiving Day, and that will be whichever Thursday in November President Harry Truman designates. If there are two Thanksgivings, the Dixie version will get the nod.

Funspot opened last March and business held up thru the entire summer as the result of an intelligent promotion campaign in which the family theme was emphasized in every conceivable manner. Pierce Shannon, publicity director, hammered on the idea that juvenile delinquency can best be combatted by family action, and that juveniles pastiming with their parents seldom become problem children. Hence, it was a "bring-the-entire family, fun-for-all" theory that was hammered at prospective customers, and coffers of the various rides and attractions proved the soundness of the theory.

This theory will be worked stronger than ever in the future, and with this thought in mind, the executives have laid plans for future development of the spot. First move will be establishment of a family picnic grove at the lower end of the midway, where the now almost-forgotten race clubhouse once stood. Grove will be Latin-American in design, patterned after a huge rancho patio. There will be the customary picnic tables, barbecue pits and shade trees for the convenience of the all-day visitors.

Permanent installations now include every type of known riding device, and officials will attend the annual convention of the National Association of Amusement Parks, Pools and Beaches in Chicago with the idea of snagging any new type which may be exhibited at the trade show. Also, the present Coaster is said to be lugging its last patrons, as soon carpenters and laborers will start demolishing it. This means that a new and modern Coaster will be erected before next spring.

While Strolling Thru the Park

Jack Greenspoon, of Seaside Amusement Park, Virginia Beach, Va., stopped off in New York the past week, en-route from Miami, to Canada, where he will visit J. W. (Patty) Conklin.

Bob Rennie, general manager for Jantzen Beach, Portland, Ore., knocked off for a week-end California vacation after park attractions closed for the season.

E. C. Velare writes from Long Beach, Calif., correcting a previous item. He points out that he did buy a 30-foot frontage building on the Long Beach Pike in which a bottle joint and snake show were at that time located, but "I did not buy the concession or show. I intend using the location for an entirely different purpose," he said.

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# 9 Balloons, Per Gross	6.50
# 8 Balloons, Per Gross	5.50
# 7 Balloons, Per Gross	4.50
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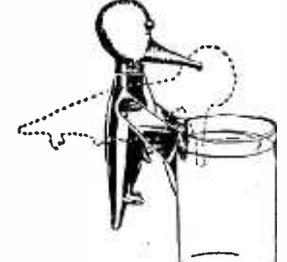
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N3970	Chrome Smoker. Ea.	2.35
N893	Dec. Water Bottle. Doz.	2.40
N2852	Plaster Fruit Plaques. Doz.	2.75
N2856	12-Pc. Plaster Ass't.	3.60
N2865	12-Pc. Plaster Ass't.	3.60
	315 Iron Bd. Pads. Doz.	5.75
N5613	3-Pc. Mixing Bowl Set, Pottery, Fiesta Colors. Doz. Sets.	6.50

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1874	Dessert Dishes. Gr.	\$ 3.84
419	Glass Ashtray. Gr.	3.96
981	Candle Holders. Gr.	5.00
N2545	5 1/4 In. Mixing Bowl. Gr.	5.00
N2524	3/4 Lb. Butter Dish & Cover. Gr.	10.00
N8026	Metal Buzzer Toy. Gr.75
N8025	Metal Air Whistle. Gr.85
N1830	Salt & Pepper Shakers. Gr.	3.00
N2517	Whiskey Mug. Handle. Gr.	3.50
N4113	Stone Set Ring. Gr.	1.00
N8024	Steamboat Whistle. Gr.	3.34
N29	Jap Paper Horn. Gr.	2.00
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No. 11	Oak Brand. Per Gross	9.00
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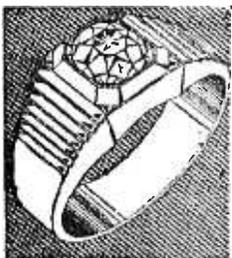
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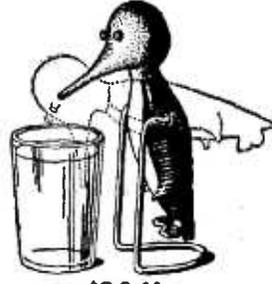
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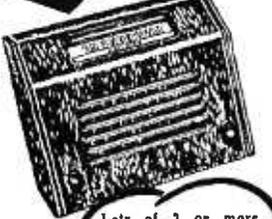
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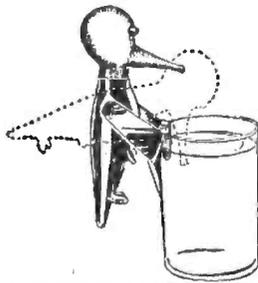
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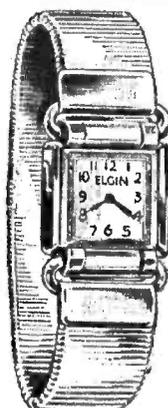
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age 27. Good tone, read well, fully experienced on both, etc., union. Write Juana Frowley, Clifton Springs, New York.

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rhythm, sing, read, sober, married, veteran. Good instrument. Cocktail wait preferred. Don Wilson, Delavan, Wis.

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★ GIRL—TENOR, ALTO, CLARINET, 25.
Experienced small and large bands. Read, fake, take-off. Prefer small combo, Union. Will travel. Available Oct. 15. Dorothy Quinn, Clifton, Va. 70-10-19

GUITARIST—ELECTRIC RHYTHM, LEAD.
Read, fake. Also sing. Ten years' experience. Prefer small combo in South. Write John E. Steyer, Gen. Del., Miami, Fla. 62/6

GUITARIST—ELECTRIC SPANISH, UNION.
All-around man. Single, sober, read, reliable, appearance, ability, age 26. Read, fake well. Like rhythm, average take-off. Thoroughly experienced. Only reliable unit working considered. Commercial or jump. State all first letter. Available immediately. Write Johnny Hector, Springs Rd., Hickory, N. C. 62/6

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able. Good chords, solid rhythm, modern electric takeoff. Read appearance. Willard or jump vocals. Inn. Combo or cocktail unit. No nickies or one-nighters. Union. Write, wire Musician, 1807 S. Beckley, Dallas, Tex.

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Prepare your "At Liberty" advertisement of not more than 50 words and mail it to us, together with a photostatic copy of your discharge papers, and we will publish the ad for you in the regular Classified At Liberty columns of the earliest possible issue.

If you wish us to prepare the ad for you, send us your full name, age, address, working experience before entering service (not amateur show business experience), in which field you most prefer to 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.

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Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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25c

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Knapp, James P.
Knaht, Michael
Knyot, Dick
Konyot, Dorita
Kronk Jr., Charles
Krug, Clarence M.
Kuhn, Blodde
Kurt, Johnny
Kurt, Kenneth
Lala, Dewey
LaPrete, Harry E.
LaMar, John
Lamar, Rob
Land, Robert O.
Lane, Carl
Lane, Thomas H.
Langford, Jertio
Langman, Herbert
Laster, L. B.
Lathrop, Bob
Lata, William
Lawrence, David
Lawton, Mathie E.
LeMond, Frank & Estell
Lee, Amy
Lee, Chas. Newton
Lee, Henry
Leight, Roy
Leiber, Mrs. George
Leland, Robert
Lelunan, Charles
Leroy, Keith
Leslie, Esther
Lewis, Art Shows
Lewis, Mrs.
Lipnick, M.
Litzenberg, Loretta
Lloyd, J. Willard
Lockett, Frances
Lozana, Medaro
Lucas, Harold J.
Lussac, Dorothy
Lyo, Thomas
Lyman, Xaverio
McAfee, Virgil E.
McCarthy, Eugene
McClain, O. D.
McDonald, Kay
McDonald, P. L.
MacEachern, John
McFarland, Doug
McGarry, Ace
McGarry, Charlie
McGarry, Floyd
McIntyre, Sylvester
McIntyre, Charles
McIntyre, Linnie
McIntyre, Hazel
Raus, Bill W.
McClone, Ken
McClennon, Marion
McClure, Marion
McLane, P. T.
McLendon, Jim
McMatus, T. J.
McMinman, Walter
McNane, Danny
McNish, J. L. G.
Mackey, Michael S.
Maclennan, A. D.
Maddox, Jane
Madio Players
Malkin, Jan
Mandrake, Leon
Manson, Francis J.
Mickey
Marks, Miller
Marks, Paul
Maroon, Roxy
Marshall, George
Marshall, Artie
Martin, John W.
Martin, W. Perry
Matthews, Thomas
Mayer, Mrs. H. B.
Meyer, Duoy
Mercer, Jean
Mercedi, Mrs. Jack
Merlino, Madame
Metcal, Jas. H.
Meyer, Duoy
Meyer Jr., Earl
Meyers, Sidney
Michael, Stanford
Austin
Miller, Angelino R.
Miller, Blackie
Miller, Fred G.
Miller, Gerulo
Miller, Clyde
Miller, Edna Elmer
Miller, Florence M.
Miller, Fred G.
Miller, Jack V.
Miller, Katherine
Mills, D. A.
Mitchell, Frank
Moore, L. L.
Mitchell, Mrs.
Moore, Louis
Mitchell, Nicholas
Mitchell, Florence M.
Miller, Willie
Mixon, Alan
Monder, Jack
Montello, Vincenzo
Montgomery, L.
Moore, C. B.
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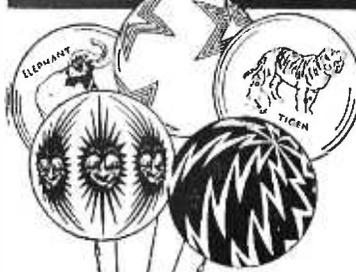
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Pipes For Pitchmen

By Bill Baker

TED REGAN . . . tenor, and Sunny Mack are in Long Island plugging sheet music to the hilt to big returns. Ted says the duo may add some jewelry items to the layout in December.

If you must argue make it a sensible discussion.

CHIEF CARRIGAN . . . currently located in Los Angeles, cards that he hasn't seen a pitchman in those parts in many a moon and adds that the town is a spot of scarce rooms and studio strikes. "I have a part in a two-reeler comedy," says the Chief, "and currently in the works is a pic featuring the street-corner pitch, which is being filmed on Pershing Square, home of soap-boxers in the City of the Angels."

SOMETHING NEW . . . has been added to the working habits of Chic Denton and Alexander Pasha, owners of the Rocking Chair Store, Dallas. During the State Fair of Texas the Osage herb workers gave away 75,000 samples when heretofore they've always sold 'em something.

What's the word with you sharponer workers? How are they going?

"HAVING READ . . . the small quote in this corner, I thought I'd answer the query about flukem workers," letters Prof. Ralph M. Pabst from Tampa. "I'm using flukem and Buddha papers, with mystery hand illusion on a local lot to good returns. Fred Teschner was doing a similar pitch, I believe, when he was with Charley Peters. When not working mystery hand illusion I usually do a mental routine with horoscopes. Was at Winter Park and Winter Garden for two weeks each with a straight mental routine. The horoscope pitch gets big tips and plenty of business in Florida. Would like to read pipes here from Charley Peters and Professor Teschner."

A courteous opening will bring you plenty of tips and subsequent pass-outs.

GEORGE DURST . . . veteran Jamaica, N. Y., pitchero, warns that sidewalk peddlers in that city and environs face stiff sentences unless they work clean. He says that an item in a recent local daily pointed out that pitchmen picked up peddling their wares along Jamaica will be hit hard and \$2 fines will be a thing of the past when brought before the chief magistrate. Durst vehemently denounces the Johnny-come-lately and wise guys who, he says, always manage to spoil things not only for themselves but for honest pitchmen. "I'm not working at present," says Durst, "because I realize that real pitchmen who offer full-value merchandise at honest prices cannot overcome the handicaps and hurdles created by the chiselers. I planned to go farther out on Long Island to the towns with the highest license fees where decent pitchmen who can get along with merchants and police will not be bothered by the chiselers."

Good pitchmen working good merchandise have no difficulty reaping a good harvest.

STEVENS AND MACK . . . are safely ensconced at Sikeston, Mo., wondering if the 1947 season will introduce a new med opera—not just new people, but one that will actually have a new line of tonics, etc.

BIDING HIS TIME . . . in Alameda, Calif., is O. H. Eaton, who is making extensive plans for a

trip to the South with lawn-mower sharpeners.

MARY E. RAGAN . . . one of the most widely known personages in Pitchdom, is vacationing at Monrovia, Calif.

If you continue to be indifferent to your promises and obligations your failure is assured.

LET'S HAVE SOME . . . pipes from Frenchy Thibault, Harry Maicrs, Carl Herron, Neil Kane, Larry Freidman, George Saucrwein, G. R. James, Durham Eddie Brown-ing, Jack Reddick, Jack Russin, Syd Wolf, William H. Shuter, Red Barker, Al and Phil Green, W. F. McDonough, Fred Hess, Madaline Ragan, Doc Matt Harlan, I. W. Hightower, Tommy Burns, George Haney, Paul E. Ordlo, Kid Carrigan and Danny Kaufman.

CLYDE BROS.

(Continued from page 74)

referred to on a streamlined show such as this as master of ceremonies, is none other than that great laugh-getter, Happy Kelloms. Happy really has the co-operation of all the committee after that first handshake.

Mrs. George Hanneford observed her birthday closing night at Moline, Ill. Looking very charming, she was brought to the microphone by Manager Howard Suez while the band played *Happy Birthday*, and presented with a bouquet of red roses by Zal Grotto. The Hanneford Riding Act scores heavily, as usual, and other performers are on hand to watch it whenever possible, as Kay Francis is favorite with all of us. Missed, of course, is Tommy, stationed at Camp Lee, Va., but all are glad to see Young George back.

Another welcome addition is Bill Irwin's table rock, presented on this show for the first time since his return from service. Jimmy and Dolly Conners have a beautiful 28-foot Schult trailer, all new and shiny. They also have added a nine-terrier dog act to their accomplishments. The Art Henrys have folded their tight wire act in favor of the six Liberty pony act purchased from Joe Greer.

Manager Suez is proudly showing evidence of his hobby, photography, the subject being his five-month-old daughter, Mary Susan, with her mother in Oklahoma City. Visitors at the opening stand included Tom and Betty Waters, Don Sweet, Jack and Jake Mills; Don McCullough, producer of the Grotto Circus, Columbus, O., and Justus Edwards, of *The Billboard*.—MAURINE HENRY.

TIMELY! A FAST SELLER

No. 11320 sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (Shipped by express or freight, collect.) Weight, 12 lbs.

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WRITE TODAY for new wholesale catalog on tonics, all active soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried) We are Manufacturing Pharmacists established 1934.

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928 BROADWAY NEW YORK CITY

FREE: Write for Bulletin #63 with 100 outstanding items.

BAILEY BROS.

(Continued from page 74)

Hattie and Charlie Urquhart are New Yorkers now. Pete Sadowski and Mac McDonald made a trip to bring back some new trucks.

As promised in the last issue, here's where they all went, but all were very evasive as to why and how:

Col. (J. Augustus Bailey) Stevens, to California as soon as business permits; George Meyers, York, Pa.; the Pressleys, Diana, Jerry and Keller, to the King show; Viola Rooks and little son Ronney to Gary, Ind., to see her boy who is about to go on Uncle Sam's pay roll (Harry Rooks is still at work here); Peggy and Shorty Sylvester, to the Houston Shrine circus; King Reynolds, Detroit; Laurence Cross, Keokuk, Ia., and his yearly store date; Jack Kennedy, Chicago; Captain Engerer and Gladys Gillem, getting ready for winter dates; Ruth and Harry Swank, on a Florida honeymoon; Billy, Peggy and Lew Henderson, home to Kansas City, Mo.; the Milligans, King show; Marion Jordan, New Orleans; Mr. and Mrs. Mickey O'Brien, Picayune, Miss.; Tom Lovett, also somewhere in Mississippi.

Tom Crum and Joe Lavine went to Atlanta; C. C. Smith, to Jackson,

Miss., to check the winter groceries, then back to quarters to go on a buying trip; the Andy Kellys, Mississippi, too; Harry Miller, to New Mexico on a vacation, then home to Canton, O.; Boots and Bee Kyle Wecker, to have charge of winter quarters at Newberry; Skinny Goe, Lexington, Ky.; Johnny Wall, New York City; Pat and Monty Knight, to their home in Florida; Enoch Bradford, Gastonia, N. C.; Cuffo and His Side Show Band, to join a minstrel show; James (No Star) O'Donnell, New York; Raymond Riley, Chicago; Mr. and Mrs. Frank Ellis, still in Newberry completing business, also Laura Anderson; Pete Sadowski, York, S. C.

Mac McDonald will go to Boston to meet his new students and bring them back alive.

Yours truly and company, which includes Princess, the sad great Dane; Boy Blue, the wonder (how old?) horse; Modoco, Empress and Judy, Capt. Coy Lee and assistant, Max Miller—are going places, but we'll tell you all about it later.

Just one big happy family, but as the season ends we all know we'll never all be together again. "Happy days have come and went, and they have taken down that gol darn tent." But a grand season was had by all.—DOLLY JACOBS.

DAILEY BROS.

(Continued from page 74)

Four cute ring-tail monks were added to the pit show.

Joe Rossi was a proud father when his son, Rex, whom he had not seen in six years, pounded on his door one midnight. Rex is a Hollywood stunt man, currently in Col. Jim Eskew's line-up with Roy Rogers's Rodeo, and took his dad to St. Louis to see the show. We hear that Bob Temple, of the lunch stand, joined the merchant marine. Norma Davenport was out a couple of days with an injured knee. Charlie White has been under the weather.

Visitors: Miss McDowell, the DeWaldos, the Bakers, clowns; Russell Hall, Esther Sutton, Mr. Taylor; H. P. Ferris, ex-advance man; W. S. Floyd, ex-band leader who now teaches music; Sam Schidley, who has a spook show; Harry Schell, absent from the white tops six years, who says he'll troupe next year even if the pure love of it is his only compensation; and Mr. and Mrs. Plentywood. (We always wondered why Plentywood, Mont., didn't have a stick of wood in sight. Now we've deduced it was named for a person.)

More visitors: Ivan Graham, Mr. and Mrs. Fielding Graham, Mr. and Mrs. James R. Graham, of New York, (none of these are related); Mr. and Mrs. Harry Hammill, former owners of Austin Bros.; George Sweet and family, Mr. and Mrs. Blackie Woods, Irene Woods, Pete Woods, Sheldon Verderhoof; Jack Jackson, former producing clown; Ben Jones, general agent for Bailey Bros.; Art Miller, general agent for Kelly-Miller, and wife; Mr. and Mrs. N. J. Melroy, of the Memphis zoo, who brought Tommy O'Brien to Blytheville after a visit with his mother, seriously ill; Doc Pyle and wife, Doc Levy, Doc Dean, and Mr. and Mrs. George Reagan and Mr. Delaney, guests of the Johnny Stevenses.

Rube Curtis, brother of the late Denny Curtis, gave a bountiful steak supper at West Plains, Mo., for Mr. and Mrs. Si Kitchie, Mr. and Mrs. Burt Wallace, Frances Brad and the writer.—HAZEL KING.

N. Y. RODEO RESULTS

(Continued from page 75)

each. Sixth day (five performances), Bart Clennon, \$575; Frank Duca, \$475; Bill Hancock, \$375; Ken Roberts, \$300; Stub Bartlemay, \$175; Wart Baughman, \$80.

Steer Wrestling—Fourth day (six performances), Foy E. Reynolds (5.5), \$730; Rusty McGinty (5.4), \$600; Wilbur Plaugher (6.1), \$480; Homer Pettigrew (6.5), \$360; George Yardley (7.1), \$235; Dave Campbell (7.3), \$115. Fifth day (six performances), split, Ralph Thompson (6.4), \$665; Howard McCrorey (6.4), \$665; Steve Heacock (8.3), \$480; Wilbur Plaugher (9), \$360; Dave Campbell (9.4), \$235; Dub Phillips (10), \$115.

Wild Cow Milking—October 8, Buff Douthitt (29.4), \$180; Everett Shaw (30.1), \$190; Joe Mendes (31.4), \$57. Matinee, October 9, Cotton Lee (28.4), \$160; Bill McNeakin (29), \$100; Bill Rush (31), \$57. October 9, J. D. Holleyman (28.3), \$100; Clyde Brown (36.4), \$100; Ralph Thompson (56.1), \$57. October 10; Bill Guest (28.2), \$160; Lanham Riley (43.3), \$100; Sonny Edwards (50.3), \$57. Matinee, October 11, split, Troy Fort (26), \$130; Hank Mills (26), \$130; Pat Lewis (29), \$57. October 11, Floyd Peters (37.2), \$160; Toots Mansfield (38.1), \$100; Jiggs Burk (41.3), \$57. Matinee, October 12, Joyce Swalt (25.3), \$180; Homer Pettigrew (26.2), \$100; George Miller (39), \$57. October 12, Buff Douthitt (25), \$160; Everett Shaw (28.4), \$100; Shadow Muller (32.2), \$57. Matinee, October 13, Pat

R-B CLOSING EARLIER

(Continued from page 72)

during the first two days on the same lot last year.

Bad weather again ushered in the New Orleans engagement, cut this year from four to three days. Conditions, however, were not as dire as last season, when 100 loads of shells had to be dumped on the lot, at the cost of the first day's matinee. The not a complete loss, the opening matinee Friday (11) was delayed until 5 p.m. and drew less than a quarter of a house in heavy rain. More rain fell at night, but almost three-quarters of a house turned out.

Weather and business both took a turn for the better Saturday (12). Night was a turnaway after half a house at the matinee. Sunday produced a sellout in the afternoon and a near-capacity night house.

Parker (28.4), \$160; Cotton Lee (34.4), \$100; E. Pardee (61.3), \$57. October 13, Jim Snively (28.3), \$160; Clyde Brown (40.1), \$100; Ralph Thompson (42), \$57. October 14, Bill Guest (26.3), \$160; Louis Powers (34.2), \$100; Lanham Riley (35.3), \$57.

Calf Roping—Fifth day (five performances), Jim Snively (15.1), \$665; Verne Castro (15.2), \$540; Tony Salinas (16), \$430; Troy Fort (16.2), \$340; Everett Shaw (17.3) and Zeaco Ferris (17.3) split \$145 each. Sixth day (five performances), Dan Taylor (16.2), \$665; Doc Burk (16.3), \$540; Lanham Riley (16.4), \$430; Louis Powers (17), \$340; Shout Webster (17.3), \$200; Sunny Edwards (18), \$90.

Steer Riding—Sixth day (four performances), Jim Whitman, \$465; Charley Beale, \$365; split, Frank Mendes, \$272.50; Ken Roberts, \$272.50; Wag Blessing, \$145; Delbert Wise, \$65. Seventh day (four performances), Jake Monroe, \$465; Bob Estes, \$385; Wag Blessing, \$305; Manuel Enos, \$240; Frank Mendes, \$145; split, Dale Adams, \$32.50; Ken Roberts, \$32.50.

Men's Heavy Sterling Silver "Imitation Diamond" White-stone Ring. Set with a beautiful Synthetic at \$10.00 Per Doz. or \$124.00 Per Gr. Same Ring 14K Gold Plated over Sterling Silver at \$13.00 Per Doz. or \$132.00 Per Gr. STERLING JEWELERS Carroll, Ohio

COMPOSITION NUGGET JEWELRY LOOKS LIKE GOLD! Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address: J. P. EDGAR P. O. Box 424 RED BLUFF, CALIF.

BALLOONS \$14 Cat Head Balloons, \$15.00 per gross, in three colors; and \$13 Panda Balloons, \$9.50 per gross, in three colors. The Panda is packed in five-gross and the Cat Head in one-gross boxes. Immediate delivery. One-third deposit required. PETER HERMAN FACTORY DISTRIBUTOR 118 W. Burnside St. Portland, Ore.

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P. R. BUREAU SET FOR CMI

High Copper Output Helps Coin Makers

1946 Record in September

NEW YORK, Oct. 19.—New high for the year in copper production hit during September brightened the picture for coin machine manufacturers using component for which copper is a "must" material. These include makers of machines using fractional motors, refrigeration equipment and other electrical units.

Production for the month climbed to 69,689 tons crude output and 67,803 tons refined production, the Copper Institute reported.

Crude copper production was the highest since October, 1945, and compared with 64,462 tons during August of this year. In contrast is the low of 29,280 tons produced during April, 1946.

Refined Output Up

September refined output was up from 59,591 tons processed the preceding month, and from a low of 18,989 tons for April, 1946. Stocks of refined copper increased during September from 3,950 tons to 98,619 tons.

Despite increase in production, the volume of copper shipments taken out of supplies of the Metals Reserve Corporation, government agency, were considerably lower than amounts supplied by the agency in preceding months.

While this report indicated decided improvement in the flow of critical copper, the over-all supply picture was still unsatisfactory when viewed from the point of view of booming post-war demand.

Effect on Motors

Makers of fractional horsepower motors, which coin machine manufacturers desperately need, have said that even with expanded copper production, these products will be in short supply well into 1947. Largely the same condition prevails in other component fields.

Also in the picture is the huge demand for copper resulting from veteran housing needs. Given top priority, housing will consume a large proportion of available copper during coming months.

Oregon Pinball Tax In Legal Law Limbo

EUGENE, Ore., Oct. 19.—Altho unrepealed, the city ordinance taxing pinball machines \$20 a month has passed into that legalistic limbo of inoperative laws, and the city council is working on a new tax.

New ordinance under consideration would tax pinball games \$2 a month, but would include music machines.

"Because of active opposition and logical arguments against the license fee of \$20 a month, the council has introduced a new ordinance which will make things considerably easier for operators," says assistant finance officer here.

Calendar for Coinmen

- October 20-23—National Industries 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 5-6—National Association of Popcorn Manufacturers, Sherman Hotel, Chicago.
- November 11-14—National Hotel Exposition, Grand Central Palace, New York.
- November 19-21—American Bottlers of Carbonated Beverages, annual convention, 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.

Mangan Will Direct Staff

7-man committee for CMI outlines public relations activities on all fronts

CHICAGO, Oct. 19.—Coin Machine Public Relations Committee, announced last week, met October 15 and, after a five-hour session, issued a statement on the committee's immediate work and long-range goals.

Committee is composed of Walter Tratsch, A. B. T.; Herb Jones, Bally; DeWitt Eaton, A. M. I., Inc.; J. W. Coan, Coan Manufacturing;

News Digest

NAMA—Review of 10 years of achievement and intensive planning for another decade highlighted sessions of the 10th anniversary convention of NAMA in Chicago last week. Association's President R. Z. Greene called on the more than 600 members in attendance for an increase to 1,000 members next year, predicted automatic merchandising would be a \$3,000,000,000 industry by 1956. First big national convention for NAMA, sessions featured workshops in candy, cigarette and soft-drink fields, as well as nationally known speakers.

CMI PUBLIC RELATIONS—Seven-man CMI committee, meeting in Chicago, announced establishment of a CMI public relations bureau, with complete staff to be set up and directed by James T. Mangan. Mangan has been retained to direct personally a broad program outlined to include expansion of membership, education of all branches of the trade in public relations tactics, co-operation with operators' associations, inauguration of a speakers' list, and issue of publicity covering all industry activities.

CANDY PRICES—Tailor-made for candy vending machine operators, candy price discussion at the NAMA convention brought many important candy bar suppliers face to face with vending men for frank examination of mutual problems. Talks were against a background of two developments: the general increase in bar goods prices from the 68-cent per box bracket to approximately 72 cents and corresponding 3½ per cent increase in operators' merchandising costs. Suppliers said shortages would continue to crimp production, refused to predict on further possible price rises.

COPPER—New high for the year reported in September copper production was encouraging news to harried makers of coin machines using fractional horsepower motors, refrigeration equipment, as well as other electrical items. Output of refined copper during the month climbed to 67,803 tons, showing a spectacular increase from the low of 18,989 tons processed last April.

TEEN CENTERS—Donation of juke boxes to every Detroit youth center sponsored by city's department of parks and recreation has been pledged by Michigan Automatic

Phonograph Owners' Association. Seven machines already have been installed in this co-operative drive to fight juvenile delinquency sources. Within a month it is expected that 25 of the canteens will be in operation. MAPOA said machines are to be operated without fee, and mechanical servicing will have no charge attached to it.

INSURANCE—Add insurance to the list of vending machine products which have issued from the dream stage to actual operation. Insurograph, invented by two Birmingham flour brokers, is being manufactured for Associated Aviation Underwriters. Vender is on test location now, selling trip insurance at the 42d Street Airlines Terminal in New York. Upon insertion of a quarter patron is issued a \$5,000 trip insurance policy. Added quarter is inserted for each jump of \$5,000 in amount of policy up to maximum of \$25,000.

CANDY PROMOTION—Vending machines are slated to play a vital part in NCA Council of Candy's 1947 program to increase consumption thru wide-scale advertising and publicity. Chairman of council declared that he would like to see decals featuring candy industry's slogan and heart symbol on every vender in the country. Timing of the program is being carefully worked out to coincide with greater availability of candy expected next year.

PEANUTS—A \$1,000,000 kitty to be spent on widening markets for peanuts is being built up by the National Peanut Council. Expected to do much for sales thru penny vendors, campaign will be financed by growers, shellers, crushers, brokers, jobbers, confectioners and other allied groups. Spending of funds will be spread over three years and is to be used partly for research to discover new uses for the product.

CAMP LOCATIONS—If politicians have their way, army camp coin machine locations may not dry up as quickly as expected. While number of camps has shrunk from a peak of 2,075 to a current 827, local opposition to shutting off military pay rolls appears to be gaining ground. Chambers of Commerce in army post communities, together with other groups, are said to have received support from congressmen.



JAMES T. MANGAN

Grant Shay, Bell-o-Matic; Dave Gottlieb, D. Gottlieb; and James A. Gilmore, secretary of CMI.

Principal news issuing from the meeting was the announcement that James T. Mangan, of Mangan & Eckland, has been retained to form and direct the CMI Public Relations Bureau. Announcement of Mangan's appointment was greeted with enthusiasm at a luncheon for the trade press, October 16.

Text of Release

Complete text of the release issued by Coin Machine Industries, Inc., follows:

"There will be established immediately a bureau known as CMI Public Relations Bureau with a complete public relations staff operating in the offices of CMI, Inc., at 134 North LaSalle Street to handle the public relations of the entire coin machine industry.

"This bureau will be formed and controlled personally by James T. Mangan of the public relations firm of Mangan & Eckland, Board of Trade Building, Chicago, who will be responsible to CMI and to the entire coin machine industry for the public relations job to be done by this bureau."

James T. Mangan is a prominent and familiar figure in the coin machine trade, having spent the past 25 years in every form of coin machine industry. (See P. R. Bureau Set on page 132)

City Approves Lower Fee On Juke Box and Pinball

HARTFORD, Conn., Oct. 19.—This city's much-discussed license ordinance for juke boxes and pinball games has finally been adopted by common council. An amendment, fixing lower fees for both types of equipment, was adopted by the council and approved by the mayor, October 1. Coinmen throught the nation, who followed the Hartford action with great interest, were pleased when the city's officials expressed their appreciation for the co-operation local coinmen showed during the period when the ordinance was being discussed.

Amendment to the Hartford ordinance follows:

Amendment of Ordinance Providing For Licensing of Music Vending Machines or Mechanical Amusement Devices.

Be it ordained by the Court of Common Council of the City of Hartford.

1. Subsection 4 of Section 23-22 of the Municipal Code is hereby amended to read as follows:

License Required. (a) All distributors shall be required to obtain a license from the chief of police for all music vending machines or mechanical amusement devices placed in operation. (b) All operators of music vending machines or mechanical amusement devices shall be required to obtain a license from the chief of police for all music vending machines or mechanical amusement devices in operation.

How To Apply

Application for such license shall be made to the chief of police upon forms to be supplied by him for that purpose.

2. Subsection 5 (f) thereof is hereby amended by adding thereto the following:

This shall apply only to the operator.

3. Subsection 6 thereof is hereby amended by adding thereto the following:

In any case of the denial of or refusal to grant or renew a license, the chief of police shall notify the applicant of his proposed action and set a day and place for a hearing thereon, giving the applicant reasonable notice in advance thereof and an opportunity to be represented by counsel at such hearing.

4. Subsection 7 thereof is amended to read as follows:

7. License Fees. A license shall be issued by the chief of police in the name of each applicant. Annual license fees shall be paid for each machine licensed under this ordinance as follows:

Distributor

Music vending machines \$3 per machine.

Mechanical amusement devices \$12 per machine.

Operator

Music vending machines \$3 per machine.

Mechanical amusement devices \$12 per machine.

The license fees shall become due on the first day of October in each year, or on the date on which each machine is first placed in operation. In the former case, the license fee shall be reckoned for the year, in the latter case, proportionately from the first day of the month in which the machine is placed in operation to and including the 30th day of September following.

5. Subsection 9 thereof is amended to read as follows:

9. Prohibitions and Restrictions. Each operator shall maintain good order in his place of business and shall not permit any such mechanical amusement device to be used for gambling. No operator of any mechanical amusement device shall har-

bor in his place of business persons under 16 years of age or allow them to congregate therein or play any such games, unless accompanied by parent or guardian.

Power To Revoke

6. Subsection 10 thereof is amended to read as follows:

10. (a) Revocation of License. The chief of police shall have the power to revoke all licenses issued hereunder for cause upon due notice in writing to the licensee or licensees, and an opportunity to be heard and to be represented by counsel at such hearing. Cause shall be deemed to include but not limited to, conviction for a crime involving moral turpitude subsequent to the granting of the license, or false information in the application for a license knowingly given, or for any violation of this ordinance.

(b) Appeal. Any person aggrieved by any order of the chief of police issued by him in the administration of this ordinance may appeal from such adverse decision within 10 days thereafter to the Court of Common Pleas for Hartford County to the next return day to which such appeal can be made returnable.

Adopted by the Court of Common Council at its regular session, September 30, 1946, under suspension of rules by unanimous rising vote, and approved by His Honor, the Mayor, October 1, 1946.

Attest: City Clerk.

Bally Declares Output Is Good

CHICAGO, Oct. 19.—Introduction of new model console machines by Bally Manufacturing Company will not affect production of the Draw Bell console already being turned out, according to George Jenkins, vice-president and general sales manager for the firm.

"Additional assembly lines have been set up to permit manufacture of both games simultaneously," said Jenkins. Called Triple Bell, new console that went into production recently has been described as a three-bell console in one. Machine is made with any combination of coin chutes for nickels, dimes and quarters, set up in the three-coin chute combination.

Discussing output, Jenkins disclosed that several thousand of the Draw Bell games have been produced and expressed belief that comparable production schedules can be maintained at the same time the firm is stepping up the number of the new games coming off lines.

First of the new consoles already is out on location, it was said.

Question Savannah's Right To Tax Cigs

SAVANNAH, Ga., Oct. 19.—Question of legality of a proposed city levy on cigarettes, beer and whisky was referred to the city attorney here. Measure, aimed at balancing municipal expenditures and income, was proposed recently to city council.

Tax suggested on cigarettes was 10 cents a carton. It was estimated that this, together with the beer and whisky levies, would yield in excess of \$300,000 annually.

Drawback contemplated is whether the city has legislative authority. In 1937 the Legislature extended necessary authority when a general sales tax was proposed. However, at the next session of this body it was lifted from the books.

Trade Directory

Following tabulation of trade reports received during the week of October 12 and October 19, is made for the convenience of the industry. Tho the listings may be incomplete because of omissions, they are offered as an aid in revising trade files.

New Machines

The Acme Electric Machine (produces an electric vibratory current). J. Schoenbach, 1645 Bedford Avenue, Brooklyn 25.

Concertone Radio (coin-operated). Gott Radio Manufacturing Company, 6517 West Boulevard, Inglewood, Calif.

Free-Play (counter game). Daval Products Corporation, 1512 North Fremont Street, Chicago 22.

Kontest Bomber (skill game). Gillespie Games Company, 1200 Gaviota Avenue, Long Beach 4.

Telomatic (telephone music). Telomatic Products, Inc., Passaic, N. J.

Triple Bell, Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Address Changes

DePerri Advertising Agency, 95 Madison Avenue, New York.

Personnel Notices

S. J. (Sam) Rose has been appointed manager of the King-Pin Distributing Company, 3004 Grand River Avenue, Detroit.

John W. Hall has been appointed director of the sales management division of Research Company of America, New York.

Ralph S. Merkle has been appointed manager of the parts sales division of Sylvania Electric Products, Inc., New York.

New Firms

Shelby Distributors, Inc., 9 East 40th Street, New York. (Will manufacture and distribute products for radio, and phonograph industry.)

Central Sales & Distributing Company, Inc., Rochester, New York. (Will handle games and juke boxes.)

Branch Offices

Mills Sales Company, Ltd., 1640 18th Street, Oakland, Calif., has opened a branch office at 2827 West Pico Boulevard, Los Angeles.

Active Amusement Machines Company, 900 Franklin Street, Philadelphia, has opened a branch office at 1120 Wyoming Avenue, Scranton 9, Pa.

Purchases

Barney (Shugy) Sugarman, Abe Green and Willie Blatt have purchased an interest in Firestone Games, Inc., 1604 Chestnut Avenue, Brooklyn. Firm name will now be known as Firestone Enterprises, Inc.

Kenneth C. Wilson has purchased the Lobby Arcade, Hotel Sherman, Chicago, from Mrs. Paul Gerber.

Distributors Appointed

Modern Records, Philadelphia, has named the following distributor:

David Rosen, 355 North Broad Street, Philadelphia 23.

Telemusic, Inc., Kansas City Mo., Midwestern distributors for Telomatic Corporation, 500 North Parkside

Avenue, Chicago, has named the following sub-distributors:

Wired Music, Inc., Lincoln, Neb., for Nebraska and all of Kansas except a tier of counties in the Southwest.

Coin-O Amusement Company, St. Joseph, Mo., for Northern Missouri for phone music service.

Ozark Music Company, Joplin, Mo., for Southern Missouri and the Southeast tier of counties in Kansas.

International Mutoscope Corporation, 44-01 11th Street, Long Island City, has named the following distributor:

Daytona Beach Amusement Corporation, 518 Live Oak Street, Daytona Beach, Fla., for Florida.

Tradio Company, Asbury Park, N. J., has named the following distributor:

Daytona Beach Amusement Corporation, 518 Live Oak Street, Daytona Beach, Fla., for Florida.

Arizona Commission Limits All Sales Tobacco Tax Stamps

PHOENIX, Ariz., Oct. 19.—State Tax Commission has adopted a resolution limiting all sales and transfers of the tobacco luxury tax stamps to itself.

Reason for move, according to commission officials, is to stop the practice of some tobacco wholesalers of purchasing stamps and passing them on unaffixed to retailers, together with merchandise.

Tax law allows wholesalers a 5 per cent discount on stamp purchases, a reduction intended to compensate them for the time and labor spent in attaching stamps to tobacco packages before selling them to retailers.

Commission's complaint is that wholesalers are making a profit on revenue stamps by accepting discounts, but not doing the work.

Resolution is set forth in the following language:

"No licensee nor any other person shall sell, give or lend any tobacco stamps; nor shall any licensee or any other person purchase, accept, receive or borrow any tobacco stamps from any licensee or any other person."

Heller Shows Neat Net Gain in Period

CHICAGO, Oct. 19.—Walter E. Heller & Company, commercial finance firm which does an important business in financing for coin machine firms, had net earnings of \$467,689 for the first nine months of the year, according to Walter E. Heller, president.

Figure represents net income after all charges and provision for federal taxes, and compares with earnings of \$337,845 in the same period last year.

After preferred dividends, these earnings are equivalent to \$1.06 per share on 328,437 common shares, compared with 88 cents per share on 255,972 shares of common stock outstanding for the first nine months of 1945.

Coin Arcade Sold in Ariz.

TUCSON, Ariz., Oct. 19.—Louis Sanders has sold Tucson Playland, an amusement arcade here, to Manuel and Wallace Levin, Sherman D. Jackson and Alexander Axelrod, it was announced this week.

SEE 3-BILLION VENDING TRADE

Beverage Men Get Together In Workshop

Sanitation Stressed

CHICAGO, Oct. 19.—Down-to-earth problems of the beverage vending machine trade got a thoro going-over during the beverage workshop which was a feature of the NAMA convention program at the Congress Hotel here for October 18. With I. H. Houston, president, Spacarb, Inc., as chairman, the working session had speakers representing machine manufacturers, sirup firms, soft-drink makers and operators.

E. C. Williams, of Beverage Dispensers, Boston, stressed to the assembled operators the value of well selected employees. "I believe that if you are careful in the hiring and training of your routemen and servicemen, you are off to a very good start in your vending business. Further, once you are sure your men know what they are doing, it is important to hold conferences, which often keep you as well informed as they on new developments."

Plenty Cups in Spring

Two supplier representatives, E. C. Scully, of Dixie Cup, and Lily Tulip's Nolan expressed their opinions on their products. Both agreed that by spring, 1947, their firms would be rolling at something near full production. Scully pointed out that while the standard vending cup was seven ounces, his company had received requests for containers up to 12 ounces. Nolan said that the paper shortage had at one time cut Dixie's production to something under 40 per cent.

Water a Problem

Sanitation was the topic of William Swingler, Automatic Canteen Company of America. Swingler estimated that there were 100 cup beverage vending machines in Chicago. As an illustration of problems encountered with these machines, he cited Chicago's water supply, which he said contains silt. As a result, a filtering tank had to be set up, which removed chlorine. Water tanks were removed, and the water line was hooked directly to the machines. "There are cases of illness," Swingler explained, "which sometimes are blamed on vending machines." To safeguard against such trouble, he advised taking a sterile bottle and making a test from water sample when there is any suspicion of impurities.

Keep Them Vending

Everett J. Newcomer, of City Milk Company, New York, emphasized to operators that a beverage machine should never be left inoperative for more than 24 hours. "More good will has been thrown away by having people put coins in empty machines on location than for any other reason," he declared. If it is a question of parts trouble, he suggest improvising. Make them somehow, and have plenty of tools carried with servicemen to keep the machines going, he said.

Work shop concluded with an interesting question-and-answer session. Speakers answered problems submitted by operators and a general exchange of information took place.

Put Insurance Vender on Test Location in N. Y. Air Center

NEW YORK, Oct. 19.—Insurographs, quarter-operated machines which vend insurance policies in \$5,000 amounts up to \$25,000, are on test location at the 42nd Street Airlines terminal here.

Invented by Ralph W. Brown and Ernest H. Woods, Birmingham flour brokers, machines combine the principles of the cash register and cigarette venders. They stand 5 feet 10 inches high, are 2 feet wide and about 2 feet in depth. Insurographs are being manufactured for the Associated Aviation Underwriters of New York, Chicago and Los Angeles.

Brown, who claims that three years' research went into the coin-operated machine's development, says: "This won't be merely an airline proposition. As soon as we can build more machines we'll install them in railway and bus ticket centers."

Operation of the insurance vender, according to Brown, is quick and simple. Purchaser drops in his quarter, he explained, and the Insurograph stamps the time and date on the contract and adjusts it to the machine's window. There the buyer,

Brown pointed out, fills in departure time and destination points, the name and address of the policy's beneficiary and signs his own name. Following this the purchaser pushes a button and out comes an activated policy. Each additional quarter inserted increases the contract's value by \$5,000 until the maximum \$25,000 coverage is reached. Vender, he concluded, retains contract duplicate for insurance company files.

Revco Rolls on Ice Cream Vend. Mch.

DEERFIELD, Mich., Oct. 19.—Revco, pre-war manufacturer of ice cream vending machines, is producing ice cream venders again, according to G. F. Forsthoefel, firm president.

A new model, ready in January, will dispense packaged ice cream in varied sizes, according to the official. Vender, Forsthoefel explained, is pre-war model, with changes planned while Revco was doing war work.

Capsule Course for Candy Operators in NAMA Session

CHICAGO, Oct. 19.—Concentrated into half of the three-hour period originally allotted, the candy, gum and nut workshop at NAMA's 10th Anniversary Convention here offered candy vending machine operators an absorbing series of capsule lessons in efficient operation. Period was shortened to make room for vital discussion of new candy prices.

With J. Sidney Jones, Southern Venders, of San Antonio, as chairman, the workshop opened with a talk by Frank J. Bradley, owner of Automatic Equipment Company, Buffalo, whose topic was training of personnel.

Importance of Serviceman

Bradley pointed out that the serviceman is an extremely important factor in maintaining the vending business. "Therefore," he said, "we exercise great care in selecting him. Married men, born and educated in the city which they operate, have proven to be our most dependable workers. Our men are fingerprinted and cleared thru the FBI, and in this way we are off to a sound start."

After a personal talk, dealing with a comprehensive picture of the firm and its policy, the new man is sent to the warehouse. There he absorbs sufficient knowledge of the various candy items so that the man can answer intelligently the questions that arise.

"Next!" said Bradley, "we send him out with a serviceman on a route other than the one he will eventually get. He is not expected to do anything but watch and learn the various points in our standard practice."

Later the new serviceman is invited to the office to discuss his impressions of the work, Bradley said, and to tell him that big customers, such as plants which he saw serviced, are difficult to obtain as locations and must be handled diplomatically.

"If there is something he cannot fix he is to phone in at once and we will send someone who can remedy the situation promptly."

Pointed Sales Meetings

Second speaker, John T. Collins, of New York Automatic Canteen, discussed the importance of sales meetings. Collins wanted it known, "Sales meetings should be interesting and impart valuable information to those attending. They should be held for a reason and scheduled when there is something to tell salesmen as a group. Above all when the meeting is over the salesmen should be ready 'to go to Macedona,' or, in other words, give their all on the points discussed."

William Swingler, of the Automatic (See Capsul Courses on page 104)

Penny Machine Vends Hair Oil

SAN FRANCISCO, Oct. 19.—New 1-cent restroom vender was placed on the market recently by Manufacturers' Agent Sales Company here, according to firm's owner, Paul J. Schmidt. Coin-operated machine will dispense hand lotion, hair lotion, hair oil or liquid soap.

Installations are usually in pairs, one for hand lotion and the second for one of the other three items, according to Charles Bloom, vender's Eastern distributor in New York. Machines are made of metal, colored black and trimmed with chrome. They are 10 inches high, 5 inches wide and 3 inches deep, contain no slug rejectors and will be screwed to a wall when located.

Bloom claims machines will be sold to coin machine distributors only, who will then sell them to operators.

700 at NAMA Record Meet

First NAMA "Oscar" award goes to P. Lorillard as vending's "Firm of Year"

CHICAGO, Oct. 19.—Upwards of 700 members of the vending machine industry and allied industries met in Chicago's Congress Hotel October 16-18 for the National Automatic Merchandising Association's 10th Anniversary Convention. Convention-goers heard their president, Robert Z. Greene, predict that automatic merchandising will be a three-billion-dollar industry 10 years hence. More immediately, NAMA's "Firm of the Year" was introduced to the assemblage Friday night. Picked for that honor was P. Lorillard tobacco company, whose president, Herbert A. Kent, was at the convention.

Earlier Friday officers and directors were elected. With one exception, the incumbent officers and board of directors, were re-elected to their posts. Following is the list:

Robert Z. Greene, Rowe Manufacturing Company, president.

E. F. Pierson, Vendo Company, vice-president.

L. D. Chambers, Peerless Weighing & Vending Machine Corporation, treasurer.

Board of Directors

Board of directors: L. D. Chambers; J. Renz Edwards, Cigarette Service Company, Kansas City; W. G. Fitzgerald, International Ticket Scale Corporation, New York; R. Z. Greene; Ford S. Mason, Ford Gum & Machine Company, Lockport, N. Y.; E. V. Morava, Mills Automatic Merchandising Corporation, Long Island City; J. Sidney Jones, Southern Venders, San Antonio; Paul W. Kinball, American Locker Company, Boston; R. A. Parina, Messrs. Parina & Company, San Francisco; J. B. Lanagan, Niko-Lock Company, Indianapolis; Leverone, Automatic Canteen Company of America; B. W. Scheuer, Vendomat Corporation of America, Baltimore, and E. F. Pierson.

Scheuer is the new member of the board, succeeding E. J. Dingley, Unit Vending Corporation, Philadelphia.

Biggest news at Friday night's closing session was the introduction of Herbert Kent, who received a trophy from President Greene. P. Lorillard and Kent were honored, Greene explained, for the continued use of vending machines in Old Gold's national advertising. On the firm's radio programs, in national magazines and in all its various other advertising, Old Gold always mentions that customers should look for Old Golds in their favorite vending machine.

Others Follow

Other companies, following Old Gold's lead, have now begun to feature venders in their advertising programs—not a surprising thing when it is recalled that 15 per cent of all cigarette sales are made thru vending machines.

Registration for the convention started at 9 a.m. Wednesday (16) and continued thru the convention. Committee meetings and a board of directors meeting preceded the opening session of the convention, which started at 6 p.m. Featured speaker for the evening was Robert Greene, president of Rowe Manufacturing (See 3-Billion on page 103)

Candy Suppliers Huddle With Operators on Price Question in NAMA Forum

Seek Way To Continue Nickel Price as Overhead Soars

CHICAGO, Oct. 19.—Operators of candy-vending machines had a golden opportunity to discuss their special price problems face to face with many leading candy suppliers during a conference discussion which led off the series of workshop sessions featured at the 10th anniversary convention of NAMA here this week.

Crowd of more than 300 jammed the Gold Room of the Congress Hotel to participate in a free exchange of information and opinions on the vexing price problems which now confront candy manufacturers and venders alike. Presiding was B. W. Scheuer, of Vendomat Corporation of America, Baltimore.

Two Developments

Talk was based on two main developments which appear to be emerging out of the uncertainties of past weeks. These are (1) many candy bar makers have decided to raise prices, on the average, from 68 cents to 72 cents per box of 24 bars; (2) candy bar vending machine operators face an approximate 3½ per cent rise in merchandising costs as a result and the dilemma of continuing to sell at the nickel price to which most candy machines are adjusted.

To meet this rise in costs automatic merchandisers speaking from the floor saw three alternatives. First, if it were possible to get increased supplies of candy, expanding volume of business would help to absorb added costs. Second, reduced commissions to locations would be a way out if larger supplies are not forthcoming. Third solution contemplated various attempts to cut overhead costs of operation. And under this heading a strong appeal was made to manufacturers for special multiple-count packaging of candy bars for the vending trade.

Poignant Questions

Before discussion of proposals to reduce commissions operators wanted to hear from the candy makers on questions of increased supplies, of prospects for further price increases and of possibilities for economy - producing larger - count packaging.

Frank expressions of opinions on these questions were presented nearly a score of important candy manufacturing firms. Their comments were both pessimistic and hopeful.

Dark, of course, was the supply picture painted. Representative of one candy maker told operators that if they were to walk into his plant they would find not only sugar a critically scarce item but almost every factor going into the making of candy. Chocolate, corn products, labor, packaging materials and shipping facilities all are critical, he said.

Sugar Factor

Nevertheless, this supplier, unlike most others, said that firm would be increasing deliveries within the next 60 days. Others said that much would depend on whether an increase in the sugar quota would be forthcoming for the first quarter of 1947. They echoed his analysis of multiple shortages.

Concerning prices, most candy makers said they were unable to tell whether operators could count on candy bar prices remaining at the level of about 72 cents a box for six months, or even three months. Prospect of early decontrol of all prices makes such a prediction impossible, they asserted.

Willing to Co-Operate

All who spoke assured automatic

merchandisers of their firms' interest in the development of vending machine sales and willingness to co-operate fully on the proposal for larger unit-count candy bar packages. Advanced not only as a means by which manufacturers could produce for venders at a lower cost (eliminating 24-count boxes for larger ones), the multiple-unit packaging proposal interests operators also on a long-term basis. Such a practice, they say, would help to service routes more efficiently.

Different spokesmen for the suppliers varied in reports of plans for large-unit packaging. Some said they were considering 100-unit packs, other 20-unit packs. One firm said that it now was producing in 60-unit packs.

One speaker whose firm is cutting weight of candy bars 20 per cent instead of increasing prices said that this move would make possible a rough 25 per cent gain in output. On the other hand, he said, cutting weight by this amount would not mean a proportionate cut in manufacturing costs. Packaging and handling costs are the same, substantially, for reduced-weight bars as for the old, larger size.

Division of Opinion

When the discussion got around to proposed reduction in commissions, considerable division of opinion was registered by operators. Generally until now operators have absorbed all merchandising cost increases themselves. Some believe it will be necessary to continue with this policy. Others indicated an immediate scaling down of commissions. It was pointed out, however, that absorption of a 3½ per cent increase in the price operators pay for candy would necessitate only half as great a reduction in commission paid to locations.

Those who favored commission cuts argued that the operator is performing a service to locations. If he is to continue to do so, they said, he will have to reduce costs and locations should bear part of the responsibility.

General tenor of the conference was recognition on both sides by operators and suppliers of the problems confronting one another and a readiness to co-operate in finding the solutions.

Amer. Distribs Open Miami Branch Office

PITTSBURGH, Oct. 19.—American Distributors here announce the opening of a new branch office in Florida, with headquarters at 800 West Avenue, Miami Beach.

Office has been inaugurated to enable the firm to offer better service to vending machine operators in the Florida territory, according to officials. Firm is distributor of machines and supplies of the Northwestern Corporation, of Morris, Ill.

Keller Retires From Casey

CHICAGO, Oct. 19.—William Carsky, head of Casey Concession Company here, announced the retirement of Louis Keller, his partner. According to the announcement, Keller will no longer be connected with the company. Carsky will remain as sole owner. Company manufactures candy novelty packages.

Move Vendo Co. To Huge K. C. Plant Quarters

KANSAS CITY, Mo., Oct. 19.—Vendo Company officially changed its address this week as it moved into the big plant which formerly housed the Aluminum Company of America here.

Move will bring all its offices and plants, except the original Vendo factory, into one spot with a total 375,000 square feet of floor space. Huge factory, situated on a 29-acre tract, was leased from the War Assets Administration for five years with options, according to Elmer Pierson, Vendo president. Negotiations for the lease took a year.

Assembly lines were being set up this week to produce the company's two soft drink venders, one an 83-bottle dispenser and the other a 59-bottle machine. Coin changers also will go into production there soon.

Other products scheduled include a gas-operated steam oven and a super-sonic garage door opener operated by an electronic device using ultrahigh frequency whistles. About 1,000 of the ovens and 500 of the door openers are being made as pilot models, company officials said.

Washington Street plant will continue to house the firm's research and painting departments until the first of the year, it was said. Plant there has about 30,000 square feet of floor space.

Pierson said that originally his company had not planned to use all the space available in the Alcoa plant, but present production schedules call for use of the entire footage. About 500 workers will be on the Vendo payroll until assembly lines begin working full tilt, then the firm's working force is expected to surpass its wartime peak of 1,650, Pierson said. At peak war schedule, company had its operations scattered thru six plants and occupying 213,000 feet of floor space.

Chase Candy Co. Increased Volume by Unrationed Sweetener

ST. JOSEPH, Mo., Oct. 19.—Chase Candy Company reported that by obtaining corn sirup and other unrationed sweeteners to replace beet and cane sugar it was able to increase its volume of business more than 70 per cent in the three months ended September 30.

Company reported a gross volume of sales totalling \$1,400,000 for the quarter compared with \$800,000 in sales reported by its predecessor company a year ago. Net earnings for the period amounted to \$232,117, equal to 68 cents per share on the 340,000 shares of common stock now outstanding.

In the fiscal year ended June 30, the firm showed net profits of \$427,473, which was equal to \$1.25 per share on the common stock.

Company's balance sheet at the end of September showed current assets of \$1,982,770 and current liabilities of \$1,069,694. Its accounts receivable increased \$450,000 during the three-month period while it boosted bank loans by \$200,000.

Automatic Sales New in Ky.

FRANKFORT, Ky., Oct. 19.—Automatic Sales Company of Louisville, capitalized at \$65,000 to deal in amusement and vending machines, was chartered this week by William G. Slater, Mildred Slater and Robert G. Cassaday.

Cig Vend Ops Tackle Wage, Hour, Sales

Talk General Management

CHICAGO, Oct. 19.—General management, wage and hour laws and sales arguments were subjects discussed before operators, manufacturers and suppliers who attended the cigarette workshop session this week at the 10th Anniversary Convention of NAMA here.

Workshop session, which lasted three hours, was termed an outstanding success by those who attended and, it was believed, will be used as a format for future meetings. The session was held in the Gold Room of the Congress Hotel October 17.

R. A. Parina, of Messrs. Parina & Company, San Francisco, served as chairman of the meeting, with J. H. Saxon, of Saxon's, Inc., Charlotte, N. C., serving as chairman.

Discussion of the wage and hour law by Frank Newman, of Automatic Canteen Company, Chicago, raised the question to those present of how that law applies to the vending industry.

George M. Seedmen, Rowe Manufacturing Company, presented sales points to be used in selling new locations. He pointed out types of good locations and methods of soliciting locations.

"Locations are divided into two classifications," he said, "those who do not handle cigarettes at all and those who sell cigarettes over the counter."

Machine Modern Way

"The general approach to both classifications is the fact that you are in reality not selling anything, but giving a no-cost no-bother service to locations . . . the machine is the modern way."

"The business of operating cigarette vending machines is a service business, and the location owner must be impressed with the fact that you can give good efficient service."

"In order to do that your equipment must be as modern as possible so that you can refer one location to another and in turn one location will refer you to another one," Seedman stated.

A definition of modern management was given in the discussion of general management by J. H. Saxon. Said Saxon:

"Management is the art of coordinating all the factors and functions of a business successfully. The first talent a manager must have is the ability to make decisions, and most of them fast."

To the question of how to meet increased costs of merchandise and service, Saxon said that "it can be accomplished either by an increase in price or a cut in commission and trying to get more efficiency into your operation."

On the question of on-the-job training for veterans, Saxon said: "I believe this to be a very fine thing. It may be that we have been unusually successful with it, but it is working out very well and we have certainly got some good men. At present we have six men in training."

Among the other subjects discussed during the workshop were:

"Training of Personnel," by Maurice Levitch, Stern Cigarette Vending Machine Company, Norwood, O.; "Public Relations on the Routes," by Howard Hultz, Hultz & Meirs, Inc., Springfield, Ill.; "Compensation for Route Men," by Aaron Goldman, of G. B. Machine Corporation, Washington.

Plan Million-Dollar Drive For Peanuts

See Bigger Markets

ATLANTA, Oct. 19.—Spearheaded by the National Peanut Council, a \$1,000,000, three-year research and advertising campaign has been launched by this industry to seek wider markets for peanut products. Peanut people foresee disaster to the 4,000,000-acre investment unless increased consumption is developed to hold up production and price levels reached during the war. Chiefly a move to popularize peanuts as a nutritious food product, drive is expected to gain important support from the vending machine trade, in which they have been an important merchandise item.

All Branches Join

All branches of the industry are joining in the program. Growers will pay 25 cents per ton on peanuts sold to shellers, crushers, warehousemen and seed dealers. Peanut cleaners and shellers will pay 25 cents per ton handled; peanut crushers will contribute 5 cents per ton; brokers and jobbers one-fourth to a half cent per bag. Salters, roasters and confectioners have agreed to pay in 1 cent per 199 pounds of peanuts used.

Besides the National Peanut Council, a dozen other trade associations covering exclusively peanut operations, or in allied fields, will participate in the campaign.

First objective in the drive is to sell women on the idea of letting their children eat peanuts and peanut products between meals, said Modane Marchbanks, council director.

Good for Children

"Nutrition experts, pediatricians, child psychologists, government experts, now all agree that children should be allowed to eat between meals—provided they eat the right things at the right times," said Marchbanks.

"The experts agree," he asserted, "that peanut butter, salted peanuts and peanut candy are the right kinds of food for growing children."

Story of the peanut industry's part in winning the war also will be played up. "The government bought the equivalent of 277,000,000 pounds of shelled peanuts in the form of salted peanuts, peanut butter, peanut candy and peanut butter sandwiches," Marchbanks said.

This year's peanut production is estimated by the council at slightly over 2,000,000,000 pounds.

South Carolina Hits High Tobac. Output; Venders Supply Sure

COLUMBIA, S. C., Oct. 19.—Tobacco supplies in venders were assured this week with the announcement by the Department of Agriculture here that a total of 141,590,346 pounds of tobacco were sold in August and September.

Announcement by State Commissioner of Agriculture J. Roy Jones revealed that the tobacco had been sold in the State's nine tobacco markets for \$69,980,811.96.

This indicated an increase over 1945 volume and money. For those two months last year 123,408,160 pounds were sold for \$54,258,621.17. Average price this year per 100 pounds was \$49.41 compared with \$43.96 last year.

Ops Count More 5-Cent Dailies

NEW YORK, Oct. 19.—Operators who have been interested in newspaper vending machines this week watched prices and circulation rises throuthout the country, following an analysis by the American Newspaper Publishers' Association.

Of 1,748 daily newspapers in the United States, 251 have increased their circulation rates since January. Only four have decreased their rates, according to the report. Increases were ascribed to the high cost of newsprint, labor and other operating costs.

Increasing their daily retail rate of 4 cents to 5 cents were 42 papers, the report disclosed. Only one newspaper in the United States, *The Mechanicsburg (O.) Telegram*, continued to retail for a cent. In 1934 there were four. In Texas *The Dallas News* increased the retail price of its Sunday issue from 10 cents a single copy to 15 cents, making it one of the highest priced Sunday papers in the country.

Peter Paul Not To Change Size

HARTFORD, Conn., Oct. 19.—Peter Paul, Inc., one of the largest manufacturers of 5-cent candy bars, has made no decision on new prices, but will not change the size or quality of its product, it was learned here this week.

Reliable sources also revealed that the company, largest user of cocoanut in the United States, is planning construction of a cocoanut desiccating plant on Luzon in the Philippines.

New plant will operate as an added assurance of a continuous supply of cocoanut. Production at the plant is expected shortly. Company has its own desiccating plant at Arecibo, Puerto Rico.

During the war the company maintained its own fleet of ships to bring cocoanut into this country from Puerto Rico. Company's fleet will be reduced as transport service is restored.

Venders To Be Part Of NAPM Expositish At Popcorn Meet

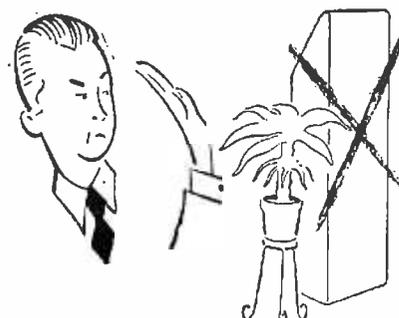
CHICAGO, Oct. 19.—Exhibition to be held in conjunction with the annual business meeting of the National Association of Popcorn Manufacturers in the Sherman Hotel here, November 5-6, will feature among other types of machinery and equipment used in the industry, latest types of coin-operated popcorn venders.

According to A. J. Villiese, executive secretary of the association, more than 300 persons are expected to attend the two-day meet. Exhibition is the first to be held in connection with NAPM business meetings, but every inch of available space has already been booked for the show, Villiese said.

Among the exhibitors will be the T & C Company, Dallas, and Viking Tool and Machine Corporation, Belleville, N. J., manufacturers of coin-operated popcorn venders.

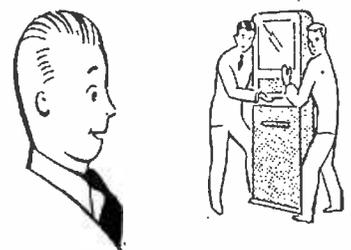
Just Say "THE NEW DuGRENIER"

OBSOLETE



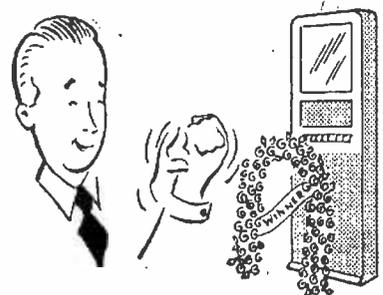
Way behind in appearance and operation, this operator's outmoded equipment boosted complaints and maintenance costs. Profits were puny.

GETS A TREAT



Then he saw the new DuGrenier Challenger, superbly styled to harmonize with modern interiors . . . the up-to-the-minute coin mechanism which solves today's worrisome price and tax change problems.

CAN'T BE BEAT



The DuGRENIER Challenger
America's Foremost Cigarette Merchandiser
THE ONLY CIGARETTE MERCHANDISER THAT OPERATES ON NICKELS, DIMES AND QUARTER IN ALL COMBINATIONS.

Now that he operates exclusively with DuGrenier Challengers, he's way out front. Complaints are down — profits are up!

DuGRENIER, INC. 15 HALE ST., HAVERHILL, MASS.
America's Foremost Manufacturer of Automatic Merchandisers

BALL GUM

IS STILL THE A-1 SCARCE ITEM. And from all reports will be until late in 1947. Many Ball Gum machine operators have successfully switched to MARBLES and have reaped a harvest of BIG PROFITS DURING THE PAST FIVE YEARS. HOLD YOUR LOCATION WITH BEST SUBSTITUTE.

CAN STILL SUPPLY

Agate - - Glass - - Assorted

COLORED MARBLES

BARREL OF 50,000, size 9/16\$54.50
 BARREL OF 40,000, size 5/8 52.50
 KEG OF 21,000, size 9/16 23.80
 KEG OF 17,000, size 5/8 21.05
 SOLID-COLOR, CHERRY RED to use as a prize MARBLE, \$4.00 per thousand.

FULL CASH WITH ORDER, F. O. B. Factory. Shipments are made at once.

Order today while still obtainable. Remember MARBLES Don't get Stale or Rancid. STOCK UP NOW.

National Headquarters

FOR CHARMS

Fine Selection, All cut, No Strings, 35 Varieties.

1 Carton 15 Gross \$13.25
 7 Cartons 105 Gross 84.50

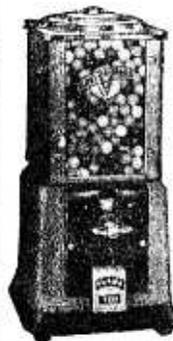
NEW BELL CHARM, ALL ANY ONE COLOR YOU REQUEST OR ASSORTED COLORS.

10 Gross\$ 9.00
 100 Gross 85.00

Samples for inspection, 25c.

Gold Plated Bell Charms, 10 Gross. \$27.00
 Silver Wedding Rings, 10 Gross. 10.50
 Gold Wedding Rings, 10 Gross. 22.50
 Wise Crack Buttons, 3,000 9.75

All Charm Orders, Full Cash with Order. Parcel Post Paid By Me.



BRAND-NEW! PROMPT DELIVERY!

Victor Model "V" 14 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), Ea. \$13.75

YOU HAVE TRIED THE REST - NOW TRY THE BEST.

ROY TORR LANSDOWNE PENNA.



VICTOR'S MODEL "V" Famous Pre-War Vendor

GLOBE TYPE Model V capacity: 5 to 8 lbs. of bulk merchandise or 1,000 to 1,200 balls of gum. Vends 1/2", 3/4" and 5/8" Ball-Gum. 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 O. O. D.

Model V Globe Type, \$11.75 Ea.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y., 461 Suckman St. Brooklyn 12, N. Y.

WANTED

Popcorn Vending Machines, new or used. Give full details in writing.

JACKSON POPCORN SERVICE

332 Claborne Ave. Jackson, Miss.

Venders Help Salesmen, Don't Replace 'Em, Grocery Magnate Tells Audience

Call Impulse Selling Key to Vender Merchandising

By Nathan Cummings
 President, Consolidated Grocers, Inc.

(Following is text of address at NAMA Convention.)

Ladies and Gentlemen of NAMA: Altho I stand before you today as a grocer, I am partially, at heart, a manufacturer of confectionery. Several years of my commercial experience were spent in Canada operating a general line confectionery plant. During the '30's the company of which I was president supplied candy bars especially prepared for distribution thru vending machines. Therefore, I speak today with more than a casual understanding of the vending machine industry and its problems.

When the consumer's coin clinks merrily down the slot of a vending machine the customer often listens to the click of the relays and the whir of machinery with an awed feeling of adventure. They greet the candy bar, cigarettes or the iced bottle with somewhat of a youthful thrill. Automatic vending machines, with a gradually diminishing number of people, are still regarded as a sort of adult plaything. Actually, the mirrored, smartly lacquered machines are no toys. They are big business—your business. Your vending machine industry is rapidly bouncing back from a war-stunted interlude to a period of great prosperity and expansion. I am told that already your pre-war figures are dwarfed.

Have Secure Place

Automatic vending machines, often referred to as silent salesmen, are today finding a secure place in the national economy. But the steady growth of your industry has not been achieved silently nor automatically. It has taken hard work to enable you to win your share of well entrenched retail trade. Your industry, originally born of the inventive genius and experience gained in fascinating penny arcades, has outgrown its penny arcade atmosphere. You have established yourselves as merchants of integrity, and you must keep this hard-won position of respect by conducting your business with integrity at all times. The conventional retailer admits now that your vending machines are here to stay, but even today they eye you and your "upstart" silent salesmen with some misgivings. They must be shown that automatic vending machines help human salesmen and do not replace them. For example, the cigarette machines in bars and taverns have substantially relieved the busy bartenders' job of selling smokes across the bar. In bus and railroad stations, factories and offices, and on many trains, your tireless salesmen are on duty night and day. They are always ready with a stick of gum, a snack or a refreshing drink. Already available thru vending machines are ice cream, automatically grilled franks, hamburgers, cellophane wrapped fruits and sandwiches—yes, and even gasoline from coin-operated pumps.

And your industry has its eyes on other fields. Perhaps in the years to come there will be machines selling complete lines of frozen foods. It is possible to foresee completely automatic grocery super-markets, automatically operated service stations. I venture to predict that in the next five years automatic merchandising

will grow more rapidly than in the past 20 years. The technology and research of your machine manufacturers are never-ending. They may even develop a device that will make change from any denomination of coin and even say "Thank you." Your industry, like ours during the war years and since V-J Day, has had an almost endless continuity of what seemed like insurmountable problems, handicaps, shortages and labor difficulties, but in spite of all this you have shown remarkable growth.

Brushed Aside

But all of your handicaps can be brushed aside when they are compared with the physical handicaps of some individuals. The best debater ever produced at Rollins College, Florida, was a blind boy. All thru his college course he received "A" marks in his studies. A fellow student who did his reading for him was a crippled girl who spent much of her time in a wheelchair. They had such a happy time working together that they married and together climbed to new heights. I can think of a dozen famous men whose progress was not halted by physical handicaps. Lord Byron had a club foot. Robert Louis Stevenson and John Keats had tuberculosis. Charles Steinmetz and Alexander Pope were hunchbacks. Admiral Nelson had only one eye. Edgar Allan Poe was a psycho-neurotic. Charles Darwin was an invalid. Julius Caesar was an epileptic. Thomas Edison and Ludwig Beethoven were deaf, and Peter Stuyvesant had a wooden leg. Handicaps build strength and purpose—and accomplishment!

During 1932 I was financially broke, but I was not broken in spirit! I had great hopes of using merchandising service as the cornerstone of my newest pursuits which turned out to be the candy and biscuit business. Application of sound merchandising practices are equally important to you. The fundamentals of your business, above all things, require the good will of your locations. Every location owner must believe that you have dealt fairly and squarely with him, and he will tell others about you. Furthermore, don't let your competitors take business away from you because of poor service. The operator who gives a maximum of service gets a maximum of public good will. You must be fair and just with your suppliers of both merchandise and equipment. You must live up to your promises. In this way you strengthen your position and are regarded as a preferred customer, and that makes for good business. Always you must practice good public relations. Pass the work down through your entire organization that the location owners who are using your services are, in effect, the real bosses. Questionable ethics or actions can never be covered up or white-washed. It's not what you say about yourself or your industry that creates good will. It's what you do and what you stand for that determines your future success. The public must always be given a first-class impression of your merchandise and your machines. Avoid dirty, battered, dilapidated machines. They'll do more to hurt the automatic merchandising industry in the

eyes of the public than any one other thing.

Impulse Business

Your business is an impulse business. Spotlessly clean, sparkling equipment to a "must." Your serviceman must be clean and courteous. He must see that the machines are always in tip-top mechanically condition. You should have a regular schedule for pulling machines into the shop for inspections, repair and refinishing. Have your name on your trucks or service cars. Be proud of your business. If you think well enough of automatic merchandising to be engaged in it, advertise it. Offer the public the best values and they'll come back for more. Yours is a repetition business. Put the name and address of your company on your machines. In case of error in operation of the machine, this demonstrates there is a responsible company in back of it.

Remember that you supplement, but do not replace, retail personal selling. Your automatic merchandising machines can exist on a small volume of business as compared to the volume necessary to maintain personal selling. Your silent salesmen are on the job 24 hours a day. During World War II the automatic merchandising industry received the highest commendation for its contribution to the war effort. In training camps and war factories your machines provided a necessary service which could not have been supplied profitably by any other method.

Surveys show that three out of four shoppers buy one or more products on impulse. Pre-war statistics revealed that 24 per cent of grocery sales were items purchased on impulse. To determine the effect war may have had on impulse buying, surveys conducted among 1,300 super market shoppers in seven different cities show that 38 per cent of purchases had been made on impulse. People prefer self-service as usually associated with food super markets. Vending machine sales are, in effect, self-service impulse sales.

How To Succeed

Vending machine merchandising, to be successful, should contain packages:

- (1) That easily attract attention
- (2) Tell the product story
- (3) Look clean and sanitary, and
- (4) Look like a good value.

In effect, the package should be an advertisement and a salesman at the same time.

Now let us consider briefly the responsibility of all you business men who represent management. You have a tremendous interest in preserving and strengthening our system of free enterprise. Yet you must make greater contributions toward a better understanding of free enterprise by the public and by your employees. You must teach them how it works, and the simple principles of running a business successfully. Emphasize always the importance of successful business operation to everyone in these great United States.

Simply stated, management's efforts should be directed toward making (See *Venders Help* on page 105)

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 Register, 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

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

Northwestern

Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders 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 Northwestern venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
2 EAST ARMSTRONG STREET, MORGAN, ILLINOIS

See 3-Billion Vending Trade; 700 at NAMA Record Meet

(Continued from page 99)
Company and of NAMA. Greene's address, entitled *Ten Years of Progress*, dealt with the formation of the association, its accomplishments and its future aims.

Basic Needs

Greene pointed out that the past 10 years have proved these basic needs for the association: (1) a strong association, with a large, active and selective membership; (2) elevating the standards of the industry by adhering to the association's Code of Ethics; (3) the development of better machines; (4) the need for strong leadership within the association, and (5) the need for a public relations program on a local and national scale.

Looking ahead to the future, Greene said: "On the basis of my personal optimism, I predict that your president (in 1956) will be talking to a much larger audience. There will be many more operators, many more manufacturers, more suppliers and far greater interest. The importance of NAMA and the words of its president will be of greater concern to the average individual whose daily life will be affected by automatic merchandising. There will be a few introductory remarks by the 1956 president, and after a few of us old-timers are wheeled in, he probably will state casually that we are a \$3,000,000,000 industry and that the next 10 years will see us attaining our reasonable goal of becoming a \$6,000,000,000 industry."

Approve Showing

Later in his address Greene said that the board of directors of NAMA had approved the holding of an exhibition of merchandising equipment in 1947.

Said Greene: "There is still one glaring weakness in our activities. While we have been careful to disassociate ourselves from gaming and amusement machines, we align ourselves with them by exhibiting our machines with theirs. X X X Why shouldn't we have an exhibit of our own? There will be enough new manufacturers of merchandise and service machines in 1947 to justify this.

"We have no quarrel," Greene continued, "with operators and manufacturers of other equipment, but their business and their problems differ greatly from ours."

After the Greene address, convention delegates watched a motion picture entitled *Three Keys to Tomorrow*, furnished by courtesy of the Vendo Company, Kansas City.

First Workshop

Thursday morning saw the first of the workshops around which the convention was built. First workshop was devoted to candy, gum and nut machines, and is fully reported elsewhere in the vending machines section. The service machine conference, originally scheduled for Thursday morning, was canceled because of the tremendous interest in the candy, gum and nut problem.

At the luncheon Thursday, Nathan Cummings, president of Consolidated Grocers' Corporation, Chicago, delivered one of the principal speeches of the convention. Cummings, who is president of the world's largest grocery wholesale company, had many interesting comments on the vending machine industry. A full text of his speech is printed elsewhere in this issue.

Rest of Thursday afternoon was given over to the cigarette workshop, where special problems confronting the operators of cigarette vending machines were brought up and discussed by experts in that field. After 5 p.m. no more activities were scheduled on the convention program

proper until Friday morning, but those attending the convention used this time to visit with old acquaintances and get briefed on developments in the industry outside their own territory.

Association Reports

Friday morning—the final day of the convention—was given over to reports from association executives and to the election of the directors named earlier in this story. Taxing problems, as they involve automatic merchandising equipment, were discussed during the session. The association's budget likewise came in for discussion. C. S. Darling, executive director of the association, announced that there were 710 active members. He said that of 25 prospective members who visited the convention, 16 had signified their desire to join. Darling pointed out the rapid growth of the association—reminding the convention that at the start of 1946 the association had but 274 members.

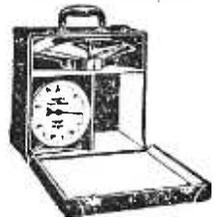
After these reports, Conger Reynolds, director of public relations, tying in his talk with practical suggestions for the association's own public relations work. Reynolds, who is widely recognized as an authority in his field, was well received. R. L. Strain, American Locker Company, Chicago, who is chairman of NAMA's public relations committee, addressed the convention following Reynolds' speech.

Following a business luncheon, the final workshop—devoted to beverage vending machines—was held. In the evening, the anniversary banquet, presentation of award to Kent and dancing closed the convention.

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: 8Television 4-8075
Get It From Block They Have It In Stock

CIGARETTE MACHINES

Refinished Like New.

Ready for Location.

- Penny Pusher, New Ea. \$32.50
- DuGrenier 7-Col. Champion Ea. 80.00
- DuGrenier 7-Col. S Ea. 27.50
- DuGrenier 7-Col. VD Ea. 52.50
- DuGrenier 9-Col. Champion Ea. 86.00
- DuGrenier 9-Col. W Ea. 52.50
- 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
- U-Need-a-Pak 12-Col. E Ea. 62.50
- National 8-30 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?

H. Y. VENDING MACHINE EXCH.
418 Broadway BROOKLYN, N. Y.
Evergreen 8-7670

N-E-W L-I-Q-U-I-D D-I-S-P-E-N-S-E-R

—Distributors ★ Operators—

Territory open for exclusive franchise of new liquid dispenser. Sells many nationally advertised products, Hand Lotion, Hair Oil, Liquid Soap, etc.

Here is a red hot deal for the wide-awake operator or distributor.

Sectional, State and county contracts now being closed.

Still available: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia.

Write, Wire or Phone.

CHARLES F. BLOOM
Factory Representative and Field Organizer
Equipe Building, V. Aredebille 6-3417
369 Madison Ave. New York 17, New York

ACT AT ONCE

VENDIT

Sells More Candy • Pays More Profits

The **VENDIT Corporation**
2946 W. Grand Ave., Chicago 22, Ill.

NOVELTY CARD VENDOR

A real money maker
Tax Free.
Absolutely Legal.

Introductory Price **\$29.50**

Complete with Cards.

HARRIMAN SUPPLY COMPANY
Roane Street, Harriman, Tennessee

NORTHWESTERN VENDORS DE LUXE MERCHANDISERS

\$22.60 EACH.

1/3 Deposit, Balance C. O. D.
Subject to Change without Notice.

IDEAL NOVELTY CO.
"Authorized Northwestern Distributor."
2823 LOCUST ST.
ST. LOUIS 3, 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

ATTRACTIVE ALL STEEL CABINET WITH BAKED HAMMERLOID FINISH. POSITIVE CARD VENDING UNIT. A. B. T. SLOTS.

ORDER TO-DAY
Send 1/3 Deposit. Balance by Express C.O.D.
Descriptive Literature Upon Request.

29.50 WITH 1000 CARDS NO FEDERAL TAX

EXHIBIT SUPPLY CO. 4222-30 WEST LAKE ST. CHICAGO 24, ILL.

OHIO & WESTERN PENNA. OPERATORS!

Look To **AMERICAN DISTRIBUTORS**

For Your **DELUXE** Requirements **MODEL 40**

Less than 25 \$22.60	Less than 25 \$8.60.
Less than 100 22.35	Less than 100 8.35
100 or more 21.85	100 or more 8.10

Terms To Reliable Parties

AMERICAN DISTRIBUTORS

1349 FIFTH AVENUE PITTSBURGH, PA.

423 FRANKLIN STREET JOHNSTOWN, PA.

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.

Candy Price to Ops Explained

WASHINGTON, Oct. 19.—C. M. McMillan, executive secretary of the National Candy Wholesalers' Association, said this week that jobbers are required, under OPA Directive MPR 615, to notify vending machine operators of any increases in the prices of candy. Notification of the increases, McMillan said, must accompany the first order shipped under increased price.

"Under the new order," the association official explained, "a manufacturer will just multiply his material and packaging cost by 1.85 to arrive at his selling price. This will permit him to vary his weight from bar to bar to enable him to have the same price for all his bars if he wishes. Of course, wrapper difficulties may affect that temporarily, but it is admitted that it will eliminate much confusion for the jobber and operator if manufacturers are not required to vary prices of their different bars.

First order shipped to an operator with an increase must bear a stamp or letter explaining the increase and further stating that the operator can add the same percentage mark-up to the price which he maintained on or before June 26, 1946. Many operators, reports have it, are turning to the dime bar in anticipation of possible increases in nickel-bar prices.

Some manufacturers of nickel bars, not discontinuing their brand names or increasing prices, are supplementing their nickel bars with new dime bars, reports indicate. Peter Paul, for instance, known for Mounds, has placed on the market a new dime bar similar to Mounds but with nuts added.

Shortages Shut Down Peter Paul's Florida Candy Factory

TAMPA, Oct. 19. — Peter Paul's Mounds candy factory here may not produce for another year, according to its manager, E. G. Goldsmith. Natural sugar shortage, shipping and trucking strikes and insufficient quantities of corn sirup and cocohut are causes for the delay, he explained.

When operations begin, Goldsmith estimated, the factory will manufacture up to 20,000 boxes of Mounds daily for distribution in Florida and other southern States.

Capsul Courses for Candy Operators

(Continued from page 99)

Canteen Company of America, addressed the operators on sanitation. He mentioned that sanitary precautions for candy, gum and nut vendors should be carried out to the nth degree. "For some reason an individual can purchase an apple every day and upon finding a worm in it throw the apple away with hardly a comment. He still buys another apple the next day. In our business, if our merchandise crops up in a similar state, there are complaints. In the case of a large factory location, the product, together with its foreign matter usually ends up on the president's desk."

There is no reason, Swingler said, why every possible means of cleanliness should not be used all the way down the line. "The route man must be neat and personally clean. His clothes must be cleaned and laundered regularly. He must be careful to keep the venders free of dirt that naturally accumulates from time to time, inside and out. He must be taught that the candy or nuts or gum must reach the purchaser in a flawless condition or else his own pay check will suffer."

Accounting was the subject of W. T. Collett, who represents the W. W. Tibbals Company. Collett said that simplified methods now in use were a help to all personnel engaged in the vending business. "My firm," he declared, "has servicemen leave location data with the accounting department. These slips are an accurate tab on the condition of specific locations and routes. The amount of merchandise replaced in the vender is designated, the collections and the general condition of the machine itself. In this way we know definitely whether commissions are correct. And the route man knows when and where he is short," Collett concluded.

Cool Candy in Hot Weather

Leo Beresin, of Philadelphia's Berlow Vending Company, was enthusiastically in favor of refrigerated trucks for the warmer sections of the country and during the hot months anywhere. He mentioned that his firm even during the sweltering days had been able to keep candy at a less than 75-degree temperature by an air-induction system used with racked ice. Cold air would circulate in and around the candy and was easy to set up.

Among several other topics discussed by speakers was insurance. Operators were advised to do business with an underwriter who is acquainted with the vending business and its divergent problems. Speaker recommended a comprehensive policy that would cover fire, criminal incidents and general accidents that might damage the vender or its contents.

Just before the workshop came to a close William Wrigley Jr. sent a message to the conference concerning his stand on prices. Wrigley said that even though his costs had gone up, he was going to stay with the nickel price on gum as long as possible. He also expressed the hope that operators present could see the wisdom of keeping the buying public's good will at this time.

Queen Anne Names Horrell

CHICAGO, Oct. 19.—Harry S. Martin, president of Queen Anne Candy Company, announced this week the appointment of Judson Horrell, of Evans Associates, local ad agency, as advertising manager. Move was part of an expansion program, according to Martin. Firm will launch first national ad campaign this fall. Prior to joining Evans Associates, Morrell had 12 years of candy advertising experience.

COLUMBIA BELLS
Twin jacket. Changeable on location to 1¢, 2¢, 5¢, 10¢, 25¢ play.
Lots of 6 **\$139.50**
Single Units **\$145.00**

SHIPMAN

Triplex Stamp Machine. Brand new! Vends 1¢, 2¢ and New 5¢ Air Mail Postage 5¢ a m p. a. Slug-proof, coin-proof, foolproof. Immediate Delivery. Operator's Price **\$39.50**

STAMP FOLDERS

For Shipman, Victory, Shermack, Advance
10M—\$4.85
25M—\$11.75



VICTORY

Duplex Stamp Machine. Brand new! Vends 1¢ and 2¢ Postage Stamps. Can be used inside or outside. Guaranteed weather proof. Returns Slugs and fool-proof. Immediate delivery. Operator's Price **\$29.50**

CHARMS

For Bulk Vendors 75 Assorted Varieties **\$4.00** Per Thousand

"WISE CRACK" "SASSY" BUTTONS

\$6.00 Per Thousand

1/8 Deposit With All Orders.

Parkway Machine Co.
823F W. North Ave. Baltimore 17, Md.



IMMEDIATE DELIVERY!

Single Lots **\$65.00 each**

*Send for Free Booklet.

NO BATTERIES, NO ELECTRICITY

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: 1/2 Cash With Order, Balance C. O. D.

R. H. ADAIR CO.
8924-8926 Roosevelt Rd., Oak Park, Ill.



BULK VENDOR Built for the Operator!

Miscellaneous lot of thoroughly reconditioned and refinished peanut machines. Perfect working order and ready for location with 5# Spanish Salted Peanuts for **\$7.50**.

\$2.00 Deposit Balance C. O. D.

THOMAS NOVELTY CO.
1572 Jefferson St. Paducah, Ky.

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

FLORIDA OPERATORS, ATTENTION!

THERE IS A *Northwestern* OFFICE
Right in Your Own Territory Ready To Serve You With Northwestern Vendors, Parts and Accessories. Call or Write

AMERICAN DISTRIBUTORS
800 WEST AVENUE MIAMI BEACH, FLORIDA

VICTOR MODEL V

The only genuine Victor Model V Famous Vendors. Vends all bulk goods and ball gum without changing or extra parts.

← **Globe Type \$11.75**
Deluxe Cab. Type ... \$13.75

RIGHT IN STOCK! RUSH YOUR ORDERS!

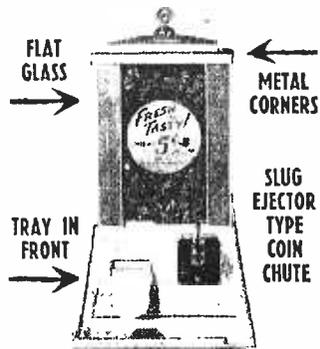
Also Columbus, Master, Silver King and Northwestern Vendors—plus a full line of parts and supplies!

Send for Complete List!
1/2 Deposit Required

FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

NEW 5 CENT BULK VENDOR

FOR ALMONDS, PECANS AND MIXED NUTS. VENDS A GOOD PORTION AT HIGH PERCENTAGE OF PROFIT.



IMMEDIATE DELIVERY

Eastern Distributors Wanted
WRITE OR WIRE FOR DETAILS

LOS ANGELES MANUFACTURERS

Suite 518, 448 S. Hill St.,
Los Angeles 13, Calif.

Venders Help Live Salesmen, Says Magnate

(Continued from page 102)

ing the danger and the remedy of today's unrest clear in every possible way to every group—employees, suppliers, customers, representatives in Congress and in State Legislatures, ministers, teachers, newspapers and magazines, and the general public. Business managers must use the tools of public relations. They must have direct contact with employees in order to give them an understanding of the fundamentals of sound economics and of the reasons why our economic progress has gone far beyond that of any other nation.

Workers must learn that the only way to acquire real earnings is thru greater production and lower costs; that it is impossible to have what is not produced or to get something for nothing; that they, as employees, have as much interest in the profitable operation of the business of which they are a part, as have the owners. Do not make the mistake of believing that employees do not think for themselves—that they believe everything they are told by all labor leaders.

Under the law management has the right to tell its employees the requirements for successful operation of the business in which the employees have a personal interest. There is no law against free speech in defense of American principles. The only restriction I know of is coercion of employees in their selection of a bargaining agent. You, as management, must assume fully your share of responsibility for educating your employees and the public to an understanding of the principles and enterprise that made the American people the most prosperous people in the world.

This story of the economic development of America is a thrilling story. We are today the best-fed nation, with the highest standard of living of any nation in the world. In the early days most of the people lived a hand-to-mouth existence. More than 80 per cent were farmers, as was the case in Europe. Today not more than 20 per cent of our population are employed in agriculture. In the early days people worked from 12 to 16 hours a day. Up to that time the progress of the world had been slow and unimportant in comparison with the economic progress that the world has made during the past 150 years: The steel plow was not invented until 1837. The production of a bushel of wheat at that time represented the investment of 2½ hours of hard manual labor. Today the labor time of raising and harvesting a bushel of wheat is about 10 minutes. So it has been thru all the years of our great technological accomplishment. Never at any time in any other country has there been such an ever-increasing supply of things which made life easier.

In like measure, your vending ma-

chine industry is a great boon to supplement the happiness of our American people.

I started out to talk to you on merchandising but it being such a wide subject I could not refrain from touching on economics and a great many other contributing factors, all of which make up your great industry. In closing might I say that you make, "Today's perfection tomorrow's second best."

Fla. Cigarette Taxes Show 15% Gain for September

TALLAHASSEE, Fla., Oct. 19.—Cigarette taxes produced \$830,873 in September, according to the State tax department. Amount represents a 14 per cent gain for the like period in 1945.

Revenue for the first three months of the fiscal year, due to the cigarette levy, totaled \$2,686,987, or a 9.74 per cent increase for the same period a year ago.

SEE RAKE FOR VENDING MACHINES COUNTER GAMES — SALESBOARDS

NEW A. B. T. CHALLENGER



Lots of 25 \$60.00 Ea.
Lots of 50 55.00 Ea.
Lots of 100 50.00 Ea.
Jobbers, write for Quantity Prices.

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

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!



LIKE NEW CHAMPION SPARKS



Token Payout with Gold Award Jackpot.

A regular token payout, plus the Gold Award Jackpot Only
\$29.50

Champion—Fruit Symbols, Sparks—Sport or Cig Symbols. Either 1c or 5c Play.

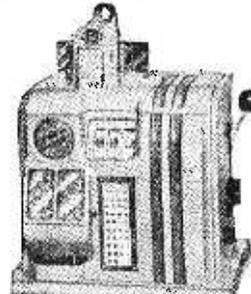
COLUMBIA BELLS

Twin Jackpot 1048 Models

LOTS OF 8
\$139.50 EA.

Single Unit \$145.00

Changeable to 1c, 5c, 10c, 25c Play



COLUMBUS VENDORS

1c PEANUT MACHINE

48 and up, \$9.50; 12 to 48, \$10.00; under 12, \$10.50.

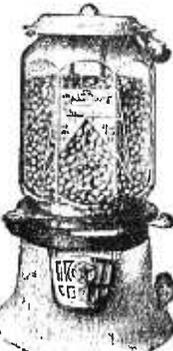
Sample, \$11.50.

5c VENDOR

Prices as follows: 48 and up, \$10.50; 12 to 48, \$11.00; under 12, \$11.50; sample, \$12.50. \$2.00 deposit per machine, balance C. O. D.

THOMAS NOVELTY CO.

1572 Jefferson St. Paducah, Ky.



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

Reconditioned, Blue & Gold\$54.50



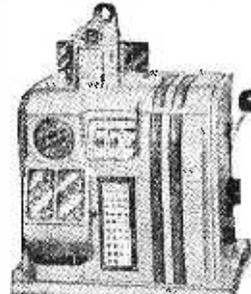
WORLD'S SMALLEST 3-REEL MACHINE

BRAND NEW IMPS

SIZE 6"x6"x6"

Available in either 1c or 5c play with Fruit or Cigarette Strips.

Operator's Price, **\$15.00**



RECONDITIONED VENDING MACHINES

Trilector, With Stands, 1-5c	\$28.50
Snacks, 5c, With Stands	25.00
Snacks, 1c, With Stands	22.50
Columbus Model "M", 1c, Porcelain	9.50
Columbus Model "ZM", 1c, Porcelain	10.50
Columbus Model "M", 1c, Enamel	8.50
Columbus Model "ZM", 1c, Enamel	8.50
Northwestern Model "39", Porcelain	8.50
Varley Shops, 1c, With Stands	22.50
Log Cabin Duplex Vendors, 1c	12.50

REFINISHED CIGARETTE VENDORS

DuGrenier Model B, 7 Col.	\$ 49.50
DuGrenier Model VD, 7 Col.	72.50
DuGrenier Oblation, 7 Col.	89.50
DuGrenier Champion, 11 Col.	106.00
National Model 750, 7 Col.	89.50

RECONDITIONED COUNTER GAMES

Pikes Peak, 1c	\$ 29.50
Kicker & Catcher, 1c	29.50
Steptochases, 1c	19.50
Photoscopes, 1c	20.50
Civilian Defenses, 1c	13.50
Advance Electric Snookers, 1c	19.50
Cubs, 1c or 5c	8.90
American Flag, 1c or 5c	12.50
Races, 1c or 5c	12.50
Klix, 1c or 5c	12.50
Marvel, 1c or 5c	29.50
Sparks with Gold Award, 1c or 5c	29.50
Sparks, plain model, 1c	19.50
American Eagle, 1c or 5c	29.50
Mercury, 1c	19.50
Liberty, 1c	19.50
Roll-o-Pack, 1c	12.50

USED PIN BALLS

Texas Mustang	\$ 89.50
Strolchier	44.50
Sink the Japs	54.50
Ten Spot	54.50
Bubbles	125.00
Stupper	87.50
Four Diamonds	54.50
Botway	70.00
Legionnaire	89.50

USED CONSOLES

Bally High Hand, F.P.	\$179.50
Bally Big Top, F.P.	119.50
Kearney's Triple Entry, P.O.	99.50
Jennings Cigarola, 5c	89.50
Jennings Harvest Moon, F.P.	99.50
Jennings Bobtail, 5c, F.P.	89.50
Jennings Big Game, 5c, F.P.	89.50
Jennings Fast Time, 5c, F.P.	89.50
Jennings Totalizer, 5c, F.P.	99.50
Jumbo Parade, 5c, F.P.	119.50

USED SLOTS

Mills Blue Front, 10c	\$159.50
Mills Giltier Gold, 10c	89.50
Mills G.T. 1c	59.50
Jennings Chief, 5c	99.00
Jennings Silver Chief, 5c	139.50
Walling Rotators, 5c	89.50
Columbia, 10c	69.50

NEW PACE DE LUXE CHROME BELLS
5c\$290.00
10c310.00
25c330.00

NEW COLUMBIA DE LUXE CLUB BELL, \$209.50

ALL ORDERS MUST BE ACCOMPANIED BY 1/3 DEPOSIT SEND FOR COMPLETE LIST!

RAKE COIN MACHINE EXCHANGE

809 SPRING GARDEN STREET

PHILADELPHIA 23, PA.

WANTED

WURLITZER 950's

Also 850, 800, 750 and 700

GENCO BANKROLLS

Wurlitzer Skeeballs

AAA Vending Machine Co.

17811 Joseph Campau Detroit 12, Mich.
Phone: TWInbrook 1-6204

NCA Candy Council Feature Hits Papers in 48 States

CHICAGO, Oct. 19.—Second in the series of the NCA council on candy's "candy features" will be received by more than 1,750 daily newspapers and at least 400 magazines this month, it was announced by the council this week.

Series is a publication which carries a collection of short stories, recipes and newspaper and magazine fillers which may be rewritten or used as is in the publications reached. Material goes to towns and cities in all 48 States, Alaska and Hawaii, according to the council.

MAPOA BACKS TEEN CENTERS

Jukes Gratis For City Net

Assoc. works with Detroit recreation agency to keep down juvenile delinquency

DETROIT, Oct. 19. — Michigan Automatic Phonograph Owners' Association, co-operating with the Detroit Department of Parks and Recreation, is engaging in a broad campaign to tie in the automatic music industry with a drive to combat sources of juvenile delinquency.

Program will be built around a series of youth centers which are to be opened thruout the city. Instead of the scattered and occasionally haphazardly located teen centers, these canteens will be a part of a city-wide system which will function under municipal auspices.

Seven Already Open

Seven such centers have already been opened, two in the basements of churches which offered the use of their property and five in community centers. Formal control of the city department in charge of recreation assures the best type of operation for the centers.

MAPOA has pledged its membership to donate a juke box free for every such teen center opened in the city. Seven music machines have been installed in the centers already opened. Machines are adjusted to operate without fee so that youngsters in the centers can have music at any time without having to deposit money.

Mechanical servicing of the machines will be carried on without charge by members of the association. Selection and providing of disks will be cared for by the youngsters themselves. Teen-agers can bring in whatever records they wish and change them as often as they want without the necessity of calling in a serviceman.

Plan, which has been under development for some time under the leadership of Joseph Brilliant, president of the association, was unveiled at the monthly meeting of MAPOA which drew practically 100 per cent attendance.

Guest speaker at the operators' meeting was Gerald K. O'Brien, prosecuting attorney of Wayne County. O'Brien spoke briefly of legal problems which face the Detroit music machine industry.

Hope for 25 Centers

If the plan for teen canteens progresses according to schedule Detroit will have a minimum of 25 centers in operation within a month. Teen-center idea is being developed quietly, with no publicity as yet in the local newspapers.

Centers are being designed to encourage teen-agers of the neighborhood to come in for an ice cream soda or a soft drink and listen to the juke box. Youngsters from 12 to 20 will be eligible to attend the centers. Each center will be responsibly operated, with a departmental counselor or an adult leader from the neighborhood in charge of each spot.

This movement, Detroit music machine operators believe, marks the first united action on the part of operators to help stimulate youth centers. Individual operators in various cities have in the past contributed machines to teen canteens, and their efforts have been marked with unique success.

Jukes in School

BATON ROUGE, La., Oct. 19. —Official approval for placing juke boxes in Louisiana public school auditoriums and gymnasiums was announced here by Francis Edwards, special assistant attorney general. Edwards said there was no State provision prohibiting use of the music boxes.

McIlhenny Buys Hamel's Boston Distrib Set-Up

BOSTON, Oct. 19.—John A. McIlhenny announced that he has purchased Hamel Distributing Company here and has changed the firm name to McIlhenny Distributing Company, with headquarters at the same address.

McIlhenny thus succeeds Bill Hamel as distributor of Packard Manufacturing Company products in this area, returning to an association with Homer E. Capehart which began 17 years ago.

Except for two years, McIlhenny has been active in the coin machine business since 1929. During most of this time he has either operated, distributed or acted as music machine manufacturers' representative in the New England States. He was also district manager for one juke box manufacturer for a short term in Florida, Georgia, South Carolina and Alabama.

More recently McIlhenny has managed Redd Distributing Company here. He is acquainted with music operators thruout New England and in taking over new distributing activities, reports plans for building an organization which will service the trade thruout his territory.

Henderson, Westgate Launch ABC Music as Op Firm in Detroit

DETROIT, Oct. 19.—New music firm, ABC Music Company, has been organized in suburban Highland Park by Ed Henderson and Franklin Westgate. Headquarters are currently at 11 Moss Avenue, but firm is planning move to 1226 Webb Avenue.

Westgate, Detroit motor bus operator, is new to the coin machine business. He will devote spare time to the new concern for a year, when he will retire from the bus service to devote full time to the enterprise.

Henderson was formerly associated as a serviceman with a Battle Creek operating firm. He will function as active service manager and operator. Firm plans to begin operations with a small route of juke boxes in new locations.

Juke Dance for Teen-Agers Started in Harrisburg

HARRISBURG, Pa., Oct. 19.—Juke box dance for teen-agers only has been started here in the smaller of two halls of the Madrid Ballroom, it was learned this week.

Dance will be held on a Saturday night. Admission is 25 cents and the teens can dance to the records until 11:45.

One Wurlitzer Distrib Serves All of Canada

VANCOUVER, B. C., Oct. 19.—Smith Distributing Company here has suspended its activities as distributor in Western Canada for Wurlitzer due to the continuing ill health of Hugh Smith, owner and general manager. Smith organization will be replaced by Siegel Distributing Company, Ltd., of Toronto. Siegel, which formerly handled the manufacturer's distributorship for Eastern Canada only, will now assume distributorship for all of Canada.

First official notification of this change came in a letter sent to Western Canada operators by David O. Lee, export manager at the North Tonawanda division. Lee's letter paid tribute to the excellent job done by Smith and expressed regret that illness had made it necessary for him to curtail his business activities.

In his announcement of the Siegel appointment Lee characterized that organization as "intimately familiar with Canadian commercial phonograph activities and problems." Owned by Al Siegel, Siegel Distributing Company is perhaps best known for its active part in the introduction of remote-control equipment to Canada. Siegel is recognized as an authority on the installation and servicing of all types of commercial music equipment.

Siegel will retain its present headquarters in Toronto, but will take over the Smith offices in Vancouver and will set up a branch there. John Hamilton, with the firm for seven years and currently manager of Toronto headquarters, is slated to manage the Vancouver branch.

Canucks Report Good Juke Play

VANCOUVER, B. C., Oct. 19.—Juke box ops in this territory have enjoyed a summer season of exceptional business, with a large share of profits due to the phenomenal influx of money-spending tourists.

R. H. Baker, manager of the Vancouver Tourist Association, verified the fact at a recent meeting of that body, when he stated: "Vancouver will have entertained a million tourists by the end of this year—300,000 more than last year and twice as many as during any of the past 12 years."

All time record estimate was based on totals for the first nine months of the year plus traffic for the remaining three months, calculated on the same basis as in 1945. A graph he prepared indicated that 580,000 of the million tourists expected by the end of the year will enter by the Pacific Highway. Highest recorded total was 610,000 in 1930, the chart showed.

Pre-war peak was 500,000 to 1939, and wartime low was 350,000 in 1943. Baker pointed out that the influx of tourists from 1944 to 1946 continues to rise from 1934 broken only by the war.

During 1946, distributors for juke boxes in this territory jumped from one to four, with another coming up. Manufacturers with distributors here include Wurlitzer, Aireon, AMI, Seeburg and the RCA music machine to be distributed by the RCA branch.

Seeburg Schools in Third N. Y. Cycle

NEW YORK, Oct. 19.—Third cycle in the Seeburg service schools being conducted by Atlantic New York Corporation in its 10th Avenue headquarters is now under way, according to Harry Rosen, Burt Lane, and Myer Parkoff, firm partners.

Charles Smith, factory representative, and Harry Wox, Edward Portnoi, Harvey Bakerman and Leon Garber, all Atlantic sales engineers, conduct the sessions. Project was started by the firm in January.

Service schools are also held in Newark, N. J., and Hartford, Conn., by Atlantic New Jersey Corporation and Atlantic Connecticut Corporation.

Fitzgibbon To Start Delivery Of New Machs.

NEW YORK, Oct. 19.—New music boxes and commercial music system of Musical Minutes, Inc., are readied for delivery, John A. Fitzgibbon, firm's president, announced.

Fitzgibbon said that the music equipment has been undergoing location tests during the past nine months, and that production begun recently is expected to develop in volume within a short time.

Measuring eight inches across, six inches high and four inches deep, the music boxes will accept either nickels or dimes. Featured is a new coin accumulator, which takes any combination of nickels and dimes up to a total of a dollar to provide 20 plays or 120 minutes of continuous playing time. Front castings are removable from backboard for convenient servicing.

According to Fitzgibbon, operators will be able to operate the music boxes from the same studio with commercial music under the present arrangement of units.

Pioneer in the coin machine business, Fitzgibbon has 30 years to his credit as operator, jobber, distributor and manufacturer. Prior to the war he held the position of regional sales director for Bally Manufacturing Company. In 1945 he partnered with Al Schlesinger to produce a new game for which he still is manufacturer and distributor.

Fitzgibbon said he considered the new music equipment one of the most important coin machine projects of his career, stressed the work of engineering staff which was responsible for its design.

Halifax Music Firm Launches Disk Plan

HALIFAX, N. S., Oct. 19.—An institutional advertising campaign, sponsored by the Coney Island Amusement Company, will begin here this week. Campaign will stress weekly record changing.

Company, coin machine distributor and dealer, points out in its ad program that 24-hour service is being supplied, with prompt repairs guaranteed. Firm, in building up patronage for jukes, is buying space in dailies in Nova Scotia province, particularly in twin dailies published in Halifax.

NO MAN EVER WENT BROKE....

FROM TAKING PROFITS



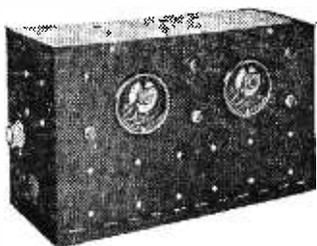
PERSONAL MUSIC
pays off **BIG**

Mechanical failures are costly. No music—no money. In the Personal Music system an automatic standby studio amplifier assures continuous music; when one blinks out, the other instantly takes over. Personal Music boxes are simply built. That means fewer service calls. When you buy a new music system, be sure you

get the finest—free from operating kinks, easier to service, dependable in action. You know you've got the best that's made when you invest in a Personal Music system.

ONE OF THE INTEGRAL UNITS OF THE P. M. SYSTEM

Precision Built for Long, Trouble-Free Performance



Studio Timing Control Unit—an almost human supervisor of record-changer operation. Allots the correct interval of time to each record changer. Instantly signals with red lights in the event of mechanical failure or grooved record, and automatically cuts in and confines operation to the other mechanisms, thus assuring continuous music for the system.

Personal Music is the biggest money maker you've ever seen. With Personal Music, your route will net more than you ever thought possible. Every Personal Music box is a separate music sales unit. It can be heard only at the table or counter where it is installed. Each customer drops a nickel for each six minutes of music he hears. Your volume is increased to route size at each location.

If it's big profits and trouble-free equipment you're looking for, then buy Personal Music. Write your nearest distributor or direct to us for detailed information today.

PERSONAL MUSIC CORPORATION

P. O. Box 720, Highway No. 1, Newark, New Jersey

Telephone Bigelow 8-2200

Those 4 Days In New York; The Reaction

Indies Worried, Worked

(Continued from page 20)

at future waxing dates they would cut down on the number of sessions they do. National, Standard and Keynote sources asserted that unless they turned out fewer masters the nut would be too great for them to crack. Some indies, such as Musicraft and Majestic, didn't expect to cut down on their present recording schedule.

Near Apoplexy

In the earlier part of the week, indies were almost on the verge of apoplexy resulting from the initial Petrillo 500 per cent increase proposal. They began frantically recording before the old contract deadline tomorrow midnight. Typical crisis scene took place at Musicraft, where on Wednesday (16) at 5:30 p.m., Sales Manager Lec Savin was pressed into service as a recording supervisor and was choosing songs for a 6:00 p.m. WOR studio date in a 6 x 9 room containing a baby grand, two artists, a couple of publishers' contact men, Savin, and a piano player. Total score for three days of

hectic Musicraft waxing, according to company spokesmen, was 51 sides, with only eight of them being cut outside of New York City.

Apollo said they had cut 50 masters from the inception of the crisis on Tuesday. National waxed Charlie Ventura at 4:00 a.m. on Wednesday after the ork had completed its nightly stint at the Spotlight. Majestic cut nine sessions in three days. Other firms weren't recording quite as heavily since they felt that they had sufficient backlog material to outlast any protracted strike that might have resulted if Petrillo had remained adamant about his initial offer or any figure near it. In this latter category were Joe Davis Records, Standard, Keynote and Signature. All the major diskers here maintained that they had not accelerated their disking sessions at all the suspicious number of major attractions in town seemed to be spending a lot of time in studios.

EFFECT ON DISKS

(Continued from page 21)

be cut. More small units (three, four and five pieces) may be used. Less records may be released with greater production on fewer disks. As a result, when present pacts expire, bands who aren't selling on wax will be dropped. The diskers figure to be much less inclined to gamble on new properties, except insofar as it will be necessary to develop a certain amount of new names to replace fading stars. These and many other possibilities were being mulled by major and indie platteries. How many of them will actually happen only time will tell.

Those 4 Days In Hollywood; The Reaction

Plenty Coast Cutting

(Continued from page 20)

week in frantic effort to build a backlog of masters in anticipation of a general strike. When word of settlement was flashed, several platteries were in the midst of continuous recording sessions, with other sessions skedded far into the night.

Hike in scale of 37½ per cent was taken in good form by most of the town's important platteries. Fact that price agreed on was so vastly less than what had been rumored previously, found waxeries saying, "It ain't so bad after all." Most jubilant, of course, were the town's musicians.

Majors Piled 'Em Up

General survey of Hollywood recorders, taken several hours before settlement was announced, found most of the indie labels bewildered and unable to take a definite stand. Surprise AFM coup, altho long known to the general trade, found little "stocking up" sessions going on among indies. At the majors, however, the story was different, with Columbia, Victor and Capitol recording every artist within shouting distance of Hollywood.

At Capitol, for instance, all-night sessions have been going on since last Monday, and were skedded for the rest of this week before settlement canceled out further sessions. Capitol artist Margaret Whiting, it was learned, cut six sides in one evening. Other Capitol artists, such as Johnny Mercer, Jesse Price, Skitch Henderson and Andy Russell, also spent off hours in the recording studios.

At Columbia, every available artist waxed extras, including Dinah Shore, Frank Sinatra, Kay Kyser, Harry James, Benny Goodman, Woody Herman and Xavier Cugat.

Victor Records not only went ahead with pop label waxings, but squeezed in sessions with Heifetz and Iturbi for their Red Seal label. Only at Decca did there seem to be little or no unscheduled waxings going on. Decca's Leonard Joy told *The Billboard* that the plattery had waxed only one session all week—that one a pre-skedded date with the Delta Rhythm Boys.

Indies Hopeful

The smaller indie picture was generally hopeful, except in instances where small outfits had inked large bands to contracts. Jewel Records, for instance, has a deal with the Boyd Raeburn ork, and Enterprise Records has Benny Krueger and Jimmy James orks. In such instances, indie owners feel the added cost will be absorbed in the slicing of artists' royalties. Not one indie approached by *The Billboard* figured on hikes in platter selling price.

Other indies, such as Aladdin, Cadet, Mastertone and Bel-Tone, didn't fear new pay scales, since outfits record small combos and added cost won't be too heavy. Black and White and Majestic, however, joined the recording band-wagon, and went at it hammer and tongs for several days.

Indies were generally caught short insofar as a backlog of masters was concerned, pointing out that unlike majors, they haven't been in biz long enough to draw upon a vast library of old standards in case of a prolonged strike. Should the strike have been called, therefore, indies admitted that they might not have been able to hold out for long.

The Negotiations-- Day-by-Day, Play- By-Play Review

(Continued from page 20)

come back with a 25 per cent offer, and plenty more reasons why this is plenty! Petrillo and his board say no dice and the meeting adjourns.

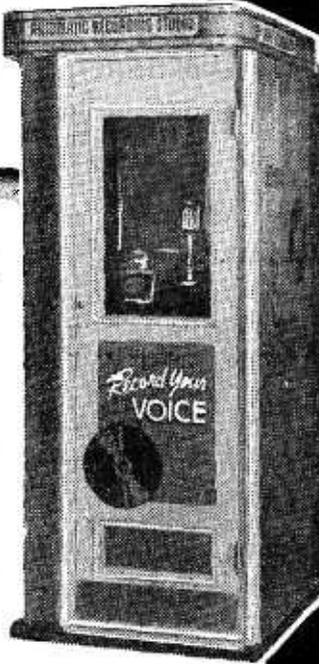
October 17.—Looking slightly grimmer, if anything, the record reps come back into the meeting with a 30 per cent offer. Again they present a convincing, earnest picture of rising costs of record manufacture, impossibility of raising disk prices, etc. It becomes apparent that the steady, logical flow of argument is having an effect. The AFMen listen, counter and make a proposal that the increase be 50 per cent. Now the diskers ask for another breather, get into another huddle and come back with a 37½ per cent offer. After another 30-odd minutes of battling for the 50 per cent, Petrillo and the board call for time out. It's a short one. They come back and say they will accept the 37½ per cent. Overtime, restrictions on number of sides per session, and other points are discussed all thru the negotiations, but the increase is the big factor. It's decided to apply it across the board and leave all other conditions the same. The negotiators shake hands all around.

BIG ASK, FAST DEAL

(Continued from page 20)

members felt almost certain that they were headed for a repetition (with trimmings) of the 27-month disk ban which began in August, 1942. Only the negotiating members of the industry (James Murray, RCA-Victor; Edward Wallerstein, Columbia; Milton Rackmil, Decca; James Conkling, Capitol; Peter Hilton, Musicraft; Ben Selvin, Majestic; Frank Walker, MGM Records, and Gerry Ross, Signature) could actually see, after the first two days of negotiations were completed that there was real hope of averting a musicians' strike against the record companies. Petrillo and the entire AFM exec board handled the union's end of the negotiations. Attorneys (both industry and union) were conspicuous by their absence. Full details of the negotiations leading to the settlement, as well as stories covering more than a dozen phases of the new contract and its effects on the industry are treated separately in these pages.

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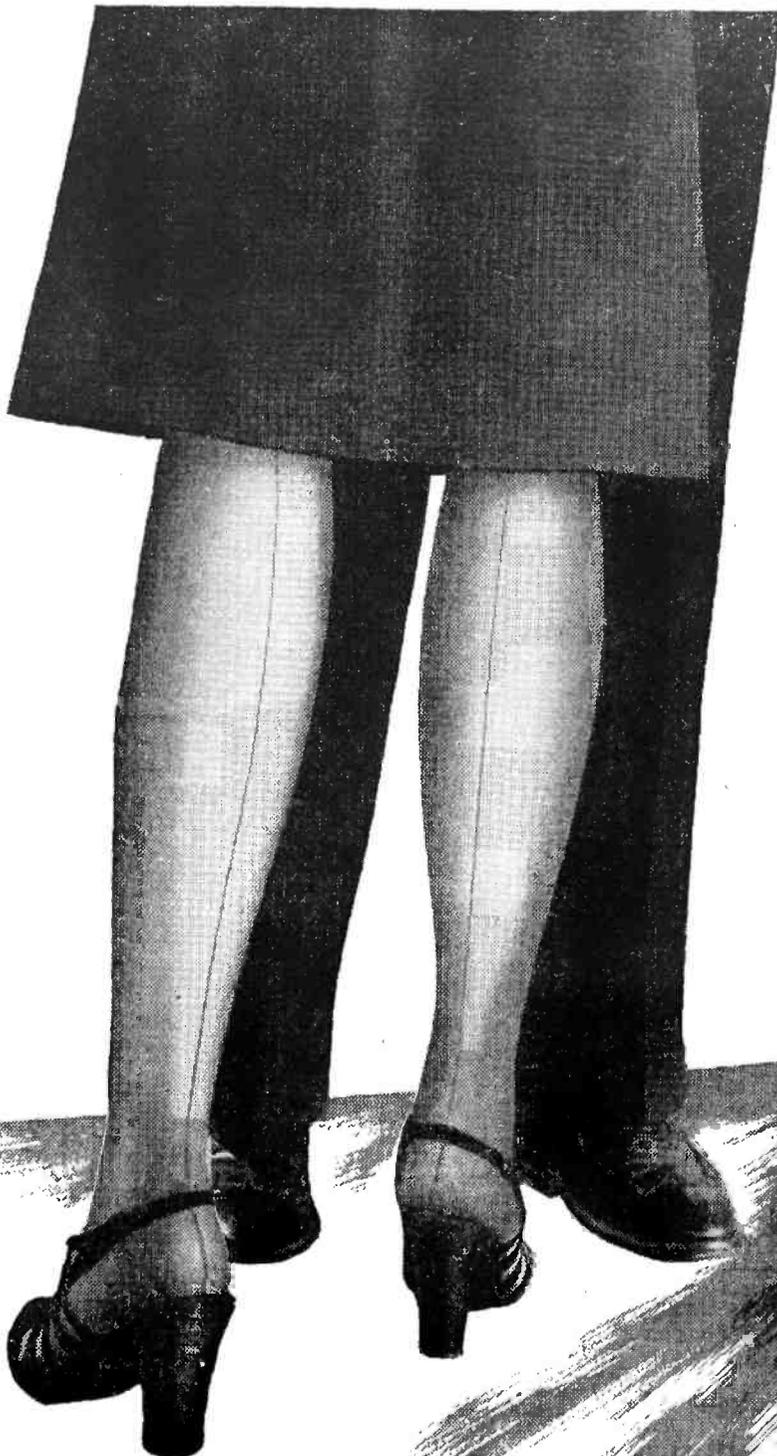
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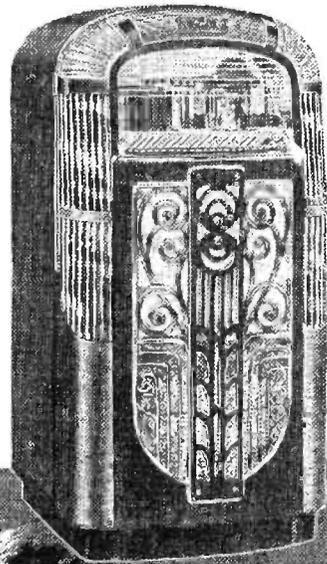
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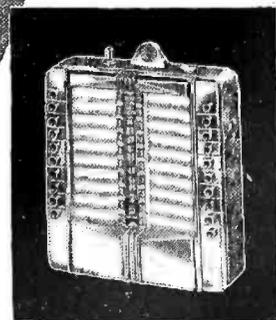


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AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

"Hoots" Hit Chi

People's Songs, Inc., announced the formation of a Midwest division at 203 North Wabash, Chicago. A charter has been granted and the following officers elected: Rae Fierlage, executive secretary; Jerry Ziegler, chairman; Margaret Goss, recording secretary; Ruth Kaplan, treasurer; Joe Arstein, librarian, and Charles Griffin, publicity.

A big Hootenanny is planned for Chi's West Side some time in November.

Duck Reese, a Texas folksong artist who was recently released from a penal farm in Texas, was the featured artist on the last "Hoot." He gave a descriptive account of the life and background of prison life.

Irving Siegel, folk songwriter and entertainer, has just had his melody, *Rhythm Waltz*, published for piano solo and piano duet.

Billed as "Saddle Rockin' Rythm," Shorty and Sue Thompson and Sally Dixon, "Shorty, Sue & Sally," are doing three quarter-hour programs weekly

over KLZ, Denver. Vick Chemical is sponsoring the shows.

Midget Music, Inc., will soon release Ralph Stockton's *Violets For Christmas*, Herbert E. Brown's *My Sweetie's Got Rhythm*; Burley Blount's *Feeling Like a Million* and Vernon L. Barclay's *Texas by the Sea*.

Also slated for an early release are *Get the Most Out of Life, Breezing Along, Moonlight on the Old Ohio* and *I'm Gonna See My Honey, Tonight*. Last four numbers are by James B. Paris, writer and collaborator of such hits as *Pistol-Packing Mama, I'm Losing My Mind Over You, Rosalita, It's Up to You and Guitar Polka*.

New Novelty

A new novelty number, *Furnish Up the Cowshed, Ma (I'm Bringing Home a Bride)*, written by Lee Turner, Lee Thomas and Gene Gaye, has been published by Country Music Publishing Company, Chicago.

Why Did You Cry When You Said Goodbye?, words by Bob Levell and Ted Matheson, music by George Calder, and *Won't You Tie Me to Your Heart Strings, Little Darlin'*, by Bob Levell and Ted Matheson, are both scheduled for an early release by Chart Music Company and are being introduced by Freeman Denny and His Kentucky Ridge Runners over WKUB, Richmond, Ind.

Bobby Gregory and His Cactus Cowboys recently recorded their 127th radio transcription. These records are used on over 200 stations from Coast to Coast. The boys are also scheduled to make four sides for Checkered Records, a new label.

The Yodeling "Miccolis Sisters," of KMOX, St. Louis, who are featured on *Ozark Varieties*, have a new 15-minute program at 5:15 p.m., Monday thru Friday. Their latest song, written with Chaw Mank, is *Just a Little Spanish Prayer*.

Billy Caswell, the singing and yodeling cowboy, Station CICH, Halliux, N. S., is singing Pearl Clark-Grace Valentine songs. Those getting most requests are *Shwnee Old Pal, Bluest Yodlin' Cowboy, There's a Rainbow Shining Somewhere*. All will be in the new Billy Caswell Folio. Billy has a regular vaudeville show besides his radio time.

Hank Keene, well known to most folk artists as a writer-publisher, star of the recent Velvet Tobacco Coast-to-Coast program and one of the first to put a hillbilly show successfully under canvas, has recently completed a new series of radio transcriptions at Columbia in New York. In this series, which forms part of the new SESAC Transcribed Library Service, Hank has recorded more than 59 of his own tunes as well as many other SESAC numbers. These transcriptions are now played regularly on approximately 200 stations. Keene's two newest songs are *You'll Be Sorry and Cried the Fair Young Maid*.

Heads South

James E. Myers, president of Cowboy Records Company, Philadelphia, is heading below the Mason-Dixon line to look over the field for his wax-work. Jack Howard, one of the partners in the Cowboy disk firm, has been on the road for the past two weeks winning friends and influencing people in favor of his record label.

The label has recorded more entertainers appearing on the WFIL-ABC Hayloft Hoedown than any other network. Waxings were made by the Sleepy Hollow Ranch, Santa Fe Rangers, Murray Sisters, Elmer Newman, Pancake Pete Newman, Monti Rosci, Shorty Lang, Jack Day, Pee Wee Miller and Rusty Keefer.

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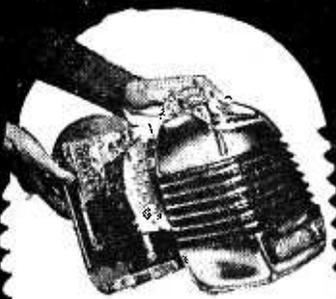
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Cincy Phono Assoc. Directors Confab

CINCINNATI, Oct. 19.—Board of directors regular meeting of the Automatic Phonograph Owners' Association here was held this week in the association offices, according to Sam Chester, president, who handled the meeting.

Present at the meeting were Charles Kater, secretary and treasurer; John Weisenberger, vice-president; Dave Tavel, Ray Bigner, Sam Butler, Al Lieberman, Nate Bartfield, Jerry Levy, Les Pegg, John Nicholas, William Fitzpatrick, Sam Gerros, Max Moeckel, Edward Weninger, Louis Schoenlaub, Morris Kleinman and Al Chasson.

Aireon Plans Added Common Stock Issue

PHILADELPHIA, Oct. 19.—Aireon Manufacturing Corporation has filed a statement with the securities and exchange commission to register 54,166 2/3 additional shares of common stock with a par value of 50 cents.

Out of this total, firm has reserved 37,500 for issuance upon exercise of conversion rights of notes held by directors, officers and others. Another block of 16,666 2/3 has been reserved for issuance upon exercise of an option held by Railway Radiotelephone & Signals, Inc., which is the exclusive distributor for the firm's railway radiotelephone equipment.

Both notes and option were issued in connection with financing arrangements undertaken by the company.

OPA Frees Metallic Cloth; Jukemen Glad

NEW YORK, Oct. 19.—Decontrol of metallic cloth by OPA this week was seen by local juke reconditioners as an opportunity to again use it for music machines.

End of control applies to all types of metallic yarn, which contains at least 25 per cent of that material, according to the OPA.

NO JUMBLE, SAY WAXERS

(Continued from page 21)

of their 50 centers. Since that time Victor and Capitol have found it necessary to go to 60 cents, while Decca has been quietly decimating its 50-cent label by transferring talent to the 75-cent series. Columbia, of the Big Four, is the only outfit which still has a 50-center. Costs (materials and manpower) may easily continue to climb in the disk business as in other industries and if they do there is a possibility that the diskers will find it necessary to jump the 60-cent platters to 75 cents. With disk sales off at the present time, however, most observers agree that the record men will hold the price line just as long as it's economically possible.

WHAT ABOUT UERW?

(Continued from page 21)

contracts. Union most consistently referred to is the United Electrical and Radio Workers (CIO) to which most of the platter plant workers belong.

UERW, the crepe-hangers point out, didn't get percentage increases approximating the 37 1/2 per cent figure granted the musicians. RCA-Victor, for instance, just recently granted the UERW members in their Camden plant a jump of 5 1/2 cents per hour, which is much nearer 20 per cent than 37 1/2 per cent. Less pessimistic members of the platteries claim, however, that the plant people have received several increases in the same period during which the musicians have gotten only the one hike. Most of the present disk company-UERW pacts were signed in recent months and run for a one-year period, but practically all of them have clauses permitting reopening for wages before the expiration date of the contracts.

CAIN IN NEW YORK

(Continued from page 21)

Music trade observers, however, felt there was better than an even chance that representative of the songwriters would manage to get with him for a session too. There were no further developments on the SPA's flirtation with Local 802 toppers reconverting the cleffer org into a union. The music publishers in the meantime claim to be tied up at the moment with international conference of performing rights (and other copyright societies) which takes place in Washington beginning October 21.

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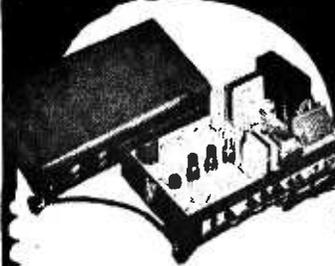
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BOX D-348, Care The Billboard, Cincinnati 1, Ohio

ADVANCE RECORD RELEASES

(Continued from page 34)

- SOONER OR LATER Les Brown (Doris Day) (YEARS AND)..... Columbia 37153
- STORIES FOR CHILDREN ALBUM... The Great Gildersleeve Capitol CD-33
Hansel and Gretel
- SWEET MEMORY Luis Russell Ork (DON'T TAKE)..... Apollo 1020
The Brave Little Tailor
- SWEETHEART OF SIGMA CHI..... Phil Brito (Sonny Burke Ork) (EITHER IT'S) Musicraft 15093
- TEMPO'S BIRTHDAY Lionel Hampton (THE PENCIL)..... Decca 23696
- THAT AIN'T RIGHT Slim Gaillard Trio (Wini Beatty) (SANTA MONICA) Majestic 9004
- THE BEST MAN Sunny Skylar (ON THE) Mercury 9004
- THE FIRST THING I DO EVERY MORNING Hoosier Hot Shots (Gil Taylor) (WHEN THE PENCIL BROKE (And That's Lionel Hampton (Lionel Hampton-Ensemble) (TEMPO'S BIRTHDAY) Decca 23696
- THE WOLF IS ON THE LOOSE AGAIN Piccadilly Pipers-Bonnie Davis (YOU THERE IS NO BREEZE (To Cool the Flame of Love) Alvino Rey (Jimmy Joyce-Vocal Group) (GUITAR BOOGIE) Capitol 318
- THERE IS NO BREEZE (To Cool the Flame of Love) Griff Williams Ork (Bob Kirk) (BLESS THIS TIME) Sonora 3022
- TU FELICIDAD Jo Stafford (Paul Weston Ork) (PROMISE) Capitol 317
- VALE MAS Pedro Infante-Juan S. Garrido Ork (MI TRAGEDIA) Peerless 2355
- WAGNER: DIE MEISTERSINGER-TWO MONOLOGUES ALBUM..... Martin Y Matena (AL PATRIOTICO)..... Peerless 2154
- Wagnermonolog (Act II, Scene 3)
- Wahnmonolog (Act III, Scene 1)
- WEARY WITH WORRY Dave Denney (CHEATIN' ON)..... Musicraft 422
- WHEN A WOMAN LOVES A MAN... Julia Lee and Her Boy Friends (Julia Lee) (JULIA'S BLUES) Capitol 320
- WHEN JOHNNY BRINGS LELEHANI HOME Hoosier Hot Shots (The First)..... Decca 46020
- WHEN THE ORGAN PLAYED AT TWILIGHT Guy Lombardo (Mert Curtis) (DRIFTING AND) Decca 18921
- WHEN YOU MAKE LOVE TO ME... Bob Chester Ork (Lou Gardner) (YEARS AND) Sonora 3020
- WHEN YOU MAKE LOVE TO ME (Don't Make Believe) Bing Crosby (Victor Young Ork) (IT COULD) Decca 23686
- WHITE CHRISTMAS Frank Sinatra (Axel Stordahl Ork-Chorus) (JINGLE BELLS) Columbia 37152
- WHITE CHRISTMAS Jo Stafford (Lynn Murray Singers-Paul Weston Ork) (SILENT NIGHT) Capitol 319
- WINTER WONDERLAND Johnny Mercer-The Pied Pipers (Paul Weston Ork) (A GAL) Capitol 316
- WRAP UP YOUR TROUBLES IN DREAMS Dan Byas (HUMORESQUE)..... Arista 5000
- YARD DOG Roy Eldridge Ork (ROCKIN' CHAIR) Decca 23697
- YEARS AND YEARS AGO Les Brown (Jack Haskell) (SOONER OR) Columbia 37153
- YEARS AND YEARS AGO Bob Chester Ork (Lou Gardner) (WHEN YOU) Sonora 3020
- YOU GO TO MY HEAD Coleman Hawkins Ork (I MEAN)..... Sonora 3027
- YOU TAUGHT ME HOW TO CRY... Piccadilly Pipers-Bonnie Davis (THE WOLF) Tune Disk 100

New Jersey Owners Seek Tavern Limit

ATLANTIC CITY, Oct. 19.—More than 1,000 New Jersey tavern owners met here recently for the annual New Jersey Tavern Association convention and voted to recommend an act, to be submitted to the State Senate and House, to limit the number of liquor licenses in the State.

Act would limit the number of taverns to one for each 1,000 population and package stores to one for each 3,000 persons.

Similar measure was declared void by New Jersey's Supreme Court earlier.

Manhattan Phono To Have Service School

NEW YORK, Oct. 19.—Leo Knebel, general manager of Manhattan Phonograph, Inc., announced plans for a service school to be conducted in the near future for juke box operators.

Knebel said that a factory representative from Aireon Manufacturing Company will be here to conduct sessions in co-operation with service experts of the firm.

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500 N. PARK AVE. CHICAGO, ILL.

Are You Looking for a Good Investment?
MUSIC ROUTE FOR SALE
IN MIDDLE WEST

275 PHONOGRAPHS 1,000 WALL BOXES

Weekly take averages better than \$10.00 per unit. \$75,000 down required. For further information write The Billboard, BOX D-339, Billboard, Cincinnati 1, Ohio

COMPLETE 20-STATION "Automatic Hostess" OPERATION

Library of 5,000 Records. Operated successfully for 7 years in city of 400,000. NO competition and unlimited possibilities for expansion.

I must sell due to illness
Price \$20,000.00.
Write for complete details.

BOX #D-346, Care The Billboard, Cincinnati 1, Ohio

20 Counties Now Open for Taverns in Alabama; Jukes OK

MONTGOMERY, Ala., Oct. 19.—With juke boxes again operating in Alabama taverns, coinmen here were encouraged over results of recent referendums in which three counties voted wet.

Twenty counties, having more than half of the State's population, are now open to taverns, according to William I. Truby, State director of the Alabama Committee of U. S. Brewers' Foundation.

Alabama has a State liquor monopoly, but beer is legal in taverns in counties where local option permits them. These locations were opened to juke boxes this year, when a law prohibiting their operation in taverns was revoked.

WANT TO BUY

From 1 to 40 Model 320 Wurlitzer Wall-boxes. If in good condition, will pay \$16.50 each.

K. T. ENTERPRISES
BOX 934 PORTSMOUTH, OHIO

PHONOGRAPH ROUTE FOR SALE

175 Wurlitzer and Seeburg 90% Late Model Equipment. 50 New 1946 Models, 300 Wall Boxes. Operator's share will run over \$10,000.00 annually. Price \$125,000. 40% down. Located in a city in a Midwestern State.

BOX D-351, THE BILLBOARD, CINCINNATI 1, O.

MUSIC OPERATION FOR SALE IN WASHINGTON, D. C.

100% Wurlitzer Machines and Wallboxes operation, consisting of 140 Machines in A-1 condition, 120 on location with about 50 Remotes. 25% of operation 1946 Model 1015, balance Models 700, 750, 800, 850 and a few Model 600. Office and equipment, workshop, records and parts for all models of Wurlitzer Machines. Three Chevrolet Coupes, two new 1940 and one 1941; also one 1941 half-ton Pickup. Owner must sell due to illness. Reasonably priced.

BOX D-352, THE BILLBOARD, CINCINNATI 1, O.

The Billboard 1946-'47 ENCYCLOPEDIA OF MUSIC

... now in preparation

- 2 Volumes
- 10 Sections
- 50 Special Articles
- 72 Reference Lists
- 750 Pictures
- 1000 Pages

The Billboard
25 Opera Place
Cincinnati 1, Ohio

Please send ENCYCLOPEDIA OF MUSIC for which I inclose \$5.00.

Name

Address

City Zone State

WANTED

USED SOLO-TONE PERSONAL MUSIC, MUSICAL AND AMI TELEPHONE SYSTEMS

State Condition, Amount of Equipment and Price Asked.

BOX D-322, The Billboard, Cincinnati 1, O.

New York:

Jack Semel, music op, just back from several weeks vacation in California, reports that he ran into Jerry Karpman, former New York op, who is in the vending end of the biz out there. . . . Albert S. Denver, AMOA prexy, has been on the receiving end of congrats from members since the association's largest banquet two weeks ago. . . . John W. Hall, handling research for Amity Manufacturing Corporation, is due back from a distributor gathering trip Tuesday.

Harry Berger, West Side Distributing Corporation, will spend Tuesday in Boston on biz. . . . Maurice Schack, Milk-O-Mat Corporation, arrived back in town this week-end from Canada. . . . Paul Bitter, 7-month-old son of Moe Bitter, West Side, is now on the steady road of recovery from pneumonia. . . . Nat Cohn, Modern Music, leaves again this week on another trip to Detroit for a Vogue confab.

Al Goldberg, music op, is the proud father of a daughter, born last Monday. . . . Earl Winters, Modern Music, is busy appointing salesmen for Vogue Records. . . . Two of the old-timers in coin machines, Buddy Lieberman, Chicago op, and Charlie Lichtman, New York Distributing, talked over old times this week on the occasion of Lieberman's visit here. . . . Leo Knebel, Manhattan Phonograph Company, is planning an Aireon service school. . . . Charles Bloom, Manufacturers Agent Sales Company, reports interest in coin-operated lotion and soap dispensers is high.

Jack Fitzgibbon, Musical Minutes, Inc., had his coming out party this week for his new telephone music box and the John-Lee commercial music system. . . . Barney Berkens, ACAA secretary, is recovering at home this week from a minor operation. . . . ACAA annual night club affair is due "about" the second week in December, according to Louis Fox, vice-president. . . . Tom Byrne, New Jersey Tavern Association, reports that organization is fighting for a bill limiting the number of taverns in the State.

Al Stein, Bob Martin, Irving Popofsky, Frank Facier and Hal Pickman are the new Modern Music salesmen operating out of New York. . . . Ed (See NEW YORK on page 116)

Philadelphia:

Vice-Chairman of business district's group of city's Community Chest drive is Frank F. Engel, Automatic Equipment Company. . . . Asa S. Melloy returned from American Legion convention in California. . . . Marvin Medway was appointed advertising manager of Automatic Equipment Company.

Clyde G. Port and Charles L. Smith, J. P. Seeburg Corporation, visited here this week. . . . I. H. Rothstein, Banner Specialty Company, plans new showings of Packard Equipment in Pennsylvania. . . . Earl Montgomery, Automatic, joined a 10-week radio course requiring only one-hour-a-week attendance. . . . Leonard Bell and Myer Lowen, National Games, Inc., plan to leave early in November for a pre-season rest in Miami.

Kenneth Stewart, postage stamp machine operator, awarded Bronze Star recently for action during the "bulge". . . . Many ops expected to attend Atlantic City conventions starting October 21 with plans for ice cream and milk operations.

Detroit:

Gilbert A. Campbell, heading up the new Detroit firm of Secamucco, Inc., located on Mayfair Avenue, is planning to ship juke boxes and vending machines of various types to the Orient, particularly to Shanghai, where there is said to be a considerable demand for American music machines.

Frank Hedley, of Automatic Products Company, is in Florida for a few weeks. . . . William L. Monkhouse, (See DETROIT on page 118)

COINMEN YOU KNOW**Indianapolis:**

"Tex" Holley, operator of the Vending Machine Exchange here, flew to Birmingham to visit his mother, who will return with him to spend a brief vacation in this city. . . . Geraldine Taylor, accountant at the Southern Automatic Music Company, had the pleasure of entertaining Col. H. J. Smith, who is stationed in the Aleutian Islands. Colonel flew his own plane to Indianapolis and back.

Erving Eystes, of the Eystes Music Company, Terre Haute, was a purchaser of equipment during the week. . . . Automatic Music Operators' Association of Indiana held its regular monthly meeting in the Indianapolis Athletic Club. . . . Mrs. Blanche Janes, head of the Janes Music Company, is vacationing in California.

C. A. Shry, Anderson operator, was in the city last week buying parts and looking at equipment. . . . Despite a lame back, Peter Stone, Rock-Ola distributor, is working overtime getting out his deliveries. . . . Crystal Jewel Brown, daughter of Clarence E. Brown, pinball and phonograph operator, has been discharged from the James Whitcomb Riley Hospital for Children after seven weeks' treatment for polio. She is completely recovered, doctors report.

Cincinnati:

Muriel E. Weiner, daughter of Mrs. Ida Weiner, of B. W. Novelty Company, and Bernard Clayton, son of Mr. and Mrs. Morris Clayton, were married October 6 in the chapel at the Netherland Plaza Hotel. Cocktails, dinner and dancing followed the wedding. Among guests at the wedding were Al and Mrs. Lieberman; Nat and Mrs. Bartfield, of B. W. Novelty Company; Ben and Mrs. Goldberg, and William and Mrs. Marmer, of Sicking. Bride and groom left for a four-week honeymoon thru Canada and New England. They will join Mrs. Ida Weiner later in New York.

Bill and Mrs. Bigner, Wesco Novelty Company, are enjoying a vacation in Connecticut. Cecil Dickens, one of Wesco's mechanics, has been passing out cigars to celebrate a new addition to the family. Baby and Mrs. Dickens doing well, thank you.

Harry Hester, B. H. Vending Company, was in Columbus last week attending the annual meeting of the Ohio State Amateur Athletic Union. Hester is a member of the amateur boxing committee.

Cleveland:

B. Mervis, of Mervis Trucking Company here, is celebrating his fourth year next month as trucker for the Cleveland phonograph merchants. November will also mark his second year in the used-record business. As a token of his appreciation Mervis will furnish refreshments at the November meeting of the Ohio State Automatic Phonograph Owners' Association to be held at the Hotel Cleveland.

News that Leo Dixon, Jack Cohen and Virginia Holcomb were all New York-bound sounded like a big association business deal. But Virginia, who is secretary to the association, said it wasn't so, since they would all be going separate ways for separate reasons.

Pasadena, Calif.:

Arch C. Riddell, general manager, Riddell Company, wholesale tobacco and candy firm here and in Los Angeles, left for the East this week on an extended business trip. Riddell will attend the National Automatic Merchandising Association Convention in Chicago and will also visit many of the manufacturers in that area with whom his firm deals.

Riddell will continue to Tampa where he will spend some time with Eli Witt, of the Eli Witt Cigar Company, and the Hav-a-Tampa Cigar Company. Riddell Company is a distributor for those firms. Riddell expects to be back about November 1.

Phoenix:

A new peanut vending machine route is being operated by S. H. Ammerman, 2805 North Third Street. . . . J. W. and R. W. Barnhurst have established the Barnhurst Sales Company at 1425 East Washington Street. . . . John Canning has been licensed to handle vending machines. . . . Arizona Sales Company announced a name change last week. Firm now calls itself Ace Cigarette Service. Owner Carl J. Volpe says the company, at 1030 Grand Avenue, will handle cigarette vending machines.

C. F. Wortman, 718 East Polk Street, has purchased the route of Huddleston and Hays. . . . In Safford, Valley Amusement Company has been established by Eugene Ely and Del Cluff to handle pinball and vending machines. . . . John Lockaby, 1002 East McKinley Street, has been licensed to handle vending machines.

Chicago:

Law London, Bel-o-Matic distributor for the Dallas area, dropped in to the Bel-o-Matic offices for a short visit on his way east. Lew's horse, London's Polly, is to perform at the Madison Square Garden National Horse Show in New York this month. The horse, one of the finest five-gaited in the country, has won the grand championship at the annual Bellwood Horse Show in Pottstown, Pa., for the last three years.

Other visitors at Bell-o-Matic were Tommy Harrison, of McKees Rock, Pa., who dropped in to see friends and equipment; Bill Holriegel, of Keystone Panoram Company, Philadelphia; Fred Davis, Indiana operator, and George Coleman, Rockford, Ill.

Dave Johnson, Don Froney and Doug Johnson, Sioux City, Ia., visited the Windy City to see the Bears football game. After the game they paid a visit to Atlas Novelty Company. Fay Gardner, an operator from Rock Island, Ill., was a visitor to Atlas also.

Business was humming this week at Exhibit Supply Company when C. A. Childers, an operator from Fort Madison, Ia., paid a visit.

Dick Law, of Mills Industries, was planning to leave this week for the national refrigeration and air-conditioning convention show in Cleveland. Dick is going up to set up the Mills booth there. The booth, he says, will show refrigeration equipment made by Mills and will also exhibit its coke machine.

Bill Jay and his wife, from the Jackson Amusement Company, Jackson, Mich., popped into town for a brief visit and then resumed their pheasant hunting with Ralph Sheffield, Empire Coin Machine Exchange. The group is bagging the birds in South Dakota. Among other visitors to Empire were (See CHICAGO on page 120)

Los Angeles:

George Burke, of Coinmatic Distributors, is in the San Francisco Bay Districts on business for Pacific Records. . . . Dean Watson, Silver Spur Records, is currently covering Idaho, Montana and Wyoming, setting up a sales campaign for his label. . . . Bill Abel, Coast Records, is in New York on a sales trip, and while there will run a couple of recording sessions for the Coast diskery.

George Ehrrott, local manager of new Mills Sales Company branch office here, conducted a highly successful open house recently. A large crowd of local ops and distribs turned out. . . . Chet Wiser, Coast Records, is out pushing his label on a local selling trip thruout Southern California.

Dick Hood, president of H. C. Evans Company, Chicago, was in town for a few days mixing business with a vacation. . . . Gladys Washburn is still doing a terrific job as treasurer of Charles E. Washburn Company, which includes Coast Records, Packard music machines, Peerless Diskos and Ace Distributing Company.

Bill Happel, of Badger Sales, has hired S. L. Warlick as his new office manager and auditor. Happel also announces the addition of Jimmie Lyons to his staff. Lyons was with the engineering department of the Keeney Company, Chicago, for two and a half years. At Badger, he will (See LOS ANGELES on page 122)

Kansas City:

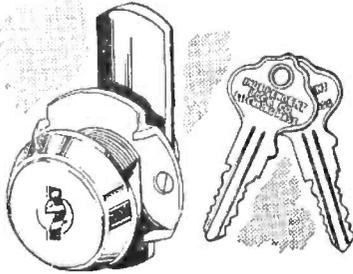
Victor Roos, of Automatic Coin Machine Company, had the telegraph and telephone wires hot last week trying to line up reservations for a pheasant hunting trip. While Mrs. Roos pinch-hits at the office this week, he will be tramping the South Dakota pheasant country. Mrs. Roos is using free time between callers in planning for the trip to French Lick, Ind., November 6-8, for the international distributors' convention of the (See KANSAS CITY on page 126)



IT'S A FULL HOUSE at the Seeburg juke box service school session held at Atlantic New York Corporation headquarters in New York. School, sponsored by this distributor, is now in its third cycle, with attendance reported gaining with successive lesson phases.

HERCULOCK*

Stops taking ways



Pick-resisting, shock-resisting ILCO HERCULOCKS, with built-in dependability, will keep your "take" in the coin boxes where it belongs. Ready to outsmart a "Jimmy Valentine" or baffle a "Raffles", HERCULOCKS afford the kind of protection and security you'll want for every one of your coin machines.

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.

*Trademark registered



INDEPENDENT LOCK COMPANY
Fitchburg • Massachusetts

LOOK

**SPECIAL THIS WEEK
CONSOLES**

10 BALLY CLUB BELLS . . . \$159.50 EACH

IF YOU ARE NOT ON OUR MAILING LIST, WRITE US.
DON'T DELAY, WE ALWAYS HAVE GOOD BUYS.

HUB ENTERPRISES

Phone Lexington 6646-6647
32 South Charles St. Baltimore 1, Md.

Service Economy Quality Ask Any Operator Service Economy Quality
Ask Any Operator Service Economy Quality Ask Any Operator Service

LET'S STRAIGHTEN THINGS OUT!

Remember this:
1. Every product we handle is backed by the reputation for fair dealing it took us 17 years to earn.
2. As the PIONEER PARTS AND SUPPLIES firm, you can depend on us to continue leading the industry in service, economy and quality.
service! economy! quality! ask any operator!
SERVICE! ECONOMY! QUALITY! ASK ANY OPERATOR!!

Block



MARBLE CO.
1425 NO. BROAD ST., PHILA. 22, PA.
PHONE: STEVENSON 4-8975

GET IT FROM BLOCK—THEY HAVE IT IN STOCK

FOR SALE—MUSIC AND PINBALL ROUTE

36 Phonographs, 65 Wall Boxes, 10 Speakers, 33 Pinballs, 12 Slots. Most all late model equipment. All on location. Well equipped shop. Price \$35,000.00 Cash.

SWANK AMUSEMENT CO.

P. O. BOX 227

TILLAMOOK, ORE.

CHIEF PADUKE SAYS—



HUDSON DISTRIBUTING CO., of Paducah, Ky.

are announcing themselves as factory distributors and jobbers for the following—

And we are now delivering—

- WHIZZ \$189.50
- VICTORY SPECIAL 661.50
- SPELLBOUND 325.00
- DYNAMITE 334.50
- SUPERLINER 322.00
- FAST BALL 330.00
- BIG LEAGUE 299.50
- DAVAL FREE PLAY 75.00
- A. B. T. CHALLENGER 65.00
- SINGLE REVOLVAROUND SAFE
- DOUBLE REVOLVAROUND SAFE
- 5c MILLS BLACK CHERRY 248.00
- 5c MILLS GOLDEN FALLS 258.00

**We Have
50**

**Different
Kinds of Used
Pin Games**

Write for Prices

1/3 Deposit, Balance C. O. D.
We are no farther away than your phone

HUDSON DISTRIBUTING CO.

1207 Broadway
PHONE 4662 PADUCAH, KY.

This is IT!

DAVAL Counter Game

"Free Play" . . . with a FREE PLAY Feature!



Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off, or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE
\$75.00
F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

"Another Peach From Georgia"
HEATH DISTRIBUTING COMPANY
217 THIRD STREET MACON, GEORGIA

MACON NOVELTY CO.

READY FOR LOCATIONS—RUSH YOUR ORDERS

5 BALL FREE PLAY GAMES

Action Beauty	\$106.00	Four Diamonds	42.50	Sword Up	\$ 87.50
American	89.50	Gun Club	79.50	Show Boat	79.50
Bandwagon	59.50	Hollywood	105.00	Sky Raider	74.50
Big Chief	89.50	Jeep	18.50	Slingshot	69.50
Bombarder	89.50	Knockout	54.50	South Paw	79.50
Bocco	54.50	Leotomire	109.50	Spot Pool	109.50
Crossline	42.50	Marvel Baseball	69.50	Strip Mustang	79.50
Dixie	69.50	Midway	69.50	Texas	80.50
Fluke	109.50	Monster	42.50	Yankee Doodle	129.00
Five and Ten	75.00	Parade	67.50	Yanks	119.50
Foreign Colors	75.00	Sea Hawk			

1 BALL FREE PLAY GAMES

Sport Events	\$129.50	Dark Horse	\$119.50
Record Time	129.50	Boort Special	109.50

COUNTER GAMES

Mills Chrome Vest Pocket	(Like Now)	1/3 Deposit, Balance C. O. D.	3147 LOCUST ST. ST. LOUIS, MO.
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Look To The **GENERAL** For **LEADERSHIP**

RECONDITIONED PHONOGRAPHS

Low Priced To Move Them Quickly!

ROCK-OLA

Spectravox—Playmaster Comb.	\$325
1940 Super	350
1939 Deluxe	325
1939 Standard	300
Monarch	175

WURLITZER

Victory 24	\$325
500 A	325
600 A, Rotary	300

● PFANSTIEHL Coin Phono Needles
—For Immediate Delivery!

SEEBURG

Wireless Duo-Remote Control	\$225
Colonel, ESRC	375
Vogue	325
Classic	325
Gem, RC Hideaway. To work with Seeburg Wireless Wall Boxes.	250
Mayfair, RC Hideaway. As above.	250

TERMS: 1/3 Cash With Order, Balance C. O. D.

● EXCLUSIVE AIREOM DISTRIBUTORS FOR MD., D. C., N. VA., S. PA.

Established 1925

Growing Steadily Ever Since



Formerly The General Vending Service Co.

GENERAL Vending Sales Corp.

306 N. GAY ST. ★ BALTIMORE, 2, MD.

CLOSING OUT!

3 1945 BANGTAILS @ \$400.00	1 TWIN REELS \$350.00
6 1945 DOMINOS @ 400.00	1 5c PACES REELS 89.50
2 1936 DOMINOS @ 200.00	1 JUMBO 119.50
3 MILLS VEST POCKETS @ 50.00	1 2 WAY SUPER BELL 219.50
1 TRACK ODDS 350.00	3 PACES 5c SLOTS @ 69.50
1 COLORS 200.00	1 PACES 10c SLOT 75.00
	1 PACES 25c SLOT 89.50

ALL IN A-1 CONDITION AND ON LOCATION. ONE-THIRD CASH, BALANCE C. O. D.
WRITE, PHONE OR WIRE

ALL AMUSEMENTS CO. HAWKINSVILLE, GEORGIA
PHONE 200 P. O. BOX 245

WANTED 500 PIN GAMES

5¢ Blue Front	\$100.00
5¢ Brown Front	110.00
5¢ Jumbo Parade, O.P.	100.00
25¢ Jumbo Parade, C.P.	175.00
5¢ Super Bell, Comb.	250.00
5¢ & 5¢ Twin Super Bell	300.00

Venus	\$ 70.00
Knockout	89.50
Liberty	130.00
Air Force	64.50
Miami Beach	69.50
Southpaw	60.00
Ten Spot	49.50
Hollywood	155.00
Gun Club	79.50
Spot Pool	80.00
Kerney Texas League	35.00

● ● ● WE HAVE ALL ● ● ●
MILLS SLOT AND JUMBO PARTS

Lewis COIN MACHINE SERVICE

3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

ROUTE FOR SALE State of Maryland

70 pieces of Music, Bar Boxes, Speakers, etc. Spare Parts too numerous to mention. Approximately 110 pieces, consisting of J-Balls, G-Balls, Super Bells, Roma Bells, Slots of all descriptions, Guns and Arcade Pieces, also three Chevrolet Trucks. Route will stand rigid investigation and pay for itself in one year. Will sell only to responsible operator. Owner retiring. Price \$45,000.00. Will take one-half down to responsible buyer.
BOX D-345, THE BILLBOARD, CINCINNATI 1, O.

COINMEN YOU KNOW

New York:

(Continued from page 114)

Ravreby still spends his week-ends at the Astor Hotel. . . . More space is necessary at Speedway Products, according to Al Bloom. . . . George Ponsler and Irving Kaye, Amusement Enterprises, Inc., are getting their new games into production now. First to appear will be a whirling ball game. . . . David Stern and Jules Mayer, Seacoast Distributing, are putting a real bid in for the export biz.

In the past month, Dave Lowy Company has been busy adding game machines and a music system, and place has really taken on a busy air. . . . Sammy Lipman, West Side Distributing, has a habit of inviting people for rides in the firm's car whenever the machine is due to break-down—we know. . . . Harold Fox, Chicago op, in town looking over music machines reports that cig vendors in Chi are not too far in the future.

Alf Jordan, South African operator, was delayed several days in leaving because of the embargo. . . . Bob Jacobs, Amusement Games, reports an expansion in his bowling alley spots. . . . Starting Monday (21) five dairy and ice cream associations will be meeting in convention at Atlantic City. Ice cream and bulk milk vendors are slated for an airing. . . . Art Rothenberg, Robert Lurio, Boston ops, and Paul Seidman, Bronx op, walked almost five miles to Paul's home last Saturday evening, claiming they couldn't get a cab from the night spot they were visiting—seems they forgot they had come by Paul's car and had to return to the club the next morning to pick it up.

Samuel Leschin, International Vending Corporation, is hard at work on his coin-operated box candy vender. . . . Al Blindow, AOAA president, had a confab with Ben Fielding, license commissioner, on Thursday (17) morning. . . . A new amusement arcade is slated for 42nd Street, between Seventh and Eighth avenues. . . . Ben Smith and Perry Wachel, Deperi Advertising, are easier to get along with now that they have new quarters.

"Bip" Glassgold, DuGrenier; Robert Z. Greene, Rowe Manufacturing; J. Breidt, U-Need-A, and Hal Meeks, Eastern Electric, plus many distributors. (See NEW YORK on page 124)

LOOK AT THESE PRICES!

Reconditioned and Ready for Location

1 Dark Horse (1 Bl.)	\$84.50
3 Blue Grass (1 Bl.)	84.50
1 Sports Special (1 Bl.)	84.50
1 Record Time (1 Bl.)	84.50
1 Argentine (5 Bl.)	60.00
1 Blondie (5 Bl.)	15.00
1 Sporty (5 Bl.)	15.00

WRITE OR WIRE TODAY
JOHN HOPKINSON
450 S. Burlington Ave., Los Angeles 5, Calif.

SPECIALS BY STEWART

4 Mills Panorama	\$290.00
2 Muto. Sky Fighters	165.00
3 Muto. Punching Bags	85.00

2 Pace Saratogas (Console) \$75.00

1 5c Mills 4 Balls	\$425.00
1 5c Mills War Eagle	95.00
3 Bally Reserves, 5 Ball Free Play	20.00
3 Spinning Reels, Free Play or Payout	80.00

STEWART NOVELTY CO.

1361 S. Main St., Salt Lake City, Utah



AUTOMATIC COIN MACHINE & SUPPLY CO.

4137 W. ARMISTAGE AVE., CHICAGO, ILLINOIS

MILLS COIN MACHINES
CHICAGO AND ADJACENT TERRITORY

FOR SALE

- 1 Supreme Victory Roll \$100.00
 - 1 Model 71 Wurlitzer, A-1 Shapp, With Stand 175.00
 - 2 Rock-Ola Ten Pins. Each 50.00
- Crating \$10.00 extra each machine.

PUEBLO MUSIC CO.

206 S. GRAND AVE. PUEBLO, COL.



ASSOCIATED AMUSEMENTS

846 COMMONWEALTH AVE., BOSTON 15, MASS.

MILLS COIN MACHINES
MASSACHUSETTS, MAINE, NEW HAMPSHIRE AND VERMONT

ASSOC. AMUSEMENTS INC.

846 Commonwealth Ave. Boston 15, Mass.

EXCLUSIVE **TRADIO** DISTRIBUTOR in Massachusetts, Maine, Connecticut, Rhode Island, Vermont, New Hampshire

SEE **TRADIO** AD PAGE 118



KEYSTONE PANORAM COMPANY

2538 W. HUNTINGDON ST., PHILA. 32, PA.

MILLS COIN MACHINES
DELAWARE, EASTERN PENNSYLVANIA AND SOUTHERN NEW JERSEY

MECHANIC WANTED

Experienced Man on Phonographs and Pin Games. Must know Seeburg Remote. Write, giving age, reference and full details. Route in Pittsburg and surrounding area. Address: BOX D-315 The Billboard Cincinnati 1, Oh

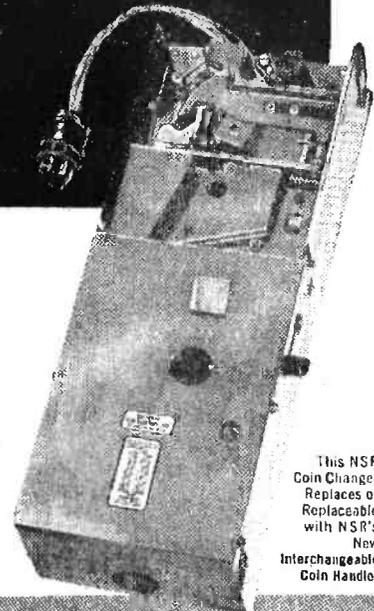


HAVE I EXACT CHANGE?
IT DOESN'T MATTER

this vending machine equipped with

**NATIONAL
COIN
CHANGER**

**MAKES CHANGE AND
VENDS MERCHANDISE
IN
1 AUTOMATIC OPERATION**



This NSR Coin Changer Replaces or Replaceable with NSR's New Interchangeable Coin Handler

**Installed INSIDE
Vending Machine**

Manufacturers! Request full information about this interior-mounted dependable, accurate NSR Coin-Changer! In step with Progress!



**OPERATES EASY!
INVITES BUSINESS!**

The drop of a coin in slot opening does all! No levers, no buttons! (Loads easy! In servicing: coin tube opens, empties with flip of finger!)



**CAPITAL TIED UP?
JUST 60 NICKLES!**

A big day begins with 60 nickles... \$3.00... No idle nickles, either, they feed into Changer. Dimes, quarters, into cash-box.



EASY TO INSTALL OR REMOVE!

All you need besides standard coin inlet and outlet chutes are 3 small mounting studs and 1 electric socket. (Removable without tools). Also, replaces or replaceable with NSR's new Interchangeable Coin Handler!



**PERFECTED! TESTED!
BULL-DOZED!**

...on toughest locations!..to assure accurate, dependable functioning. (Compact design: 14" high, 6" wide, 3" deep. Built to work like a Turk!)



**PROTECTED FROM
JACK-POTTING!**

The ultimate in engineering safety features guard against emptying of coin change chute or merchandise.

Another engineering advancement from National! Vend machines with NSR Coin Changers invite extra sales, insure against lost sales...keep you abreast of competition, *out in front* with modern merchandising. Tested toughest way in actual use. Created by the world's largest and only manufacturer devoted exclusively to developing, perfecting coin-handling and detecting devices.

For Coin Handling Perfection

NATIONAL SLUG REJECTORS, INC.

FOREIGN AND DOMESTIC COIN HANDLING UNITS SERVE THE WORLD
5100 SAN FRANCISCO • SAINT LOUIS 15, MISSOURI

Producers of SLUG REJECTORS • MOUNTING BRACKETS • COIN SWITCHES • COIN RETURN ELECTRO MAGNETS • CABLE ASSEMBLIES
Two More National Firsts: COIN OPERATED (SINGLE OR DUAL) RADIO TIMERS AND CREDIT STORING DEVICES



VENDING MACHINE COMPANY

207 FRANKLIN ST., FAYETTEVILLE, N. C.
MILLS COIN MACHINES
 NORTH CAROLINA, SOUTH CAROLINA
 AND VIRGINIA

ATTENTION, OPERATORS
 REPLACEMENT RUBBER PLUGS



Packed 250 to Carton
 Lots of 250, ea. 124
 Lots of 1,000, ea. 114
 Lots of 5,000 Write for Prices

ELECTRIC FAN PRODUCTS

102 North Niles Ave. South Bend, Ind.

COINMEN YOU KNOW

Detroit:

(Continued from page 114)
 who recently established Redford Vending Company, has gone off on a vacation. . . . Gordon McBain is re-vamping the design of a new book-match vender which he expects to have ready for the market shortly. Gordon says the device will allow a more efficient delivery of matches.
 L. V. Rohr, of the Rohr Sales Company, has reopened his store on 12th Street and is resuming jobbing operations in the vending machine field. . . . John P. Kelly, of the Batter-Up Company, has joined the staff of the Empress Theater in addition to his other business enterprises.
 Arthur Jacques, head of Shoematic shino machines, is making plans to place his new machine in production shortly. . . . Joseph Budjack, developer of the charact-o-graph, is back from three months on the road, winding up with covering the Southern fairs. Henry C. Lemke, Lemke Coin Machine Company, is enlarging and remodeling his store and salesrooms on West Vernor Highway.
 Mrs. Elizabeth Lund, until recently automatic manager of the Michigan Automatic Phonograph Owners' Association, is recovering from a nervous breakdown, Joseph Brilliant reports. . . . Buhl Sons Company, for-

merly in the record distributing field here, may take on another record line later.

Al Curtis and Charles Friedenber, active in the local coin machine field for many years and in partnership as the Curtis Coin Machine Company, are coming into the music machine field with the formation of Alcha's Music Company—title taken from the first names of the two partners. Office is on Hamilton Avenue.

Comfort for Jim

CHICAGO, Oct. 19. — Coin machine public relations man Jimmy Mangan has found a way to combine efficiency and comfort when working at home. Prolific writer for magazines and author of several books, Jimmy has had the legs of his home typewriter stand shortened to put it on a level with the low-slung furniture in his living room. Gimmick enables him to twine his long legs around the stand and type in perfect comfort.

FOR SALE

New and Used
SKEE BALL ALLEYS
 EMPIRE COIN MACHINE SALES

780 Coney Island Ave. Brooklyn, N. Y.
 Phone Buckminster 7-7300



UNITED AMUSEMENT COMPANY

3410 MAIN ST., KANSAS CITY 2, MISSOURI
MILLS COIN MACHINES
 KANSAS AND WESTERN MISSOURI

FOR SALE

Seeburg 12 Records \$124.50
 Wurlitzer Model 61 149.50
 Wurlitzer 618 209.50
 Wurlitzer Model 24 259.50
 Wurlitzer Model 600R 309.50
 Wurlitzer 750E 649.50

PIN BALL

Marines at Play \$ 69.50
 American Beauty 89.50
 Army and Navy (K deposit) 99.50
 Sky Raider (Big Parade) 109.50
 Yanks 89.50
 Paratroops 109.50
 Production 109.50
 1/3 Deposit, Balance C. O. D.

IRWIN DISTRIBUTING COMPANY

106 S. Grovo WICHITA 7, KANSAS
 Phone 5-9697



SOUTH COAST AMUSEMENT CO.

314 E. 11TH ST., HOUSTON 8, TEXAS
MILLS COIN MACHINES
 SOUTHERN HALF OF TEXAS

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.



ROY MCGINNIS COMPANY

2011 MARYLAND AVE., BALTIMORE, MD.
MILLS COIN MACHINES
 DISTRICT OF COLUMBIA AND MARYLAND

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 each size.
 Blackstone Coin Packer Co.
 Madison 1, Wis.



TRADIO The only radio expressly designed for coin operation.
KEEPS YOU TUNED FOR TOP PROFITS

TRADIO strikes a rich, profit-pulling note for coin-conscious operators all over the country, because TRADIO is the only radio built (not adapted) for coin operation.

Leading operators everywhere are already utilizing the powerful profit potential of TRADIO. They know that TRADIO assures BIG earnings, ever trouble-free operation, minimum maintenance costs. And—TRADIO is being delivered in quantity—NOW!

Order TRADIO Today. And Remember, Don't Say Radio, Say TRADIO

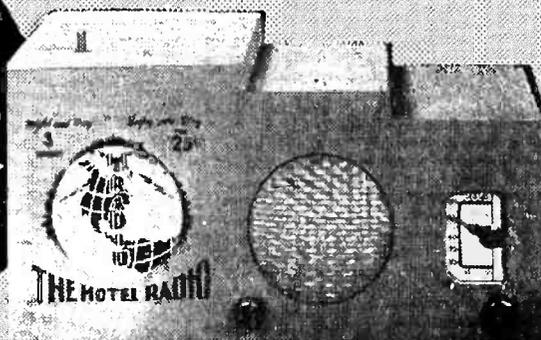
NOTE THESE EXCLUSIVE TRADIO FEATURES:

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, theft-proof. Insurable in any location.
4. TRADIO boasts continuous timing. Timing device completes "play-time" after TRADIO has been switched off.
5. TRADIO sets are individually adjusted to the exact acoustic limits of each particular room.

Yes, TRADIO keeps you tuned to top profits. Furthermore, available in every color, TRADIO will harmonize with any interior in hotels, tourist camps, hospitals, clubs.

TRADIO, INC.

ASBURY PARK, NEW JERSEY
 PHONE: ASBURY PARK 2-1341



EVERY MACHINE GUARANTEED UNCONDITIONALLY FOR 10 DAYS—CLEAN AND MECHANICALLY PERFECT—READY FOR LOCATION.



MEMBER

NEW FIVE BALL FREE PLAY	Chicago SPELLBOUND	\$325.00
Gottlieb SUPERLINER	Bally BIG LEAGUE	290.50
BUBBLES	NEW COUNTER GAMES	\$ 39.50
CATALINA	Gottlieb Grip Scales	22.50
Exhibit FAST BALL	Wind Mill	

USED FIVE BALL FREE PLAY	Four Aces	\$ 95.00	Oklahoma	\$200.00
Action	Grand Canyon	180.00	Santa Fe	185.00
American Beauties	Hollywood	140.00	Shangri La	135.00
Arizona	Idaho	200.00	(Gottlieb)	135.00
Big Chief	Jess	105.00	Sky Chief	135.00
Brazil	Knockout	95.00	Topic	70.00
Five and Ten	Liberty	160.00	Yankee Doodle	95.00
Flat Top	Midway	105.00		

USED ONE BALL FREE PLAY	Club Trophy	\$180.00	Derby '41	\$170.00	Foreign Colors	\$ 75.00
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USED ARCADE EQUIPMENT	Chicken Sam	\$ 80.00	Shoot-the-Chute	\$ 80.00
Keoney Submarine	90.00	Total Roll	375.00	
Play Pool	75.00			

REBUILT SLOTS	Blue Cherry Bell, 5¢	\$170.00	Blue Front, 10¢	\$115.00	Silver Chief, 5¢	\$95.00
Black Cherry Bell, 25¢	195.00	Blue Front, 25¢	135.00	Rod Skin, 5¢	50.00	
Black Cherry Bell, 50¢	275.00	Brown Front, 5¢	115.00	Victory Chief, 5¢	75.00	
Blue Front, 5¢	95.00	Four Star Chief, 5¢	75.00	Victory Chief, 10¢	85.00	
		Paco Comet, 5¢	40.00	Vest Pocket Bell, Blue and Gold J.P., 5¢	47.50	

1/3 Deposit, Balance O. O. D.



OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)



FOR BELL MACHINES

COME TO

HEADQUARTERS

THE BEST MACHINES THAT MONEY CAN BUY

AND

SOLD WITH A MONEY-BACK GUARANTEE

- MILLS BLACK CHERRY BELLS
- MILLS SILVER CHROME BELLS
- MILLS GOLD CHROME BELLS
- COLUMBIA TWIN JAK BELLS
- COLUMBIA DELUXE BELLS
- BAKER'S PACERS CONSOLES

SEND FOR COMPLETE CATALOGUE TO BELL MACHINE HEADQUARTERS

BAKER NOVELTY CO.

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

\$25.00 TOP PAYOUT
\$34.82 PROFIT

KICKOFF TIME IS HERE!

CASH IN NOW ON THE TIMELY PLAYER APPEAL OF THIS "RED-HOT" WALSH BOARD WITH THE PROGRESSIVE TRIPLE JACKPOT FEATURE.

FOR THE FASTEST SELLING NEW IDEA BOARDS AND ALL THE OLD RELIABLE NUMBERS SEND FOR WALSH CATALOG SHEET AND PRICE LIST TODAY

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.

READY NOW FOR IMMEDIATE DELIVERY!

KWIK-NIKLES

Streamlined

COIN CHANGER



A light touch of lever delivers five nickles!

9.85

JOBBER'S LIST PRICE

It's fast! A light touch of the handy lever delivers five nickles into your palm. Can't miss, can't fail. Pays for itself in time saved!

- Sturdy — All Metal!
- Feather Touch Operation!
- Holds a Full 200 Nickles!
- Guaranteed Accurate!
- Wall or Counter Mount!
- Plated Solid Brass Tube
- Distributors Wanted — Write for Discount Deal!

McPHERSON MFG. CO.
501 E. 34th STREET TACOMA 4, WASH.

This is IT!

A New Sensational

DAVAL Counter Game

"Free Play" ... with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE \$75.00
F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

B. D. LAZAR CO. 1635 FIFTH AVE.
Pittsburgh 19, PA.
Phone: Grant 7818

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.

DOWN DOWN DOWN GO CONSOLE PRICES!

Check These FEATURES and PRICES!

Single Safe Stands—Double Doors	\$ 29.50	Jennings Totalizer, F.P.	\$ 94.50
Pine Saratogas and Reels—(Rolls)	49.50	Pace Races, Brown Cabinet	97.50
Wattling Big Games, F.O.	69.50	Evans Domino, J.P.	149.50
Bally Royal Draw	69.50	Bally Club Bells, F.P., P.O.	169.50
Bally Big Top, P.O.	79.50	Exhibit Rotary Merchandiser, Olav Type	179.50
Jennings Cigarilla, late model	87.50	Keene Single Super Bell, F.P., P.O.	189.50
Bally Big Top, F.P.	88.50	Evans Bangtail, J.P., Two-Toned Cabinet	189.50
Double Revolve-around Safe Stand	89.50	Evans Domino, J.P., Two-Toned Cabinet	199.50

MILLS Consoles, Set of Three, 5-10-25, New Cabinets. \$875.00
Mechanism like new.

MILLS 4-Bells	\$350.00
MILLS 4-Bells, 3/5c, 1/25c	395.00
MILLS 4-Bells, late heads, 3/5c, 1/25c	495.00
MILLS 3-Bells	595.00
KEENEY 4-Way Super, 3/5c, 1/25c	495.00

EVERY MACHINE CARRIES SILENT SALES GUARANTEE

MILLS
BLACK CHERRY BELLS
GOLDEN FALLS VEST POCKET BELLS

GENCO
WHIZZ TOTAL ROLL
Immediate Delivery

Distributors for Minnesota, North Dakota, South Dakota and Montana

WANTED
5 Ball, 1 Ball, Mills Bells, Consoles
.. Wanted. Cash or Trade. Send List.

KEENEY
1946 SENSATION BONUS SUPER BELLS
Single, Twin and Triple

EXHIBIT
FAST BALL "Better Than KNOCKOUT"
Immediate Delivery

Silent Sales Company
SILENT SALES BLDG., MINNEAPOLIS 15, MINN.
Mpls. Phone Geneva 3645. St. Paul Phone MEster 5720

To Make Room for Production of New Games

STOCK REDUCING SALE

of Popular Games, Counter Deals, JP Cards, Tip Books, Bundle Tips and other items.
WRITE OR WIRE FOR PRICE LIST
SALE LASTS UNTIL NOVEMBER 1

WATCH FOR ANNOUNCEMENT OF THREE SENSATIONAL NEW GAMES
Hi-Ho Silver • Big Payoff • Ten High

MUNCIE NOVELTY COMPANY, Inc.
P. O. BOX 823 MUNCIE, IND.

MAX BROWN Wants

SEND US YOUR CARD

YOUR BUSINESS CARD

We will place you on our mailing list for special price offers on all games. On hand for immediate delivery, Bally (Big League), Dynamite, Fast Ball, Snellbound, Superliner, and all United conversions.

YOU'LE LIKE THE WAY WE DO BUSINESS

Phila. COIN MACHINE EXCHANGE
844 N. BROAD ST. — PHONE PO 5-4772 — PHILA. 30, PA.

COINMEN YOU KNOW

Chicago:

(Continued from page 114)

"Hymie" Rosenberg, of H. P. Rosenberg Company, New York, and N. W. Bushey, an operator from New Boston, Mich.

Woolf Solomon, of Central Ohio Coin Machine Company, paid a short visit to friends while in town. Woolf is from Columbus. . . . George Thomas, of Thomas Coin Machine Company, Logan, O., was in town.

Fred Hunt and his wife came to the Windy City from Muskegon, Mich. . . . Felix Schacki, Gary, Ind., was looking around while in town.

Harry Arnsburg, of Northwest Amusement Company, was in from Portland, Ore.

T. E. (Red) Odder, of O. K. Amusement Company, was in town from his home, New Orleans. . . . Harry Jacobs Sr. and Jr., from United Coin Machine Company, Milwaukee, visited. . . . Sam Horwitz, of Acme Novelty, Pittsburgh, was another visitor. . . . From New York came Dave Lowy.

Sid Schneider, a serviceman for Atlas, was back on the road this week after a two-week stay in Chicago. . . . Ray Volmer, Elkhart, Ind., was in town. Ray is a distributor for O. D. Jennings. . . . Fred Anderson, Cliffside, N. J., was in town. . . . Fritz Burgeson, Barrington, Ill., a distributor for Jennings, was another visitor.

It was a gay, cheerful crowd that swarmed into Chicago for the 10th anniversary convention of NAMA at the Congress Hotel. With a full schedule of work, most of the vending machine operators, suppliers and manufacturers attending had little time for merry-making, however. Social activities had to be crammed into between-session periods. They mostly took the form of lobby chats and parties in hotel rooms, except for a "get-acquainted" party and the wind-up banquet and dance. Congress Hotel's overwrought manager was short of rooms for a number of NAMA men, despite advance reservations, but by bedtime Wednesday everybody was accommodated.

Vending machine manufacturers and their distributors were well represented, with several officials present from most firms. Eastern manufacturers' delegations came in biggest (See CHICAGO on page 128)

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W. L. AMUSEMENT COMPANY
217 S. 7th ST., ST. LOUIS 2, MISSOURI
MILLS COIN MACHINES
EASTERN MISSOURI AND SOUTHERN ILLINOIS

SOUTHWEST DISTRIB. CO.
3710 E. Anaheim St.
Long Beach 4, Calif.

EXCLUSIVE TRADIO DISTRIBUTOR in SOUTHERN CALIFORNIA

SEE TRADIO AD PAGE 118



NORTHWEST SALES COMPANY
3144 ELLIOTT AVE., SEATTLE, WASHINGTON
MILLS COIN MACHINES
IDAHO, MONTANA AND WASHINGTON

THE BEST OFFER GETS THE FOLLOWING (MACHINES)

- 1 SUPER DELUXE.
- 2 DELUXE.
- 1 MONARCH.
- 1 WINDSOR 20 RECORD.
- 1 IMPERIAL 20 RECORD.
- 1 12 RECORD. in similar Deluxe Cabinet.
- 5 BALLY RAPID FIRES.

We sell Slot and Straight Pool Tables and Billiard Supplies very reasonable.

DIXIE VENDING MACH. CO.
K. Hital, Mgr.
ANNISTON, ALA.

- 2 DARK HORSE, at \$89.00
- 1 BLUE GRASS 94.00
- 1 RECORD TIME 85.00
- 2 MILLS OWLS 49.00
- 1 VEST POCKET 54.50
- 1 EXHIBITS MERCHANTMAN 49.00
- 1 SOLID BASE FOR DARK HORSE 9.50
- 1 SOLID BASE FOR RECORD TIME 9.50

ALL MACHINES IN GOOD CONDITION.

NORM'S NOVELTY CO.
2845 PORTER AVE. OGDEN, UTAH



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.
2336 Olive St. 2339 Pine St.
Phone: Central 3892 St. Louis 3, Mo.

- SELL SEACOAST
- YOUR USED
- EQUIPMENT AND . . .
- SEE SEACOAST
- FOR THE FINEST
- IN USED
- EQUIPMENT

SEACOAST DISTRIBUTORS, INC.
445 Frellinghuysen Ave., Newark 5, N. J.
Phone: Blgclow 8-3525
627-628 10th Ave., New York 18, N. Y.
Phone: Longacre 3-0740



FRIEDMAN AMUSEMENT COMPANY
441 EDGEWOOD AVE. S.E., ATLANTA, GEORGIA
MILLS COIN MACHINES
STATE OF GEORGIA

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 glows 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.

\$74.50

SICKING, INC.

1401 CENTRAL PARKWAY, CINCINNATI 14, O.

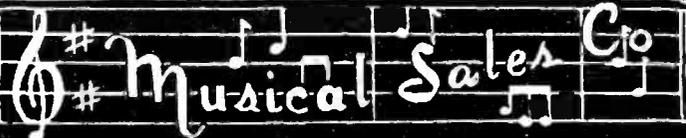
**EVERY ANGLE A PROFIT ANGLE IN
SEEBURG SCIENTIFIC SOUND DISTRIBUTION**

Looking at it from every angle, the new SEEBURG offers MORE Profit-building features.

STYLING—Striking in its unusual, functional beauty. Tastefully simple.

MECHANISM—Operates with fewer moving parts—Assures lower maintenance costs.

LISTENING—Acoustically correct SEEBURG SOUND DISTRIBUTION means far better listening—greater customer appeal.



EXCLUSIVE SEEBURG DISTRIBUTORS

FOR MARYLAND—WASHINGTON, D. C.—VIRGINIA
140 W. MT. ROYAL AVENUE BALTIMORE 1, MARYLAND
415 W. BROAD STREET RICHMOND 20, VIRGINIA

Best Bet For Fall



Launch the new grid-iron season with this all around star!

Features 1080 JUMBO holes... 5¢ per sale... Takes in \$54.00 Pays out 27.60 Average Profit \$26.40 THICK DIE-CUT Board.

Watch for further information concerning other SPORT hits and the great parade of salesboards for the new FALL season!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO 7, ILL.



A New Sensational **DAVAL Counter Game** "Free Play" ... with a **FREE PLAY Feature!**

Like a Pin Ball Game, pays out only Free Plays.

Accumulated Free Plays can be played off or cancelled & registered on inside.

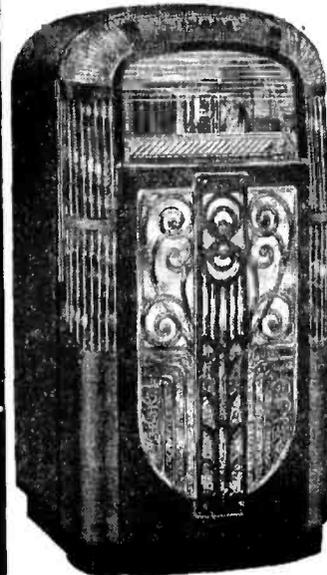
This New All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

PRICE \$75.00
F. O. B. CHICAGO

Don't Wait! Don't Delay! Order Today!

ATLAS NOVELTY COMPANY

2200 N. Western Avenue Chicago 47, Illinois
ARMitage 5005



**A MASTERPIECE
ROCK-OLA**
"The Phonograph of Tomorrow"

Delivering Today. Also Rock-Ola Wall Boxes. **EXCLUSIVE DISTRIBUTORS FOR THE STATES OF NEBRASKA AND IOWA**

SEE US TODAY ★ ★ ★ DON'T WAIT
Wire, Phone, Write
YES we can deliver immediately **GOTTLIEB'S SUPERLINER, GOTTLIEB'S GRIPPERS AND CHICAGO COIN'S SPELLBOUND**

H. Z. VENDING & SALES CO.
1205-07 Douglas Street, Omaha, Nebr. - At. 1121

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	38.87	3.50
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	5.00

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

COINMEN YOU KNOW

Los Angeles:

(Continued from page 114)
 take charge of the Super Bell and other Keeney products. This brings Hoppel's local staff to 16 people.
 Walter Murra, of Super Service Coin in Downey, Calif., is talking about his first plane trip, taken recently to Cleveland. It was a pleasure jaunt, as Murra took a couple of weeks for a vacation. . . . Bill Leuenhagen is trying to close shop for a week so he can go deer hunting, but reports there has been so much business lately he probably won't be able to get away.

Paul and Lucille Laymon are playing host to Mr. and Mrs. Sorenson, of Washington. The Laymons are showing them the town, including several day-long drives to near-by scenic sights. Laymon states he is delivering the Bally Draw-Bell in great quantities now. Recent out-of-towners at Laymon's include Stanley Tray, of Kingman, Ariz., and Fred Allen, Bakorsfield.

Ray Powers, local manager for E. T. Mape Distributing Company, reports his organization is a direct distributor for the Aireon phono line. Nels Nelson has also taken over as Aireon distributor. Jack Gutshall, of Jack Gutshall Distributing Company, and Nick Carter, of Nickabob Sales, who formerly handled Aireon, have given up the line. Gutshall has taken over the Packard Pla-Mor distribution,

and is currently on an extended hunting trip while his office is making the change-over.

Curly Robinson expects to move his AOLAC offices into the new building on Pico Boulevard by Christmas. Curley has experienced the usual numerous delays with the building program. . . . Les Kelley, K & M Service, is in Denver on business, preparatory to going to Omaha to complete arrangements to set up company branch office there. Partner Fred Myers is swinging by company's Dallas office and thru Oklahoma City, before meeting Kelley in Omaha.

Al Bettelman, C. A. Robinson Company, is horseback riding every Sunday, now that the fishing season is over. . . . Bud Parr, General Music Company, is back from his latest business trip east for Solotone, and reports business conditions back there are good and steadily improving. Bud reports he had a couple of really rough plane rides on this last jaunt. . . . Jimmy Rutter has decided to build and operate his new Del Mar game himself, until such a time as interested Chicago manufacturers can get material to handle production of the new game.

Seen in Badger Sales showrooms and along the row recently were Irvin Gayer, San Bernardino; Lowell Ayers, Inglewood; J. B. Mullenaux, Calexico; Lee Wirt, Montebello; Jack Arnold, Barstow; Frank Lamb, Inglewood; L. H. Maston, Porterville; Orville Kindig and M. L. Christensen, Long Beach; John McGee, Downey; Paul Hawkins, Tucson, Ariz., local operators O. C. Watts, Johnny Nelson, Art Sternal, Fred Kohler, Emmet Chew and Sol Schwartz.



UNITED NOVELTY COMPANY
 DELAUNEY & DIVISION STS., BILOXI, MISS.
MILLS COIN MACHINES
 MISSISSIPPI AND GULF COUNTIES OF ALABAMA

SALESBOARDS

SPECIALS—IMMEDIATE DELIVERIES

Holes	Name	Profit	Price
400	1¢ to 5¢ PUT & TAKE	\$ 7.50	\$.60
1000	5¢ Nickel Charley	Def. 17.00	.99
1000	5¢ LULU JR.	Def. 18.00	.99
1000	5¢ Double Finn	Def. 24.00	.99
1000	25¢ J.P. Charley	Avr. \$60.00	\$1.15
1000	25¢ J.P. Otterley	Avr. 62.04	1.22
1000	10¢ J.P. Roady Money, Seal	50.70	1.75
1000	25¢ J.P. Tex, Charley, Seal	50.28	1.49
1000	5¢ J.P. Home Run	Avr. 27.00	1.89
1200	25¢ J.P. Tex, Charley	Avr. 102.28	2.29
1000	5¢ J.P. Win Finn, Jumbo	\$24.80	\$1.79
1184	5¢ J.P. Jumbo Tons, Jumbo	33.00	2.49
1000	5¢ J.P. Beat This Card	Avr. 33.00	2.59
1020	5¢ J.P. Hot Stuff, Girlie	27.00	2.79
1020	5¢ J.P. Wanna Dough, Girlie	27.00	2.89
1800	5¢ J.P. Lulu, X Thick	32.00	2.89
2180	5¢ Tab. Rd. Wh. Bl. Tickets	\$36.50	\$1.29
2170	5¢ Rd. Wh. Blue Singles	Avr. 38.00	1.59
2280	5¢ J.P. Ticket Deal	Avr. 44.00	2.89
120	Tip Ticket Books, Singles, Daz.		1.95

Grand Prize Boards, Real McCoy Boards, Etc.
SEND FOR CATALOG.

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
 Deluxe Building Blue Earth, Minn.



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 1401 CENTRAL PARKWAY, CINCINNATI 14, OHIO
MILLS COIN MACHINES
 KENTUCKY, WEST VIRGINIA AND SOUTHERN OHIO

FIRESTONE GAMES
 Are
Sure Money-Makers

FIRESTONE ENTERPRISES, INC.
 1604 Chestnut Avenue
 Brooklyn 30, N. Y.



MILLS SALES CO., LTD.
 1640 18TH ST., OAKLAND 7, CALIFORNIA
MILLS COIN MACHINES
 ARIZONA, CALIFORNIA, NEVADA AND OREGON

H & L DISTRIBUTORS
 708 Spring St., N.W.
 Atlanta, Georgia

EXCLUSIVE TRADIO DISTRIBUTOR
 in
ALABAMA

SEE **TRADIO** AD
 PAGE 118



COIN MACHINE DISTRIBUTING CO.
 500 N. CRAIG ST., PITTSBURGH 13, PA.
MILLS COIN MACHINES
 WESTERN PENNSYLVANIA

TIP BOOKS
TRADE STIMULATORS
SALES CARDS

Write for Prices.
NOVELTY PRINTING CO.
 3608 Eoff St. WHEELING, W. VA.

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Music and Automatic Equipment

855 NORTH BROAD STREET, PHILADELPHIA 23, PA.
 PHONE: STEVENSON 2258-2259

Dear Mr. Operator:
 When it comes to records—the latest and best releases, delivered in a hurry—more and more operators are "Doin' What Comes Natur'ly." They're flocking to Dave Rosen.
 "I Can't Begin To Tell You" all about Dave's completely modern record department, but you can be sure it isn't just a "One-zy, Two-zy" affair.
 Dave has full stocks of every popular, money-making disc to assure you deliveries as promised. None of this give me "Five Minutes More" business. In fact, "Just the Other Day" I overheard a group of operators hailing Dave's fast-moving record set-up. "They Say It's Wonderful."
 And what's more, Dave never worries an operator with any of that "I Don't Know Enough About You" sort of thing. If you want top records immediately, just write, wire or phone Rosen now. You'll get 'em "Come Rain or Come Shine," because with Rosen you're always on the "Sunny Road" to profits.
 Recordingly yours,
Ad Man

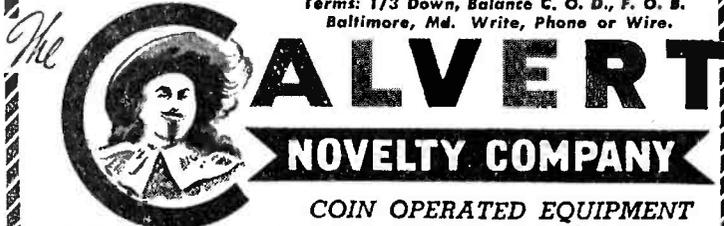


Get 'Em While We've Got 'Em

Look at the prices—and remember every single machine advertised has been reconditioned the CALVERT way—which means you can depend on them for service and for value.

- 7—SUN RAY, F. P. \$115.00★
- 2—JUMBO PARADES, F. P. 65.00★
Late Heads
- 4—SILVER MOONS, F. P. . . 69.50★
- 4—CLUB BELLS COMBINATION 129.50★
- 6—HI HANDS COMBINATION . 129.50★
- 1—BIG GAME 75.00★
Payout—Perfect
- 4—5c SUPER BELLS . . . 170.50★
Combination

Terms: 1/3 Down, Balance C. O. D., F. O. B. Baltimore, Md. Write, Phone or Wire.



COIN OPERATED EQUIPMENT

708 N. HOWARD ST. . VERNON 3034 . BALTIMORE-1, MD.

IMMEDIATE DELIVERY NEW GAMES

Bally VICTORY DERBY Genco's WHIZZ

Bally VICTORY SPECIAL Marvels FRISCO

Bally BIG LEAGUE Chicoin SPELLBOUND

Bally SURF QUEENS

Gottlieb SUPERLINER Marvels OPPORTUNITY

FIVE BALL FREE PLAYS

Air Circus . . \$115.00	Gun Club . . \$ 89.50	Sea Raider (Capt. Kidd) \$85.00
All American 49.50	Hollywood . . 150.00	Seven Up . . . 65.00
Big Top . . . 150.00	Home Run . 42 79.50	Shangri La (Gott.) . . 130.50
Bolaway . . . 89.50	Idaho 139.50	Shangri La (P. & S.) 79.50
Catalina . . 165.00	Invasion . . 89.50	Show Boat . . 72.50
Contest . . . 65.00	Jeep 82.50	Sky Blazer . . 79.50
Defense, Genco 79.50	Keep 'Em Flying . 139.50	Slap-the-Jap. 67.50
Dixie 49.50	Knock Out. . 125.00	South Paw . . 62.50
5-10-20 . . 125.00	Majors, '41 . . 65.00	Spot Parade. 67.50
Four Aces . . 99.50	Marines at Play 79.50	Spot Pool . . 62.50
G. I. Joe . . 69.50	Mills Owls, FP 62.50	
Glamour Girls 68.50	Monicker . . 69.50	
Robo 85.00		

ONE BALL FREE PLAY

Blue Grass . . . \$150.00	'41 Derby . . . \$200.00	Pimlico \$229.50
Contest 75.00	Dark Horse . . 150.00	Spot Special . . 150.00

BELL MACHINES

Mills Chrome Bell 3/5 \$200.00	Mills Vest Pocket (Blue & Gold) . . . \$ 45.00
Special—Groetchen Columbia, D.J., 5¢ \$70.00	

CONSOLES

Keeney Super Bell (5¢ Combination) . . \$250.00	Keeney Super Bell (Twin 5¢-5¢ P.O.) . \$300.00
---	--

COUNTER MODELS

American Eagle, 1¢ (F.P.) \$ 19.50	Liberty Bells, 5¢ (F.P.) \$19.50
Mercury, 1¢ Clg. Reel 18.50	Hoods or Tails, 1¢ to 25¢ play 8.50

1/3 deposit with order, balance C. O. D.

2369 MILWAUKEE AVE., CHICAGO 47, ILL.
Phone: Everglade 2545

MID-STATE CO.

WE REPAIR AND REFINISH THE FOLLOWING LIST OF EQUIPMENT TO LOOK AND WORK LIKE NEW!

SLOTS—CONSOLES—PHONOGRAPHS—PINBALLS—ONE BALLS—COUNTER GAMES—CIGARETTE AND VENDING MACHINES OF ALL TYPES. WORK DONE BY EXPERTS.

ADVANCE REPAIR SERVICE

1336 N. WESTERN AVE. Armitage 7822 CHICAGO, ILL.

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

1220 KAY STREET SACRAMENTO 14, CALIFORNIA

TUBES and NEW ACCESSORIES

Complete Line of Phonographs and Parts

THE ALBENA STORY

LOW PRICES AND TOP QUALITY NEVER GO HAND IN HAND

We are exclusively in the USED "Coin-Operated" PHONOGRAPH BUSINESS and we have found it profitable to give GOOD AND HONEST VALUES AT ALL TIMES.

EVERY MACHINE IS GRADED . . .

It is either in our first or second grade and that's the ALBENA STORY. Our second grade machines (including WURLITZER, SEEBURG and ROCK-OLA) are sold in their original cabinets and have been reconditioned to look right and operate perfectly for a long time to come. In this grade we sell WURLITZER 412's for \$120.00, WURLITZER 616's for \$185.00 and WURLITZER 24's for \$275.00 . . . all other makes and models at proportionate prices. Yes, WE ARE REALLY PROUD TO RECOMMEND OUR FIRST GRADE MACHINES. They're OUTSTANDING INVESTMENTS in coin-operated equipment. All cabinets in this grade of equipment are newly modernized and beautifully remodeled. Every chassis is completely overhauled and will give exceptional service for a long period of time. Every machine in this grade will get top dollar on any location and will deliver excellent performance and profitable returns long after the price tag is forgotten. All our newly modernized machines . . . as new looking as a bright new penny . . . will beautify and brighten every location and can be installed wherever a new machine is demanded and where the income does not warrant a new machine.

Here are examples of prices and terms for MACHINES IN THIS FINE FIRST GRADE—WURLITZER 616, Complete Lite Up, \$335.00; WURLITZER 24, \$375.00. Seeburg MAJORS, VOGUES, CLASSICS and CADETS, \$450.00 each. All other makes and models at proportionate prices. IN FIRST GRADE ONLY. A CASH DISCOUNT OF 10% IS DEDUCTIBLE with each purchase of two or more machines. YOU MAY BUY WITH CONFIDENCE everything we offer for sale. Our reputation is your guarantee for complete satisfaction.

COUNTER MODELS

BETTER MACHINES FOR LESS MONEY

ROCK-OLAS

- 2 With 5-10-25¢ Coin Chutes Revamped (1937). Each \$100.00
- 2 With 5-10¢ Coin Chute, including beautiful cabinet and P.M. Speaker. Each 135.00
- Plain Stands from \$12.50 to \$17.50.
- Modernistic Lite Up Stands, \$25.00 each.

WURLITZER

5 41s. Each \$125.00
8 61s. Each 140.00
4 71s. Each 185.00

Deposit Required With All Orders!

ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. Longacre 5-8334

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.

SPECIAL

A-1 Condition

10 KEENEY SUPER BELLS, 5c Combination \$209.50 each

MILLER VENDING COMPANY

1/3 Certified Deposit With Order

42 Fairbanks St., N. W. GRAND RAPIDS, MICHIGAN
Phones 9-8632—9-6047



HEINZ NOVELTY CO.

664 MARSHALL, MEMPHIS, TENNESSEE
MILLS COIN MACHINES
 THE STATE OF TENNESSEE

**COINMEN
 YOU KNOW**

New York:

(Continued from page 116)

tors and operators, are in Chicago this week attending the NAMA convention. . . . Clarence Lommerin and Edward C. Leson, Viking Tool & Machine Corporation, will display their coin-operated popcorn vending machine in the Sherman Hotel, November 5-6 during the National Popcorn Manufacturers' Exposition. . . . Harold Levy, Baltimore op, is in town looking over equipment.

Al Blendow, International Mutoscope sales manager, returned this week from Chicago where he attended the manufacturers' publicity campaign meeting. . . . Harry Wartell, Automatic Machine Company, is slated to announce a new vender soon. . . . A new apple vending machine will be tried out next week. . . . Coin Frozen Food venders are now in the works by a New York manufacturer. . . . Sol Wohlman, Pan Coast Amusement Company, will announce new game machine shortly. . . . Rudy

Greenbaum, Aireon vice-president, is reported headed this way. . . . Bob and Harry Watson, postage stamp operators, are hard at work designing their own machine.

Jack Mitnick, Runyon Sales, is host to many out-of-towners this week that are looking over Telomatic. . . . Al Schlesinger, Square Amusement, is due in town next week. . . . Ray Cunliffe, Illinois Phonograph Operators' Association proxy, is reported due here next week for a confab. . . . Marty Gould, Trenton, N. J. operator, claims that a purchase of New York route is in the mill. . . . New coin-operated diathermy machines are on test location in the city.

Ed Ravreby's suite at the Astor is still headquarters for the regular coinmen gin rummy sessions. . . . D. J. Ambrose, Patchogue, N. Y.; Jack Cohn, Atlantic City; G. A. Koenecke, Columbia, S. C.; Otto Stegmaier, Greenwood Lake, N. Y.; Lewis Berger, Sandusky, O.; Dan Buck, Cincinnati, and Jim Alexander, Rochester, N. Y., were among visiting coinmen this week. . . . Richard Dodds, coin machine operator in Blackpool, England, stopped in the city for a few days on his way to the Atlantic City ice cream and dairy convention starting Monday (21).



**SILENT SALES
 COMPANY**

204 11TH AVE., S., MINNEAPOLIS 15, MINN.
MILLS COIN MACHINES
 MINNESOTA, NORTH DAKOTA AND
 SOUTH DAKOTA

**PHONOGRAPH ROUTE
 FOR SALE**

In Florida, consisting of thirty Phonographs and five Pin Ball Tables, all on active locations.

Price \$17,500.00

BOX D-349

The Billboard Cincinnati 1, O.

**BUY—SELL
 SLOTS
 CONSOLES
 PINS**

**YOU NAME IT
 WE'VE GOT IT**

**Write, Wire, Phone
 Today!**

H. Rosenberg Co., Inc.

625 Tenth Ave. New York 19, N. Y.
 LONGacre 3-2478

**WHIRLWIND
 for profits**

Whirl-A-Ball

★ STILL DELIVERING "BANK BALL"

AMUSEMENT ENTERPRISES, INC.

**GEORGE PONSER
 IRVING KAYE**

2 Columbus Circle, N.Y. 19, N.Y.
 Phone: Circle 6-6651



**DIXIE
 COIN MACHINE COMPANY**

910-912 POYDRAS ST., NEW ORLEANS 13, LA.
MILLS COIN MACHINES
 STATE OF LOUISIANA

**WILL PAY
 \$60.00**

**EACH FOR
 SEEBURG CHICKEN SAMS**
 Must Have All Parts

PACIFIC AMUSEMENT CO.
 753 1/2 W. San Carlos St. San Jose, Calif.



**LEADER SALES AND
 DISTRIBUTING CO.**

4116 LIVE OAK ST., DALLAS, TEXAS
MILLS COIN MACHINES
 OKLAHOMA AND NORTHERN HALF
 OF TEXAS

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.

Acme PLASTICS

ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

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 8800, 8800, 8200, Lower Sides \$14.50
"Cadet"—"Major" Top Corners 2.50
"Classic"—"Colonel" Top Corners 6.00

SHEET PLASTIC

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!

WURLITZER MODELS Each

24 Top Corners \$ 1.20
24 Lower Sides 4.00
81-71-41-600-600 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 Rod 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 9.25
750 Top Center 4.20
750 Middle Sides 2.00
850 Top Corners 8.75
850 Lower Sides 11.00
950 Top Center 10.50

MILLS

Available in Red, Yellow or Green
Throne—Empress Each \$14.00
Top Corners 4.00
Throne—Empress Lower Sides 14.00

ACME SALES CO.

505 W. 42nd St. New York 18, N. Y. LO 3-4138

WE ARE OFFERING THE FOLLOWING A-1 RECONDITIONED 5-BALL GAMES

Five, Ten & Twenty	\$109.50	Casablanca	\$109.50
Four Diamonds	42.50	Gobs	84.50
Invasion	69.50	Snappy	54.50
Big Parade	109.50	Jungle	59.50
ABC Bowler	52.50	Four Roses	54.50
Ten Spot	49.50	Sink the Japs	49.50
Keep 'Em Flying	119.50	Gun Club	54.50
Sky Chief	139.50	Shangri La	124.50
Mustang	64.50	Suspense	249.50
Super Chubbie	44.50	Spot Pool	54.50
New Champ	57.50	Victory	79.50
Air Circus	99.50	Sport Parade	44.50
		Four Aces	99.50

ARCADE EQUIPMENT (USED)

Bally Rapid Fire ... \$ 84.50 Seeburg Chicken Sam ... \$74.50
Mutoscope Sky Fighter 124.50

BRAND NEW GAMES FOR DELIVERY NOW

Dynamite, Spellbound, Super Liner, Fast Ball, Whizz, Columbus Vendors, Gottlieb Grippers, A.B.T. Challenger Guns.

We Handle Packard Pla-Mor Music System, Wall Boxes, Model 400 Hideaway and Phonographs.

TERMS: 1/3 Deposit With Order, Balance C. O. D. When ordering pin tables please give second choice, also shipping instructions.

SICKING COMPANY

927 Fort Wayne Avenue Indianapolis 1
Phone - Riley 9700

Don't Pass These Up!

THIS AD IS CHOCK FULL OF GOOD BUYS. FOR GOOD DEALS GET IN TOUCH WITH AMMCO.

Refinished—5 BALL—FREE PLAYS—Reconditioned

ANABEL	\$ 42.50	LANCER	\$ 39.50	SEA HAWK	\$ 52.50
DELLE HOP	69.50	LANDSLIDE	49.50	SPARKY	45.00
BIG SHOW	35.00	LONE STAR	35.00	SPORT PARADE	69.50
BOOMTOWN	45.00	PROGRESS	35.00	SPOT A CARD	65.00
URITE SPOT	37.50	RED-WHITE-BLUE	39.50	SUPER SIX	29.50
CATALINA, Like New	165.00	REPEATER	49.50	THREE UP	45.00
CLICK	57.50	SCHOOL DAYS	55.00	THREE SCORE	35.00
FLEET, Plast. Bump.	45.00	SCORE CHAMP	27.50	THRILLER	39.50
FOLLIES	35.00				
GOLD STAR	45.00				
HI STEPPER	42.50				

Refinished—ONE BALLS—Reconditioned

BLUE RIBBON, F.P.	\$ 35.00
CAROM, F.P.	39.50
CONTEST, F.P.	69.50
GRAND NATIONAL, P.O.	49.50
GRAND STAND, P.O.	49.50
MILLS 1-2-3, P.O., '39	35.00
PREAKNESS, F.P.	39.50
SPORTSMAN, P.O., THISLEWDOWN, P.O.	115.00
WAR ADMIRAL, P.O.	49.50
	85.00

TEN STRIKES

Rebuilt—Refinished in TWO-TONE VENEER GRAIN CABINETS \$149.50

NEW LOW REDUCED PRICES

on "True Fit" Castings and Cases. Black Cherry, Silver and Copper Chrome. ★ WRITE FOR ★ INFORMATION

Refinished—ARCADE EQUIPMENT—Reconditioned

SHOOT TO TOKYO \$ 99.00
RAPID FIRE 109.00
KEENEY SUB. GUN 99.00
ZINGO 159.50
AMUSEMATIC LITE LEAGUE .. 425.00
Western Baseball Pitching Box Flaps 75c Each

Refinished—CONSOLES—Reconditioned

MILLS JUMBO, C.P., Late Model. \$ 99.50
BALLY CLUB BELLS, Comb. 165.00
SILVER MOON, F.P. 99.50
CALLOPING DOMINOS, 2 Tone, J.P. 225.00

WATCH NEXT WEEK'S AD FOR OUR BIG ANNOUNCEMENT!

FOREIGN TRADE CORDIALLY INVITED TO WRITE TO US 1/3 Deposit With Order, Balance C. O. D.

AMMCO distributors

2513 N. MILWAUKEE AVE. • CAPITOL IIIII • CHICAGO 47, ILL.

DISTRIBUTORS in WISCONSIN and UPPER MICHIGAN FOR

AIREON SOLOTONE GOTTlieb EXHIBIT MUTOSCOPE JUKE BOX RECORDS COSMO

In WISCONSIN and UPPER MICHIGAN

Your BEST BET is

KLEIN

For the BEST buys!

ORDER FOR IMMEDIATE DELIVERY PHONOGRAPHS

WURLITZER			
VICTORY MODEL ROTARY	\$400.00	24 HIDE-A-WAY	\$350.00
412	150.00	600R	400.00
716	200.00	24	325.00
616	200.00	616 PACKARD KEY, MARBLEGLOW	325.00
616, Illuminated	250.00	500K	475.00
800	625.00	600K	450.00
850	750.00	71 COUNTER WITH STAND	250.00
ROCK-OLA			
COMMANDO	\$625.00	SUPER ROCKOLITE, DIAL SELECTOR	\$500.00
PLAYMASTER and SPEX	400.00	CLAMOUR	75.00
PLAYMASTER and CLAMOUR	400.00	SPECTRAVOX	75.00
PLAYMASTER	350.00		
SEEBURG			
9800	\$625.00	CLASSIC	\$450.00
8200	650.00	PLAZA	400.00
8800, R.C.	650.00	REGAL	400.00
COLONEL, R.C.	550.00	CASINO	300.00
REX HIDE-A-WAY			
MILLS			
'39 THRONE	\$350.00		
SINGING TOWER, Model 201	\$400.00		

WANT TO BUY SEEBURG—USR1—USR2—SR4 UNITS

Advise Quantity and Price

1/3 deposit with order Balance C. O. D.

Aireon

PHONOGRAPHS

GET ON OUR MAILING LIST.

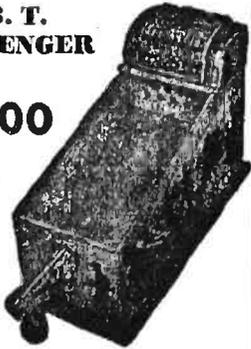
KLEIN DISTRIBUTING CO.

2606 W. FOND DU LAC AVENUE, MILWAUKEE 6, WISCONSIN, Telephone: KILBOURN 2032

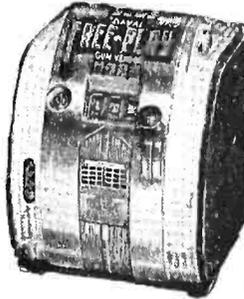
BUY FROM MARKEPP *It's Safer!*

A. B. T. CHALLENGER SAMPLE \$65.00

WRITE FOR QUANTITY PRICES



DAVAL'S NEW FREE PLAY \$75



Marvel Frisco \$195.00
Marvel Catalina 175.00
Marvel Hollywood 175.00
Fict 40.80

NEW Love Analyst \$225.00
NEW Superroll 175.00
10-ft. Skre Ball 348.50
SEEBURG Target 98.50
Conv. 89.00
EVANS Ski Ball 89.00

5-BALL PIN GAMES
Victory 89.50
New Champ 85.00
5-10-20 110.00

NEW AND USED ARCADE EQUIPMENT
OAIL-O-SCOPE Picture Machine 20.00
CHICAGO COIN Hooky 175.00
BALLY Rapid Fire, Conv. 125.00

Merinos at Play \$98.00
Owl 40.50
Hi-Dive 89.00

CHICAGO COIN
DeLuxe \$325.00
BALLY Defender 125.00
KEENEY Air Ralder 125.00
EXHIBIT Merchant-man 45.00

SEEBURG Rex Wire-less Hideaway \$275.00
SEEBURG Hi-Tone 8800, R.C. 550.00
ROCK-OLA Modern Corner Speaker 45.00

MUSIC
ROCK-OLA Play-master Spectravox \$385.00
MILLS Empress 325.00
MILLS Throne 295.00
WURLITZER Vic. 500-K 430.00

WURLITZER 600 R \$375.00
ROCK-OLA '39 DeLuxe 405.00
WURLITZER 61 150.00
WURLITZER 412 150.00
WURLITZER Vic. 24 350.00

ALL MACHINES CARRY MARKEPP GUARANTEE

4310 CARRIDGE AVE. The MARKEPP Co. M.M. MARCUS & SONS CLEVELAND 3, OHIO TEL. WEN 1043

PIN GAMES
Scoop \$39.50
Bombardier 89.50
Landslide 39.50
Cadillac 39.50
Gold Star 59.50
3-Up 39.50
Strip Tease 79.50

NEW PINS
Hi Hat \$69.50
Three Score 39.50
Bubbles, New 175.00
Target Skill 49.50
Silver Skates 59.50
Show Boat 69.50
Bordertown 39.50

CONSOLES
Bally Club Bell Comb. \$185.00
Paces Reels Comb. 149.50
Mills 5c Blue Fronts 125.00
Jennings Blue Skin 145.00

ARCADES
Photomats \$600.00
Undereca Ralder 225.00
Baiting Practice 115.00
De Luxe Western Baseball 110.00
Goalee 325.00
3 Love Meters on 1 Base 150.00
Chi Coin Hockey 185.00
Super Bomber 225.00
Evans Ten Strike H. D. 79.50
Rapid-Fire 99.50

MUSIC
Wurlitzer 412 \$139.50
Wurlitzer 51 C. M. 129.50
Wurlitzer Colonial E 485.00
Rock-Ola Master 425.00
Packard Wall Boxes, New 38.95

Revolve-Around Safes Single-Double-Triple \$175-\$250-\$275

Write for Price on New NORTHWESTERN PEANUT MACHINES

International Coin Machine Distributors

2436 ST. CLAIR AVE. Main 3769 CLEVELAND, OHIO

This is IT!

A New Sensational DAVAL Counter Game

"Free Play" ... with a FREE PLAY Feature!

Like a Pin Ball Game, pays out only Free Plays. Accumulated Free Plays can be played off or cancelled & registered on inside. This new All Mechanical, Precision Built Daval Counter Game will make you the biggest, quickest, profits on the smallest investment in the entire Coin Machine Field.

Don't Wait! Don't Delay! Order Today!



PRICE \$75.00 F. O. B. CHICAGO

TRIMOUNT COIN MACHINE CO.

40 WALTHAM STREET Tel.: LIBerty 9480 BOSTON 18, MASS.

COINMEN YOU KNOW

Kansas City:

(Continued from page 114)

Packard Manufacturing Corporation. . . F. L. Miller, of Joplin, Mo., was in last week for one of the new hide-away units to use as a record changer on his new Solo-Tone wall boxes. . . One of the oldest operators in this section, Ray Laughlin, of Salina, Kan., was a caller at Auto-

matic. W. R. Deze, new juke operator at Kingman, Kan., was in town on a buying trip. . . Johnny Williams, of General Novelty Company, Chanute, Kan., was in buying and comparing business with local coinmen.

Ed Nettles, of Music Service Company, returned from a short business trip to Chicago. . . Partner Frank Murry spent some time in St. Louis taking in the World Series. Back on the job at Melody Lane Music Company is Mrs. George Wormington, who has been off with a cold. Lee Beaton, J. C. McGee and C. E. Perry, owners of Midwest Distributing Company, Newton, Kan., were in on a buying trip and reported business good in their section. Clarence Bevan, who recently started the Bevan Amusement Company at Brookfield, Mo., took time out to come in for equipment.

Carl Hoelzel, of United Amusement Company, spent Sunday in St. Louis at the series. . . Partner, Zor Gershon, took in the Cardinals on Tuesday. . . Orville White, United's Colorado district sales manager, was in for a confab and to check on production outlook. . . New steno to help secretary Mildred Nelson is Rose Marie McKinnon. . . Callers at United Amusement included Pat Huston, Garden City, Kan., and Sam Yaras, Dallas.

Coinmen represented in the Playgoers League, Inc., which brings legit presentations into K. C.'s Music Hall, are J. Renz Edwards, of Cigarette Service Company, Kansas City, Kan., member of the executive committee; Randolph C. Walker, president of Aireon Corporation, patron, and Mrs. John T. Pierson, patron, wife of the Vendo Company executive. O. W. Glenn, Las Vegas, Nev., stopped off in K. C. to visit the trade on his way home from a business trip to Chicago.

Other out-of-towners calling on the trade were Charles Herrlingler, who owns the Star Amusement Company, Tulsa, Okla.; A. H. Fearing, Lawrence, Kan.; Roy Graven, Pratt, Kan.; L. A. Fraser, Abilene, Kan.; O. A. Gotty, Lebanon, Mo.; F. J. Totschoe and W. N. Evans, Emporia, Kan.; M. A. Hubbell, Eureka, Kan.; Bryan McCullough, Great Bond; C. E. Conroy, United Music Company, Joplin, Mo.; C. D. Liggett, St. Joseph, Mo., and R. C. Lykko, Salina, Kan.

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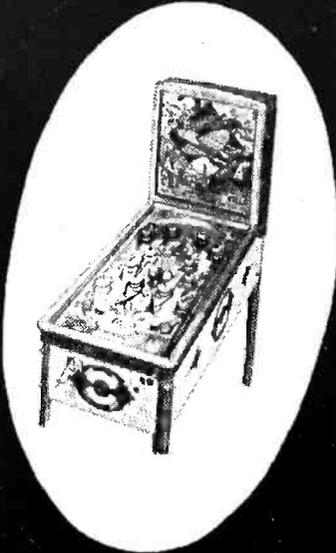
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SLOTS — 1-BALLS — CONSOLES

Bally Otub Bell, Comb., Late	\$210.00	Mills 5c Brown Front	\$145.00	
Super Bell, 5c, Comb., F.P. & P.O.	220.00	Mills 10c Brown Front	185.00	
Sport Special	125.00	Mills 5c Handload, 3/5, P.O.	185.00	
Mills Q.T., Gilt, Gold, Rolt., 5c	89.50	Jenn. Chief, 10c	125.00	
Mills 25c Q.T.	110.00	Jenn. Bronze or Stand. Chief, 5c	299.00	
Mills 5c Vest Pockets, Refin.	45.00	10c	\$309.00; 25c	319.00
Mills 10c Gilt, Gold	210.00	Jenn. Supper De Luze Lite-Up Chief, 5c	324.00	
Mills 5c Blue Front	125.00	10c	\$334.00; 25c	344.00
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RECONDITIONED 5-BALL FREE PLAY GAMES

Streamliner	\$190.00	Venus	\$ 89.50
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Hollywood	135.00	Spot Pool	74.50
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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
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	8.00
800 Back Sides (Green)	9.50
800 Top centers (anyx)	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 Glassos	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		Each
"Hi-Tone" Model 9800, 8800, 8200	
Lower Sides (Solid Red, Yellow or Green)	14.50
"Hi-Tone" Grille Pilasters	2.25
"Classic"—"Colonel" Top Corners (Solid Red, Yellow or Green)	6.00

SHEET PLASTICS		Each
20" x 50"—Pliable—Per Sheet, 50 Gauge, Red, Yellow, Green or Clear	\$12.50

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 LOVE NATURE No. 1. During this period your love nature adjusts itself and becomes more stable and practical. You should not rush yourself socially during the first twenty days of this period. After that you will become more positive. Be more sincere and idealistic. You will be wise to (continued on next Card No. 5 about MARRIAGE AND BUSINESS PARTNERS).

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 567 7TH ST., DES MOINES, IOWA
MILLS COIN MACHINES
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FOR SALE
 10 Frans completely automatic Duck Pin Bowling Alleys in good condition. 60 feet long, 4 1/2 feet wide. Can be set on any floor. Can make \$75.00 daily profit. Help necessary, only one man to collect money. Reason for selling, I have a large chain of restaurants to contend with. Price for 10 Alleys, \$2,000.00.
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 114 W. Carolina St. San Antonio, Tex.
 Phone Lambert 24851

COINMEN YOU KNOW

Chicago:

(Continued from page 120)

numbers. Among these were I. H. Houston, H. F. Korholz, R. E. Parks and William Tandler for Spacarb, Inc., New York; Ford S. Mason and Harold Nelson for Ford Gum & Machine Company, Lockport, N. Y.; W. H. Mann, Fred Baehr and Arch Patton for G. V. Corporation, New York; Edward Leeson and Clarence Lommerin for Viking Tool & Machine Corporation, Belleville, N. J.; and Frank Harmon and William Walton for C. C. Bradley & Sons, Inc., Syracuse.

Other Eastern firm delegations included John Haddock, Burnhart Glassgold, Julius Levy, Ralph Littlefield, James Martin and Donald Ordway for DuGrenier, Inc., Haverhill, Mass.; John Pickens and James Soch for Bell Aircraft Corporation, Burlington, Vt.; Lawrence Reiss, Stalter Manufacturing Corporation, New York; John W. Hall, Automatic Distributing Company, Newark, N. J.;

Frank Shumann, Maurice Auerbach, Robert Heiligman, Neill Mitchell and Ben Spira for Lehigh Foundries, Inc., Easton, Pa., and for Rowe Manufacturing Company, Inc., R. Z. Greene, George Seedman, Charles Brinkman, Richard Gluck, Jack Gordon, John Mill, John Moran and Ralph Phipps were present.

Up from Missouri were heads of several vending machine firms, together with distributor representatives. Jerry Manning, F. C. Steffins and Fred Wallin came for National Slug Rejectors, Inc., St. Louis. Ray Dahlstrom was here from American Vending Corporation, Kansas City. From the Vendo Company, Kansas City, delegation included E. F. Pierson, F. N. Pierson, W. E. Brust and R. H. Erickson.

Firms which have headquarters in Chicago and Downstate Illinois had good representation, too. Waldo Bolen and W. R. Greiner were here from Northwestern Corporation, Morris; Clarence Adelberg held the fort for Stoner Manufacturing Corporation, Aurora, and Sam Kogen, Leon Segal and Don Buck represented the Vendit Corporation, Chicago. A. G. Alex, Burt F. Riel and Robert Sayles, of Chicago's Vendall Company, attended. Another Chicago firm, Johnson Fare Box Company, was represented by F. J. Burt, H. E. Forester, H. R. Griesemer and C. F. Sturrock.

C. F. Forsthoefel, head of Revco, Inc., Dearfield, Mich., was another manufacturer from the Midwest. William S. Lynne represented F. L. Jacobs Company, Indianapolis, Ind. Frank Vogel was here from Columbus Vending Company, Columbus, O. Both A. F. and R. A. Parina, of Messrs. Parina & Company, came from San Francisco.

Hundreds of operators, forming the backbone of the meeting, came from every section of the country, and a heavy attendance of supplier firms' representatives rounded out a convention which tied together every phase of the vending machine industry.

LIBERTY FRUIT BELL
 Reconditioned like new.
TAKES IN NICKELS PAYS OUT QUARTERS
 A great automatic payout machine for 5¢ play. Pays out one flashy gold-like token (25¢ size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 100 to 1. FILL PAYOUT TUBE WITH REAL QUARTERS IF TERRITORY WILL PERMIT.
 \$34.50 each
 \$2.00 lots of 3
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 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. ALBO NEW YANKERS, POK-REEL and KLIX machines.
 Price for any machines listed—
 \$24.50 Ea. \$22.50 Lots of 6, F.O.B. Chicago.
 1/3 Deposit Required with Order, Balance O.O.D.
WRITE FOR OUR CATALOG
 WANT all types and makes of Counter Games. Many other makes of Counter Machines. Tell us your needs.



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 Special price on brand new Weller Speed Irons, \$10.50 each
 Lots of 100—\$950.00
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 For Sale—Mills Slots, 5¢ Blue Fronts, \$100.00; 10¢ Blue Fronts, \$110.00; 2¢ Blue Fronts, \$125.00; 5¢ Brown Fronts, \$125.00; 10¢ Brown Fronts, \$135.00; 25¢ Brown Fronts, \$150.00; Mills 3/5 payouts with American Amusement Fronts (silver), 5¢, \$100.00; 10¢, \$110.00; 25¢, \$150.00. All Machines are in A-1 shape, ready to go out on location. Good appearance and mechanically perfect. Wire—Phone—Write General Sales Co., 1031 Main St., Dubuque, Iowa. Telephone Dubuque 733.

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1 25¢ Cherry Bell, 3/5, Serial No. 416844	\$185.00
1 25¢ Blue Front, 3/5, D.P., D.J.P., Ser. 43428	145.00
1 25¢ Blue Front, 2/5, K.A., D.P., S.J.P., Ser. 416880	145.00
1 25¢ Ref. Gilt. Gold Cherry Bell, 3/5, S.J.P., Ser. 10001	150.00
1 25¢ Cherry Brown Fr., 3/5, K.A., D.P., S.J.P., Ser. 484701	155.00
2 5¢ Gold Chrome, 2/5, K.A., D.P., S.J.P., Ser. 472889	150.00
Ser. 472894	150.00
2 Double Cabinets, 2 Door, Without Looking Bars	30.00
1 Double Cabinet, 1 Door	35.00
1 Q.T. Metal Stand	6.00

JENNINGS

1 5¢ Mast Silver Chief, S.L.P., 3/5	\$100.00
1 25¢ Mast Silver Chief, S.P., 3/5	125.00
1 10¢ Silver Moon Chief	110.00
1 10¢ Chief, Ref., 3/5	90.00

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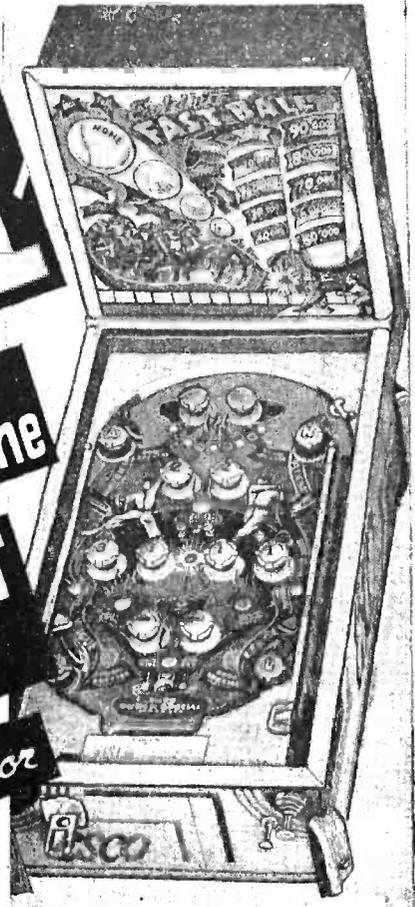


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MILLS 25c BLACK CHERRY BELL . . . 258.00	CHICAGO COIN'S SPELLBOUND . . . 325.00
MILLS BOX STANDS 27.50	EXHIBIT'S BIG HIT 249.50
KEENEY'S 5c SUPER BONUS 740.00	BALLY SURF QUEENS WRITE
MILLS 25c GOLDEN FALLS 268.00	GOTTLIEB'S SUPERLINER 322.00
MILLS VEST POCKET BELL 74.50	EXHIBIT'S FAST BALL 330.00
CHICAGO COIN'S GOALEE 425.00	MARVEL'S FRISCO 279.50
GENCO'S TOTAL ROLL WRITE	GENCO'S WHIZZ 189.50

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EVANS TOMMY GUN, LATEST . . . 119.50	MILLS 25c BLUE FRONTS, LATE . . 149.50
CHAMPION HOCKEY, F.S. 149.50	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	SCHODL DAYS 59.50
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EVANS LUCKY STAR 125.00	SKY RIDER 109.50
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 49.50

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That's right. But it's not because we don't want to give samples away any longer. It's just that "Talking Gold" is enjoying such enthusiastic praise, operators themselves have become better salesmen than our samples.

The entire trade has seen "Talking Gold." Most of the trade already has it. Operators everywhere know that "Talking Gold" plastic grille cloth adds the kind of flash and appeal to your juke boxes which bring in extra heavy earnings.

"Talking Gold" plastic grille cloth comes in sheets 20"x50" (or multiples of this size). Price: 1c per sq. inch. Full sheet (1,000 sq. inches) \$10.00.

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EVERY BOX A LOCATION**

They will increase your take—Available for Delivery

SLOTS—REFINISHED—REPLATED—LIKE NEW

Blue Fronts, 5c-10c-25c... \$475.00 Chromes, 5c-10c-25c..... \$600.00
Brown Fronts, 5c-10c-25c.. \$500.00 Black Cherry, 5c-10c-25c.. \$675.00

**CLUB CONSOLE BELLS—GOLDEN FALLS—TOTAL ROLLS
VICTORY DERBY—CHICAGO GOALEES—BANK BALLS**

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This fully illustrated, up-to-the-minute catalog contains complete data on music machines, accessories, vending machines, and amusement games. Write for your copy today! If more than one is needed, simply ask. See Seacoast and You See the Finest.

ATENCION, COMPRADORES PARA LA EXPORTACION

El Nuevo Catalogo 'Seacoast' Esta Listo Para El Correo
—GRATIS!

Este catalogo, enteramente ilustrado y al dia, contiene informacion completa acerca de fonografos automaticos, maquinas automaticas para vender cigarillos, etc., y para entretenimiento, y sus accesorios. Escribanos hoy por su copia! Diganos si necesita mas de una. Consulte a 'Seacoast' y Vera Lo Mejor.

SEACOAST DISTRIBUTORS, INC.

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Bluelow 8-8524 Longacre 3-0740
Exclusive Rock-Ola Distributor in Northern New Jersey Exclusive Rock-Ola Distributor in Greater New York

**Manufacturers
Face Possible
Rail Embargo**

WASHINGTON, Oct. 19.—Already faced with a serious shortage, coin machine manufacturers were this week confronted with a possible embargo on less-than-carload freight, according to the United States Chamber of Commerce here.

Manufacturers now shipping at less than carload space would be cut out of the picture by the restraint, it was indicated, unless they shipped at full car space. It was suggested that they would likely follow other manufacturers in the trailer truck shipping trend.

May Be Needed

Chamber declared that the restraint would become necessary unless present, widespread congestion in boxcar shipping is eliminated. They said the present shortage is, in a large measure, due to the lack of storing space.

Many manufacturers were met with a circle of events caused by the boxcar shortage. Because they could not get materials from other manufacturers they could not produce in quantities large enough to make large shipments. Most coin machine manufacturers were, when using freight cars, shipping at less-than-carload space.

Increased production of trailer trucks offered many manufacturers a solution to the problem of small shipments. Already many Chicago coinmen were turning to this form of transportation to handle their products.

One Chicago firm divided its shipments to 65 per cent by railroad and 35 per cent by truck, dealing mostly in less-than-carload freight. They reported that, until this date, there had been little difficulty in their transportation.

Relief in sight thru new freight car construction is limited, the chamber declared, with 55,000 new cars on order and promised delivery of 7,000 per month. The railroads, they said, have 1,725,000 cars on hand while private owners have 250,000 cars.

The shortage of cars, according to the chamber, is expected to continue this winter with an easing of the acute shortage hoped for about that time.

METAL TYPERS

NEW MACHINES



EXPERT REPAIR SERVICE

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 Typet Name Plate Machines and Medals.

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.

VALLEY SPECIALTY CO.
550 CLINTON ST. N. ROCHESTER 5, N. Y.
MILLS COIN MACHINES
WESTERN NEW YORK STATE

**BRAND NEW
GOTTLIEB
3-WAY
GRIPS
\$39.50**

THOMAS NOVELTY CO.
1572 Jefferson St. PADUCAH, KY.

FOR SALE
**MILLS 1-2-3
FREE PLAYS
\$42.50 EACH**

1/3 Deposit, Balance O. O. D.
WE BUY, SELL AND EXCHANGE
Phone: Jefferson 1844
3147 Locust St. ST. LOUIS 8, MO. **CALL NOVELTY CO.**

FOR SALE
Immediate Delivery — \$3000 for the following Phonographs:

- 1 New Rock-Ola Model #1422
- 1 New Seeburg Model 1465
- 1 New Seeburg Model 146M
- 1 Used Seeburg Model 8800
- 1 Used Seeburg Model 8200, ESRC
- 5 Cenco Total Rolls, Like New.
- Used 2 Weeks \$389 Each
- Sand 1/2 Deposit With Order.

American Vending Co.
1891 Coney Island Ave., Brooklyn, N. Y.
Esp. 5-1836
810 5th Street, Miami Beach, Fla.
58-1619

ROUTE FOR SALE IN NEW ENGLAND

VERY ATTRACTIVE

BOX D-324

The Billboard

Cincinnati 1, O.

Army Post Locations May Benefit in Closing Snag

WASHINGTON, Oct. 19.—A possible reprieve to coinmen, concerned over the closing of army post locations, was indicated by the War Department this to week. Camp closings, they said, had struck a snag in local opposition.

Announcement disclosed that more than half of the army camps have been declared surplus since V-J Day. From a peak of 2,075, active posts have been cut to 827. More, they said, are marked for closing.

Local opposition, such as chambers of commerce, have built up resistance to the closings or any proposal to shut off local military pay rolls, the War Department asserted. In some instance, it was stated, they have the support of congressmen.

Army Slashed Needs

Post locations suffered a play cut when the army slashed merchandise needs last year, due to the increased number of men discharged. At the time, however, it was felt that the locations would draw good play for many months.

According to army regulations, vending and amusement machines could be installed in posts in one of four ways: Outright purchase for cash or installment contract; rental-purchase; loan; rental. Machine operators were mostly interested in the latter two courses.

During the war it was found that coin-operated machines had a definite place in military camps, especially machines which dispensed merchandise and entertainment.

A peak month in a California army post showed that 400,600 bottles of soft drink were vended by machines there. A New Jersey camp reported that soldiers smoked more than

2,100,000 cigarettes there every month.

Types of Machines

Vending machines on location in army posts were mostly of the soft drink and candy type. Amusement devices included most types of pinballs as well as jukes. Most of the machines were operated in PXs and restaurants.

Present War Department policy is to concentrate the post-war active army on a small number of installations where the best facilities are available, it was said.

Posts thus far disposed of include sprawling temporary camps in isolated areas, hospitals turned over to the Veterans Administration and emergency munitions plants and depots.

At the wartime peak there were 615 posts camps and stations used by the ground and service forces, 1,290 air force installations and some 170 industrial plants under War Department control.

Berger To Head Diathermy Firm

NEW YORK, Oct. 19.—Harry Berger has succeeded Stanley Arnold as president of the Coin Diathermy Corporation here, manufacturers of diathermy machines, it was announced by the firm.

Company also revealed that 15 machines went on test locations and more machines are coming off the production lines. Machines on test locations are receiving good play, according to the firm.

An announcement to distributors throught this country and Canada will be issued shortly by the firm, it was revealed. Machine vends five minutes of radio wave heat. Heat operates from the inside out upon the insertion of a quarter.

New Active Amuse. Branch in Scranton

SCRANTON, Pa., Oct. 19.—Second Pennsylvania office of Active Amusement Machines Company was opened this week by Joe Ash at 1120 Wyoming Avenue here. One of the features of the new office, Ash said, will be its parts department.

Other offices of Active are in Philadelphia and Newark, N. J. Irv Morris is in charge of the Newark office.

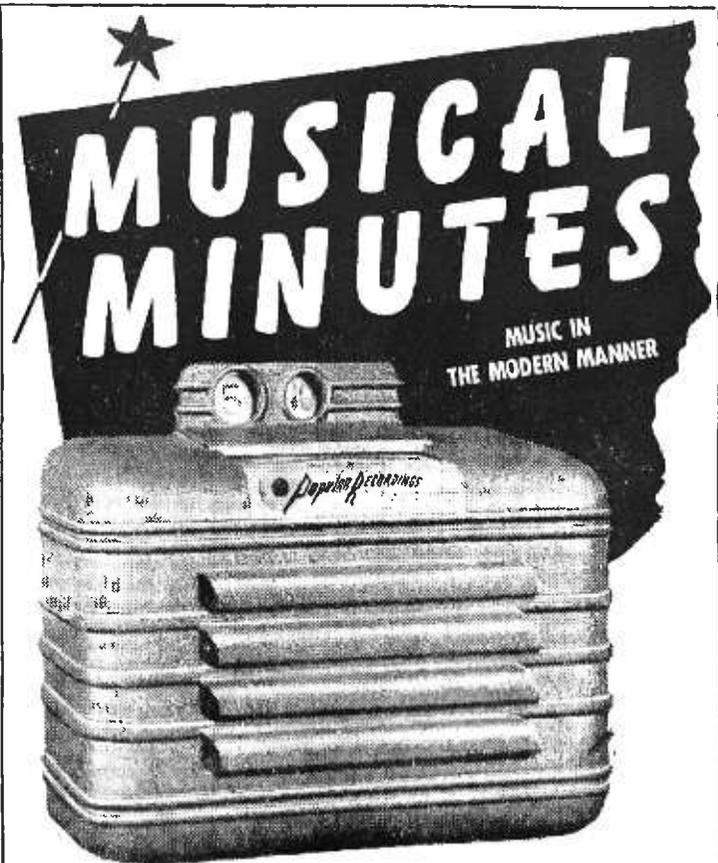
S. Stiebel Granted Charter For Louisville Coin Firm

FRANKFORT, Ky., Oct. 19.—Sidney L. Stiebel, known to coinmen as an official of Southern Automatic Music Company, Louisville, has been granted a charter from the secretary of state for the firm of S. L. Stiebel Company, also of Louisville.

Announcement indicates that the company will deal in coin-operated devices, with \$5,000 capital stock. Listed with Stiebel are Bess F. Stiebel and W. W. Waldman.

Schulnick and Koondel Will Visit Showing of Shoe Mach.

MILWAUKEE, Oct. 19. — Lucky Schulnick and Al Koondel, partners in Empire Coin Sales, of Coney Island, N. Y., will be among those distributors present at a showing December 12-15 here for Shine-a-Minit service machine, according to A. R. Slade, general manager of Coin-Arts.



Not an Engineer's Nightmare —But an Operator's Dream

Over 30 Years of Know How Brings You Perfection From an Operator's Point of View

For the past nine months Musical Minutes has been subjected to every possible location test and has met everyone of these tests to perfection. Here are the features which will prove Musical Minutes a phenomenal money maker.

- ★ Superb tone.
- ★ Simplicity of design.
- ★ Beauty to enhance any location.
- ★ A new coin accumulator—really foolproof. Takes any combination of nickels and dimes up to a dollar. That means 20 plays or 120 minutes of continuous play.
- ★ 6 minutes of play for a nickel—12 minutes of play for a dime.
- ★ A coin counter registers every coin deposited assuring complete satisfaction to location and full return to the music merchant.
- ★ Mighty Midget—Cuts your location cost in half and increases your take at the same time.
- ★ Smartly finished in attractive colors.
- ★ Easy to install.

Musical Minutes means new locations and the ultimate and most modern way of merchandising music. It has more money-making features than any music box ever offered. Why hesitate? . . .

See Your Nearest Distributor Today—or Write to

ASK ABOUT "JOHNLEE"
Are you interested in commercial music for banks, factories, restaurants, etc.? Write today for complete information.

MUSICAL MINUTES INC.

JOHN A. FITZGIBBONS, Pres.
453 WEST 47TH STREET—NEW YORK 19, N. Y.
Phone COLUMBUS 5-7996

FOR SALE
WURLITZER SKEEBALLS
GENCO BANK ROLLS
BALLY'S KING PINS
THESE MACHINES ARE IN GOOD CONDITION—WERE TAKEN IN TRADE ON OUR NEW
BANG-A-FITTY
BALL BOWLING GAME
Genco Whizz \$189.50
Gottlieb Superliner 322.00
Exhibit Fast Ball 330.00
Williams Dynamite 334.50
Chicago Coin Spellbound 325.00

WILL TAKE FOR TRADE
ANY GENCO AND CHICAGO COIN PINBALL GAMES

FOR SALE
CORK LINOLEUM
MATTING and NETTING
For Genco Bank Rolls and Wurlitzer Skee Ball Aftlys. For any other make Aftly, please specify dimensions. Limited stock.

EDELMAN Amusement Devices
2459 Grand River Ave., Detroit 1, Mich.
Phone: RAndolph 8547

ROUTE FOR SALE
Northeastern Wisconsin
Juke Boxes and Games—13 Jukes, some new and others fully reconditioned. 15 Total Balls, Galecte and Pin Games. Wall Boxes, Spare Parts, New Records, etc. \$27,000. Real money maker—can show figures. Write
BOX D-363, The Billboard, Cincinnati 1, O.

MONARCH — The House of Quality Merchandise

**AMUSEMATIC'S
"JACK-RABBIT"
\$475.00**

A new and decidedly different legal piece.
ORDER YOUR SAMPLE TODAY.

**"SCORE-A-BARREL"
\$449.50**

10 1/2" Model UNQUESTIONABLY
The greatest Bowling game of them all.
A REAL WINNER.

**DAVAL'S LATEST
"FREE PLAY"
\$75.00**

Sensational new counter game. All mechanical—
BIG PROFITS, SMALL INVESTMENT.

IMMEDIATE SHIPMENT—BRAND NEW FACTORY RELEASES

Bally Big League .. \$299.50	Bally Draw Bell, 25c Comb. \$497.50	Ace Coin Counter... \$139.50
Exhibit's Fast Ball. 330.00	Ev. Bangtalls, 5c J.P. C.P.O. 674.50	ABT Challenger .. 65.00
Marvel's Opportunity 249.50	Chicago Coin's Gonzo 525.00	Daval's Gusher, J.P. & Bonus Models... 54.00
Ohlcloh Spoffbound .. 325.00	Gonzo's Total Roll .. 525.00	Gott. 3-way Grippers 38.50
Gottloh Superliner .. 322.00	Gonzo's Whizz .. 189.50	Mills Vest Pockets... Write
Bally Draw Bell, 5c Comb. 477.50	Hirsch Red Ball .. 385.00	Lustrous Ball .. Write
Groetchen Columbus, Standards 50c Paco DeLuxe Bell .. \$475.00	\$1.00 Paco DeLuxe Bell .. 635.00	

NEW MILLS BLACK CHERRY BELLS, 5c, 10c, 25c
NEW JENNINGS STANDARDS—BLACKHAWKS, SUPER DELUXE
LITE UPS, 5c, 10c, 25c
BRAND NEW CHICAGO METAL REVOLVE A ROUND SAFE STANDS

WRITE FOR PRICES

SPECIALS!!!—Beautifully Reconditioned Counter Games

Mills Flip Skills .. \$85.00	Gott. 3-Way Grippers. \$24.50	ABT Target Skills, Model F. \$22.50
Kicker & Catchers .. 20.50	Holly Grippers .. 17.50	ABT Jungle Hunts .. 32.50
Pikos Peaks .. 27.50	Texas Leaguers, DeL. 69.50	ABT Red, White, Blue 29.50
Wow-o-Scopes .. 39.50	ADVANCE ELECTRIC SHOCKERS .. \$ 25.00	
Groetchen Zooms .. 39.50	USED 5c MILLS BLUE & GOLD VEST POCKETS 39.50	
Groetchen Skill Jumps 59.50	BRAND NEW ABT TARGET STANDS .. 12.50	
	BRAND NEW SILVER KING PEANUT VENDORS WRITE	

PILOT TRAINER—Like new, used only a few weeks .. \$495.00
3 PHOTOMATICS—Late models, factory rebuilt .. 375.00
5 PANORAMS—With Peck Conversions .. 295.00
2 1946 EVANS TEN STRIKES, in beautiful condition .. 295.00

WRITE, WIRE, PHONE FOR SPECIAL PRICES ON THE FOLLOWING BALLY VICTORY DERBY—BALLY VICTORY SPECIAL—BALLY SURF QUEENS

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: "MOGCOIN."**

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.

P. R. Bureau Set for CMI; J. T. Mangan To Direct Staff

(Continued from page 97)
Public relations, promotion and merchandising. Mangan was for more than 20 years with Mills Novelty Company and Mills Industries, Inc., and for the past two years he has been handling public relations, merchandising and design problems for a large number of manufacturers in the coin machine field.

National Figure
He grew up in the business with amusement machines, games, vending machines, coin-operated music, coin-operated service machines and every other form of coin-operated equipment. Mangan is a nationally known figure in publicity. In the year 1940 he did what every publicity man would give his right arm to do; namely, he had the top publicity project of that year with 38,000 clippings and photographs covering a certain coin-operated machine. He has addressed meetings of coin machine men in almost all the large cities in the United States and Canada. He is a writer with an immense business men's following, having authored six books, among them the best-sellers, *The Knack of Selling Yourself* and *You Can Do Anything*. His sales manual, *Sell By Giving*, has reached a distribution of 400,000 copies to the business men of America.

Mangan is a veteran of World War I, a member of the Chicago Publicity Club, the Chicago Society of Typographic Arts and the Chicago Athletic Association and American Legion.

City War Work

During the war, Jim Mangan was perhaps the most active coinman in government service in the war effort. He was co-chairman of Special Events for the U. S. Treasury, State of Illinois, and served for five years at a dollar a year with the U. S. Department of Labor as one of that department's two national promotion consultants. He was chairman of the War Committee of the Society of Typographic Arts and co-ordinated the work of 600 Chicago artists creating a contribution of over \$500,000 worth of free art services to the U. S. Government. He is the man who secured from the Chicago Building Trades Council a donation of \$125,000 to buy a light bomber for the air forces and to construct what is generally considered to be the largest patriotic display in history, the murals and assembly of 5,000 miniature airplanes in the concourse of the Union Station, Chicago.

Mangan is a graduate of Loyola University, Chicago, A. B. 1917, and is a member of Loyola University's Advisory Council.

Outlines Activities

The Public Relations program of CMI will be addressed to creating a better public understanding of the nature of coin machines and their services to 130,000,000 Americans. Just a few of the activities already planned for CMI Relations Bureau are:

Write and issue publicity releases for CMI. Secure publicity material from members of the association. Create and put into action publicity ideas, events and programs.

Build up a CMI speakers' list. Arrange for trips and talks before various groups or associations. Release publicity to trade papers and local newspapers regarding speakers' engagements and subjects.

Stress Co-Operation

Co-operate with church organizations, teen-age centers, and all movements of a social nature.

Stimulate education of distributor, operator and manufacturer in public

relations—co-operate with them. Increase membership; crusade for 100 per cent representation in CMI by all manufacturers, distributors and operators. Work with various operators' associations.

As a preliminary to the actual kick-off of the Public Relations Program, CMI on October 9 called a conference of advertising managers and advertising agencies to help promulgate a code of ethics. CMI announced that "The primary purpose was to help place all publication advertising in the coin machine field on a plane comparable to that of other representative industries." Meeting was presided over by Dave Gottlieb, president of CMI.

Stressed at this advertising conference was the necessity of truth in advertising, which the association suggested should be used substantially as a guide in the preparation of all publication advertising.

BRADLEY DISTRIBUTORS
1650-52 N. Damen Ave.
Chicago, Ill.

EXCLUSIVE TRADIO DISTRIBUTOR
in
ILLINOIS

SEE TRADIO AD
PAGE 118

TUBES! TUBES! TUBES!
Standard guaranteed brands.
1B5, 1N6, 5Y3, 5Z3, 6L6, 30, 38, 75, 80 and many other types available. List all your needs. Dates of discount for tubes issued: 1 to 10, 30%; 11 to 50, 35%; 51 and over, 40%.

GUN LAMPS #1489
Pre-war quality, national known brand, 45¢ Ea. Minimum order is 20.

Also available are pilot light bulbs and phonograph needles (Fidelitone and Jensen) at wholesale prices.

DI-CAR-DI SUPPLY HOUSE
2154 W. Devon Ave. Chicago 45, Ill.

NOW DELIVERING

Spellbound	Dynamite
Superliner	Victory Special
Fast Ball	Draw Bell

WRITE FOR PRICES!

USED EQUIPMENT

Keep 'Em Flying .. \$130.00	Topic .. \$65.00
Jeep .. 115.00	New Champ 55.00
Texas Mustang .. 75.00	Knockout .. 110.00
	Star Attraction .. 60.00

ORDER TODAY!
LEON TAKSEN COMPANY
2035 Germantown Av., Philadelphia 22, Pa.
Phone: POlpar 5-3838

FOR SALE

2—8800 Seeburgs. Each	\$395.00
1—9800 Seeburg	395.00
1—8200 Seeburg	395.00
1—Throne, Mills	200.00

BIRMINGHAM TIP TOP MUSIC CO.
1702 14th Ave., S.,
Birmingham, Ala.

"The House of Proven Winners"

PRICES SLASHED
PHONOGRAPHS

REPAINTED
RECONDITIONED
READY FOR LOCATION

WURLITZER

500	\$395.00
Victory Cab., 780 Mech.	395.00
Victory Cab., 24 Mech.	345.00
600 K	345.00
600 R	325.00
24	275.00
716	195.00
616, Lite-Up	210.00
616	185.00
412	155.00
780 M	495.00

SEEBURG

8800, R.C.	\$485.00
9800, R.C.	485.00
8800, E.S.	445.00
Commander, R.C.	445.00
Cadet, R.C.	395.00
Colonel, R.C.	365.00
Major	345.00
Envoy	365.00
Classic, R.C.	365.00
Vogue	365.00
Regal	295.00
Rex	225.00
Crown	325.00

SEEBURG

Plaza	\$275.00
Bally Undersea Raider	\$244.50
Champion Hockey	144.50
Life League	275.00
Seeburg 5c Wireless Wall Box	19.50
Packard Wall Box	29.50
Wurlitzer 120 Wall Box	8.95
Buckley 24 Sel. Chrome Box	7.95

Bally Victory Special	Write
Bally 5c Draw Bell	Write
Wurlitzer 616 Hideaway Adap.	\$100.00
Wurlitzer 24 Hideaway Adap.	225.00
Seeburg Hideaway, Wireless Adap.	200.00
Wurlitzer Twin 16 Hideaway	150.00

ALSO

Other Wall and Bar Remote Boxes—Write, Wire or Phone
1/3 Deposit, Balance C. O. D.—Subject to Prior Sale

Gaycoin DISTRIBUTORS
Exclusive Bally Distributors

4866 Woodward Avenue
750 Northeast 79th Street
Detroit 1, Michigan—Phone Temple 2-7350
Miami 38, Florida—Phone 7-2441

ROCK-A-BARREL

NEW! First Time ADVERTISED

\$395.00
F.O.B. Milwaukee

WRITE OR WIRE



9-Foot Model

- Silent Sponge Rubber Playing Field
- Foolproof All-Metal Ball Release
- Well Made, Fine Appearance

Wisconsin Novelty Co.
OF MILWAUKEE
3734 N. Green Bay Ave. Milwaukee 6 Wis.

10 LATEST MODEL PANORAMS

Perfect Shape Mechanically. Clean Cabinet Finish.

\$300.00
EACH

1/2 Cash—Balance C. O. D.

MYCO AUTOMATIC SALES CO.
347 SO. HIGH ST.

COLUMBUS 15, OHIO MAin 1600

THREE BUCKLEY TRACK ODDS

Early model, cable connections, no fingers, late style, long tube, pay-out unit. \$265.00 each.

HEATH DIST. CO.
217 Third St. Macon, Ga.

WANT 12, 16 OR 20 RECORD JOBS WURLITZER OR ROCK-OLA

Profer Cellar Jobs In Steel Cabinets, but will accept Complete Machines.

WRITE—WIRE—PHONE!

JAFCO, INC.

John A. Fitzgibbons, Pres.
453 West 47th St. New York 19, N. Y.
(Phone: COLUMBUS 5-7990)

AOLAC Urges Halt to Games Play by Minors

LOS ANGELES, Oct. 19.—Reports that some locations here have been allowing minors illegally to play amusement games were brought to the attention of all members of Association Operators of Los Angeles County, Inc., in a second warning letter signed by Curly Robinson, managing director of the group.

Letter, which fell naturally into the aggressive public relations program of this association, quoted in full a resolution passed in 1937 by the board of directors.

Resolution states that toleration of play by minors is reprehensible, and not in the best interests of the amusement machine business. To keep the business of game operation on a high plane, members are urged not to sanction such conduct on the part of any of their locations.

Cite Penalty

Loss of membership in the association is cited as the penalty for any member who knowingly allows locations, upon which amusement devices sanctioned by the association are operated, to cater to patronage of minors.

Robinson advised operators to present their location owners with emphatic warnings regarding this rule, saying that the practice of permitting minors to play the games must be discouraged to the point of elimination.

If violation of the rules continues after warnings, he declared, machines should be removed from the location. In such an event, procedure is to notify the association office so that other members may be advised to refrain from servicing such locations.

Distrib Firms Push Exports

NEW YORK, Oct. 19.—New York's distributors are launching one of the strongest bids ever made for the Latin-American coin machine export business. At least four distributors here have already started their campaign with advertisements printed in English and Spanish and direct-mail pieces in two languages.

Other distributors are reported ready to follow suit in an effort to make Latin-American coin machine buyers New York conscious.

Seacoast Distributors, headed by Dave Stern, is currently using both English and Spanish in its advertising and direct-mail pieces. Definite bid for this export trade is likewise being made by Atlantic New York Corporation, West Side Distributing Corporation and David Lowy Company. Other firms are readying Latin-American drives.

Juke boxes, distributors here say, are favored machines in the Latin countries, but all other types of coin-operated equipment are being offered. Distributors expect an influx of buyers at the first of the year.

General Instrument Plans New Production Expansion

ELIZABETH, N. J., Oct. 19.—General Instrument Corporation here this week announced that they will begin a new expansion program which will involve decentralized factory operations beside new production.

Program will include the strengthening of their sales organization, it was revealed. Company makes electronic and radio component parts for use in coin machines.

We're supplying our Foreign Trade with the finest equipment available at the lowest prices in the world! We have a complete stock of factory reconditioned and refinished equipment. No order is too large or too small. Write for complete catalog!

NOW DELIVERING THE LATEST NEW EQUIPMENT

Victory Special	Spellbound	Whizz
Victory Derby	Dynomite	Keeney's Bonus Super Bell
Surf Queen	Big League	Mills Black Cherry Bell
Big Hit	Fast Ball	Groetchen Columbia
Suspense	Superliner	

MUSIC

1 Wurlitzer 500	\$325.00	1 5c Brown Front	\$ 75.00
1 Wurlitzer 24A	250.00	3 5c Watling Rotop.	49.50
1 Wurlitzer 616	200.00	2 5c Watling D.P. Ea.	32.50
6 Wurlitzer 412. Ea.	195.00	1 5c Watling D.P.	24.00
6 Wurlitzer P12. Ea.	160.00	1 5c Jennings 4 Star Chief	55.00
1 Seeburg Royal	250.00	1 10c Jennings Duchess	30.00
1 Rock-Ola 12	100.00	1 10c Pace J.P., 2/4 P.O.	30.00
1 Mills Zephyr	75.00	1 25c Mills Skyscraper	30.00
1 Mills Do-Re-Mi	75.00	1 25c Mills Gooseneck, J.P.	27.50
1 Wurlitzer Victory Cabinet	75.00	9 5c Gooseneck, J.P. Ea.	20.00
		1 5c Caille	12.50
		2 10c Caille. Ea.	12.50

ARCADE

2 Skee Barrel Roll, 12 1/2". Ea.	\$299.50	7 Silver Moons, F.P., Very Clean. Ea.	\$125.00
3 Skee Barrel Roll, 10 1/2". Ea.	269.50	3 Jumbo Parades, F.P. Ea.	79.50
1 Super Skee Roll	200.00	3 Hi-Hands, Late Serial, Vcry Clean. Ea.	175.00
4 Shoot Your Way to Tokyo. Ea.	100.00	1 Four Bolts, Rebuilt by Mills	550.00
1 Scientific Batting Practice	89.50	3 Galloping Dominoes. Ea.	175.00
1 Champion Hockey	139.50	8 5c Paces Races, Factory Rebuilt by Baker & Evans, Never Used. Ea.	300.00
1 Texas Leaguer	35.00	6 Buckley Track Odds, D.D., Factory Rebuilt, Used 1 Week. Ea.	800.00
4 Buckley Treasure Island Digger. Ea.	45.00		
2 Evans Ten Strike. Ea.	40.00		
1 Life League	299.50		
1 Total Roll	319.50		
1 Skee-Ball-Ette	74.50		
1 All-Star Hockey	175.00		
1 Rock-Ola World Series, '38	65.00		
2 Keeney Submarine. Ea.	90.00		
1 Bally Alley	50.00		
1 Undersa Raider	209.50		
1 Keeney Air Raider	99.50		
4 Mutoscope Skyfighter. Ea.	129.50		
2 Paratrooper. Ea.	100.00		
1 Liberator	40.00		

SLOTS

25 5-10-25c, 2/5 & 3/5 P.O., Rebuilt by Baker, Silver, Gold & Black Chromes, Never Used. Ea.	\$150.00
9 25c Q.T., Practically New. Ea.	140.00

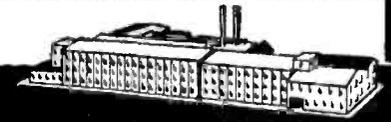
ALL EQUIPMENT REFINISHED AND READY TO OPERATE

WE DELIVER AND PICK UP WITHIN 1,000 MILES

WANT—WURLITZER MOTORS, 412 TO 600.

WRITE—WIRE—PHONE!

EAST COAST MUSIC COMPANY



Cable Address: "EASCO"

Branches: PENNSYLVANIA, DELAWARE, MARYLAND, FLORIDA

MAIN OFFICE: TENTH AND WALNUT STREETS, CHESTER, PA. • PHONE: CHESTER 3637-9300

HARD-TO-GET COIN MACHINE

PARTS

NEW PRICE LIST NOW READY—WRITE FOR IT!

COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED
2307 N. WESTERN AVE. Phone HUMBOLDT 3476 CHICAGO 47

WE MANUFACTURE THE PERFECT POKERINO TABLES

\$140.00 All new material
~~\$175.00~~ complete—Immediate delivery

Write for pictures and literature.

STANLEY GERSH

SAM GARBER

PERFECT GAMES CO.

2894 W. 8th St.

Phone: ES-planade 2-4383

Coney Island 24, N. Y.

NEW EQUIPMENT BEING DELIVERED

Bat-a-Ball (Upright Game)	\$249.50	Novelty Card Vender & 100 Cards	\$ 29.50
Superliner	322.50	Gottlieb Grippers	39.50
Spellbound	325.00	ABT Challengers	65.00
Fast Ball	350.00	Columbia Balls	145.00
Shooting Star	270.50	Daval Free Play	75.00
Esquire Vendors	\$11.75 & 13.75	Silver King Peanut Vendors	10.50
Esquire 6c Vendors	14.75	Genco Whitez	189.50
Advance Vendors	10.50	Daval Gusher	14.50
Acme Electric Shockers	18.75		

WIRE, WRITE OR PHONE FOR SPECIAL PRICES

DUROMATIC—An absolutely amazing Escalator Conversion for MILLS 5c, 10c and 25c Escalators. Jam-proof and easy to install, it will eliminate your Escalator troubles and service calls. **WRITE FOR DETAILS AND PRICES.**

MUSIC	18 Slot Cabinet Stands with Locks and Keys, Newly Painted	\$17.50
Wurlitzer 24	25 American Eagles, Marvels and Mercurys, Token Payout	10.00
Wurlitzer 16, Victory		
Wurlitzer 24, Victory		
Wurlitzer 61		
Wurlitzer 600		
Rock-Ola '41 Super		
Rock-Ola '39 Standard		
Rock-Ola '39 De Luxe		
AMI Singing Tower		
AMI Top Flight		
Seeburg Royal, ESRC		
Wurlitzer Twin 12, R.C.		
Rock-Ola Spectravox		
Playmasters		
20 Buckley Wall Boxes, Late		
Seeburg Classic, R.C.		
Seeburg 8800, R.C.		
Seeburg 8200, R.C.		



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Keeney Submarine Gun	Pitchom and Catchem	125.00
Keeney Air Raider	World Series	125.00
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Evans Bize Balletto	Panoram	365.00
Slightly Used Supreme Bolascoro	Undersea Raider	295.00
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Evans Tommy Guns		

CONSOLES	Big Game, F.P.	\$ 95.00
Sun Ray, F.P.	Late Mills Four	450.00
Paces Reels Comb.	Bells, 5c	110.00
Totalizer, F.P.	Keeney Kentucky Club	110.00
Silver Moon, F.P.	Bally Club Bell, Comb.	195.00
Big Top, F.P.		
Pace Saratoga Jr., P.O.		
	Jumbo Parade, F.P.	\$85.00
	Baker's Paces, D.D., C.S.	425.00
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BRAND-NEW PACKARD BRACKETS \$4.50

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World Tobacco Trade in Rise With Prices Higher

WASHINGTON, Oct. 19.—A view of the tobacco industry this week presented coinmen a picture of records being set in tobacco crops both here and abroad. Imports and exports were up. Sales were heavy, floors crowded and prices were high.

In Canada the prospective 1946 crop is expected to exceed the previous peak of 107,700,000 pounds which set a record in 1939. Based on mid-August conditions, the first official estimate places the crop at a record 109,900,000 pounds taken in 14,096 acres.

At San Juan, Puerto Rico, at least 18,700,000 pounds of stemmed leaf tobacco were sold at an average price of \$1 per pound. Largest holder of stemmed leaf tobacco was the Puerto Rico Tobacco Marketing Association which had a total of 12,000,000 pounds. The company sold its holdings to the Consolidated Cigar Company, it was reported.

U. K. Imports Climb

Imports of tobacco into the United Kingdom for the first six months of 1946 were 217,000,000 pounds valued at \$121,480,000. This compared with the 172,000,000 pounds for the first half of 1938, which was valued at \$56,554,000. During the six-month period, the United States supplied 88.5 per cent of total British leaf import.

Imports from empire countries, principally Canada, Southern Rhodesia, India and Nyasaland during the first half of 1946 were 22,400,000 pounds, or 10.3 per cent of the total, compared with 41,400,000 pounds, or 24 per cent of all imports during the corresponding period of 1938. This indicated an increase above pre-war standards.

Final sales in the Georgia market, before the holiday period there, showed 869,742 pounds of tobacco were sold at an average of \$40.09 per hundred. Season's sales ran to 149,753,646 at an average of \$42.77 per hundred pounds, of which 948,776 pounds came from Georgia.

According to reports from the Ohio district, Little Dutch cigar leaf, grown in the Miami Valley, has been selling at 35 cents a pound. Farmers in the valley, busy harvesting their crops, reported that most of the early crop was very good, while some of the later plantings were retarded by weather conditions. It is expected that the crop may improve if the fall is late enough.

Entire crop in the Miami Valley is estimated at 5,500 acres by the Federal Crop Reporting Service. It is reported to have an estimated yield this year of 1,050 pounds of tobacco to an acre.

Sales Are Heavy

In the middle tobacco belt, first-day sales were reported as heavy, with floors crowded. Sale there of flue-cured tobacco in the nine markets began with prices higher on the better grades of leaf than on the same date last year. Prices on the lower grades were much less, it was disclosed.

Increases ranged from \$4 to \$20 a

hundred pounds. Losses amounting to \$1 to \$10 affected principally low and common leaf, low grades of lugs and nondescript, according to the United States and North Carolina departments of agriculture. Jammed floors were in evidence at all markets. Top price was \$51 per hundred.

Operating on a five-hour sales day, the markets have reduced to a three-hour day due to the crowded floors. Rate of sales will continue at 400 piles per hour, it was reported.

Quality at the middle belt sales was better than opening sales in 1945 due to the increased percentage of good grades. Proportion of poor grades was smaller, according to reports.

Vender Fix-It Man Finds Self in Fix

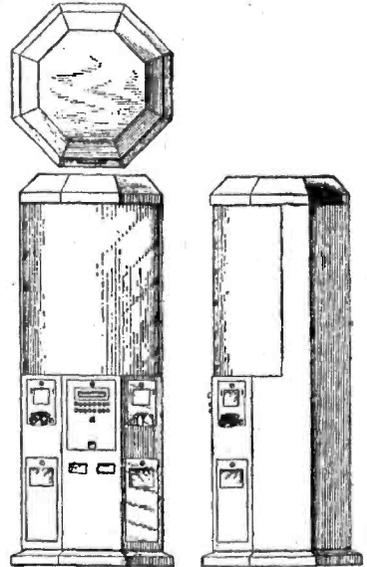
KANSAS CITY, Mo., Oct. 19.—A 26-year-old Kansascitizen developed an unsuspected interest in vending machines that landed him in jail and nearly got him into serious trouble.

Police thought it was peculiar when they found the young man standing in the doorway of a downtown Kansas City building late the other night tinkering with a stamp vending machine. So they took him down to headquarters, where a report had just come in that a stamp vender had been stolen from a cigar counter in the lobby of a hotel near the scene of the tyro vender mechanic's activity. Owner of the machine taken from the hotel identified the vender undergoing the impromptu overhauling as his.

Next morning the young man said he had been drinking and could not even recall the episode. But when he agreed to pay for the damages to the machine the owner was willing to let any charges drop, and the jail doors opened for a youth who apparently was not a born vending machine mechanic.

Approve Carr Biscuit Merge

CHICAGO, Oct. 19.—Stockholders of J. B. Carr Biscuit Company, it was announced recently, approved firm's merger with Consolidated Biscuit Company, of Chicago. Action formed the fourth largest unit in the cookie and cracker field.



DESIGN FOR VENDER, patented by Olga V. Wells, of Alhambra, Calif., as illustrated in the Official Gazette, U. S. Patent Office.

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Date To Remember

1947 COIN MACHINE CONVENTION AND SHOW

Time: February 3-4-5-6
Place: Hotel Sherman, Chicago

Booth sales to members of CMI closed September 25. Booth reservations from pre-war exhibitors began September 28. Jas. A. Gilmore, secretary-manager of Coin Machine Industries, Inc., predicts that all available booths will be let within 10 days.

Movie Biz Up

NEW YORK, Oct. 19.—Weekly attendance at movies in the United States has been estimated at 110,000,000, despite a 30 per cent increase in admission prices since 1941, according to the Paris & Pearl Research Bureau.

Firm, in a statement here this week, estimates that more than a billion dollars will be paid at box offices in this country during 1946. Officials declare these figures indicate the nation's escapist attitude from life's realities.

Juke Boxes Gracing Hotel Lobbies Now In Maritime Cities

ST. JOHN, N. B., Oct. 19.—Juke boxes are becoming an essential medium of entertainment in Northern and maritime provinces.

Statement comes from operators of hotels, motels, service stations and roadside eating spots who are busy handling touring motorists. Formerly, hotels contented themselves with juke box locations primarily in the dining rooms and coffee shops. Now lobbies have the jukes also and are getting a good play.

Operators of various service establishments report that unusually warm September weather brought out more than the normal number of motorists. Dancing to juke box music was found, they claim, to be the most popular form of amusement.

Leaf Kenny Fund Chairman

HOLLYWOOD, Oct. 19.—Appointment of Sol Leaf as chairman of the Confectioners' Division of the 1949 Fund Appeal for the Sister Kenny Foundation, was announced recently by Kate Smith, national chairman, and Bing Crosby, executive committee chairman. Leaf is president of Leaf Gun Company and prominent in tobacco trade circles.

Maryland Co. Changes Name

BALTIMORE, Oct. 19.—Change of name of the Maryland Coin Machine Company to Novelty Sales Company was announced here this week. Firm is using same location.

W. B. Music To Have Lush New Office in K. C.

KANSAS CITY, Mo., Oct. 19.—Remodeling of the music showrooms and offices of W. B. Music Company, 1518 McGee Trailway, is expected to be completed within three weeks, Harry Silverberg, partner in the firm, announced.

Feature of the new layout will be a soundproof listening room where operators can hear new phonograph models at their leisure, Silverberg said. Showrooms will feature an installation of the Seeburg sound systems which the company distributes.

Carpenters were busy this week putting in the framework for the low-hung ceilings, and plasterers are due next week, Silverberg said. Altogether, only 70 feet of the building's 110-foot depth will be utilized for offices and show space. The remaining 40 feet will be used for storage.

Meanwhile, the firm is carrying on its business in the adjoining building, which will be remodeled as soon as the space now being remodeled can be occupied, he said. All told, the company will have a total of 2,750 square feet available when the work is finished.

Firm is a branch of W. B. Novelty Company, of St. Louis, in which Silverberg and W. B. Betz are partners.

Grand opening and show are planned as soon as the remodeling is completed.

Concession Supply To Make Popcorn Machine in Toledo

TOLEDO, Oct. 19.—Concession Supply Company, of Secor Road here, was incorporated this week with 250 shares, no par value, by Bradford H. Brockway, president, and Angelo Boudouris, vice-president and chief engineer, it was announced.

Firm will manufacture candy and popcorn machines and kettles. Present plant and equipment represent a \$30,000 investment, it was reported.

Shapiro Resigns in Buffalo

BUFFALO, Oct. 19.—Al Bergman, Alfred Sales, Inc., announced this week that Bernie Shapiro has resigned from the firm and is no longer connected with the organization.

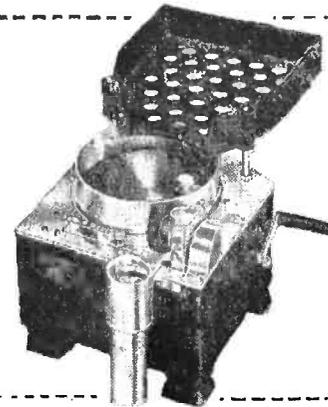


LATEST COIN LAUNDRY opening in Philadelphia was attended by premiere festivities, including on-the-spot radio interview broadcast over Station WDAS. At mike (left to right) are Bernie Denmark, local representative of Telecoin Corporation; Elizabeth Rogers, home service director of Raymond Rosen & Company, distributors for washing machines used, and Patrick J. Stanton, program director for WDAS. Operator of the launderette, not shown in photo, is Edward Kramer.

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FAST AND EFFICIENT — saves time and money on collection calls!

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Lew London Horse Plucks Two Champ Ratings in Month

READING, Pa., Oct. 19.—"London's Folly," five-gaited chestnut gelding owned by coinman Lewis London, continued his championship career in two Pennsylvania horse shows this month. Coin machine distributor, who heads Leader Sales & Distributing Company here in Dallas, is seen



astride his famed mount in the accompanying photograph.

London saw "Folly" win for the third consecutive year the five-gaited grand championship at the Chester County Horse Show. Three-year victory retired the Dilwyne Farms Challenge Trophy for London.

On top of this victory "Folly" picked up another five-gaited grand championship a few days later at the annual Bellewood Horse Show, staged on the Edward L. Gruber estate near Pottsville. He also won the five-gaited gelding and stallion stake at this event.

Early next month London will take his champ into big-league circles showing him at the National Horse Show at Madison Square Garden, New York.

Klein Holds Service School in Milwaukee

MILWAUKEE, Oct. 19.—A service school for juke operators will be held at the Klein Distributing Company here October 20-21, with a factory representative from Aireon present, Harold H. Klein, head of the firm announced this week. Klein said that refreshments will be served to those who attend. Factory representative will be present from Aireon Manufacturing Company, for which firm

Returns on Wis. Cig Tax at 12-Year Peak

MILWAUKEE, Oct. 19.—Revenue collected from liquor, beer and cigarettes reached a 12-year high, according to a report this week by the State Beverage and Cigarette Tax Division for the fiscal year ending June 30, 1946.

This was despite the fact that 28 per cent of the State's area, which contains 11 per cent of the population, prohibits the sale of beer and intoxicating liquor, according to John W. Roach, chief of the Beverage and Cigarette Tax Division.

Revenue collected from the sale of cigarettes brought \$5,285,840 against \$3,627,424 in the previous year, according to the report.

T. Heaton Gets Change-Making Vender Patent

BLYTHERVILLE, Ark., Oct. 19.—Thomas L. Heaton, local resident, has been granted a patent on a coin-operated vending and change-making machine now available for licensing or sale, it was announced this week in Washington.

According to the announcement in the *Official Gazette* of the United States Patent Office, the machine is intended for use as a newspaper or magazine vender.

The gazette's description of the machine read, "The article is partially projected thru a normal opening and grasped by a customer. Machine may be adjusted to function by the insertion of either a nickel, dime or three pennies. May also be adjusted to return two cents change upon insertion of a nickel. Two separate slots are opened and closed by slides. If wrong coins are inserted, they will drop into housing without operating or jamming machine."

Minneapolis Firms Open Two Automatic Laundries; More Due

MINNEAPOLIS, Oct. 19.—Indications are that washday woes of local housewives will soon go swirling down the drain as two franchises for coin-operated automatic laundries were granted here this week with the probability that more would be in operation soon.

Mrs. W. Hardigan has established a Launderette, trade name of Telecoin Corporation's nationwide string of self-service laundries, at 14 West 26th Street.

Leonard E. Atlas, returned veteran of three years in the European theater, will operate Automatic Laundry Service at 1711 Fourth Avenue South.

Each of the self-service laundries has installed 20 automatic washing machines. Customers will rent one or more of them with soap and soft water furnished without charge.

Each machine can complete a 10-pound wash in 30 minutes.

Latest Type Machines

Machines in both laundries are of the latest type, with automatic water temperature control, automatic drain. Machines provide three rinses and damp dry the clothes by centrifugal force.

In order to avoid waiting, an appointment system has been worked out at both establishments which will remain open from 7 a.m. to 9 p.m. Machines can handle 400 washings daily.

According to the operators, firms expect to have as many men and children as women customers. Automatic laundries permit women to complete their shopping while the washing is being done, they point out. Mrs. Hardigan as mother of five children had a personal interest in simplifying washday routine, she said.

Telecoin Corporation, founded by Eugene R. Rarney and Arthur W. Percival, operates about 75 establishments in New York and about one-third that number in Chicago in addition to other types of coin-operated vending machines.

Auto Coin Files in Conn.

HARTFORD, Conn., Oct. 19.—Trade name has been filed at town clerk's office at Waterbury, Conn., for Automatic Coin Company, Waterbury, by Charles Summa, 122 Roseland Avenue, and Dante Navarra, 53 Wildwood Avenue, both of that city.

BIGGER EARNINGS with HI-LOW



Price F.O.B. Chicago \$14.50

5 DAY MONEY BACK GUARANTEE

- NO FEDERAL TAX
- NO COIN CHUTE
- TAMPER PROOF

Here is a game that will out-earn many a counter game. Ideal for almost any type of location. Lots of "come on" and plenty of player appeal. And don't forget, we're selling it on a money-back basis—so you've nothing to lose!

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FALL SPECIALS

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- Thorobreds\$235.00
- Club Trophies 129.50
- Sport Specials 79.50
- '41 Derbys 139.50
- Keeney Skylark, Comb... 124.50
- Big Prize, P. O. 34.50
- Silver Moon, F. P. 74.50
- Bobtail, F. P. 74.50
- Jumbo Parade, F. P. 74.50

Music

- Wurlitzer 600R\$335.00
- Wurlitzer 24 235.00

Slots

- Blue Front, C. H. K. A. Write
- Factory Crinkle Refinish... Write
- Jennings Standard Chief... Write
- Jennings Blackhawk, 5c... Write
- Brown Front, 10c\$115.00
- Brown Front, 25c 125.00
- War Eagle, 25c, 2-A..... 70.00

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- Mills 5¢ Gitter Gold Q.T.'s, Like New 95.00
- Jennings 10¢ Big Chief 160.00

CONSOLES

- Pace Saratoga, Cash Play\$ 75.00
- Jennings Bobtail, Free Play 89.50
- Jennings Silver Moon, Free Play .. 75.00
- Keeney's Super Bell, Convertible .. 175.00
- Bally's Club Bell, Convertible 175.00
- Keeney's Super Tracktime 200.00

One-Third Deposit. Ship C. O. D. for Balance.

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SEE TRADIO AD PAGE 118

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Each lot of four, \$3,400.
Heath Distributing Co.
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ALBUM REVIEWS

(Continued from page 23)

rumba instructions, drawings and photographs of a couple in action serve to make the lessons clearer and on the Vogue picture disks themselves, other designs show how the cardboard feet should be laid out. Set looks like a good commercial offering.

SOCIETY RHUMBAS (Vogue Album V-104)

Right away, plaudits should be handed to the Vogue method of packaging. Album is closed in all sides except the top side, which keeps the album covers from flying open unexpectedly. Records are lifted out from the top, and printed tabs help one locate the position of each disk in the set without the necessity of emptying the album. All rumbas in the set are composed by Paul Shalin, Chicago radio teacher of Latin dancing, and the album is probably designed to tie-in with over-the-counter sales of Vogue's *How to Dance the Rumba* album. Tunes themselves are pretty mediocre but are given colorful and melodic treatment by Dick LaSalle and his society crew. Bouncey Latin dance beat is highly accentuated thruout, and the disks would peddle well at swanky locations where the payees like to shake their hips. Recording, as usual with Vogue product, is clear and well balanced and grooves are free of surface noise. Piano kicks off each of the four sides and maracas are heard plentifully. Tunes are *It's Always You (Siempre Eres Tu)*, *Let Me Take You in My Arms (Quierote En Mis Brazos)*, *Give Me All of Your Heart (Dame Tu Corazon)* and *I Dreamed About You Last Night (Cantigo Anoche Sone)*.

TICK-TOCK-TALE (Sonora Album: Sonora 1144-5-6)

Material in this album is adapted from the radio program, *Storyland Theater*, which presents musical dramas designed for the kiddies. This particular juvenal album is written and directed by Jules Werner, while music is composed and conducted by Paul Creston—currently musical director of the *Hour of Faith* seg on ABC. Story is laid in an imaginary clock shop in Switzerland, where all the clocks and watches come to life after hours. Swiss watches are pictured as a snooty group, which refuse to let the "poor, little American watch" join their Tick-Tock Club. Then, the American watch explains why it is so battered and the tale gives proof of such gallantry that the other timepieces admit it to membership. Simple story is built into a production, which occupies six 10-inch sides. Interpolations by Narrator Craig McDonnell and musical effects by the orchestra inject dramatic pauses and highlights into the scripting. Use of an echo chamber adequately conveys the impression of vastness in the old shop. Story lacks the frightening, gory details of the usual fairy tales, but manages to preach a far-from-pedantic moral against snobbery. Whether kiddies will be able to focus their attention for the full length of the album is hard to say, and shortening of the plot to four sides would have helped immensely. Acting credits also go to Mae Questel, Bill Keene, Bill Wyatt, Michael Artist, Eta Reiss Marin, Ken Tower and Francois Grimmerd.

CONTINENTAL GAETITIES

(Victor International Set S-45)

This is nostalgic needling capturing—for the most part—the gayety and romance of the Old Continent. Henri Rene, who produced and directed the cutting of this package of 10 sides, has gathered together a company of instrumentalists and

singers that almost turn out a perfect performance. Fiddler Mischa Borr, conducting orchestra and chorus, establishes the mood with a potpourri *Overture* of familiar European folk melodies, for which basso S. Strelkoff and soprano Johanne Morland add vocal color. And to showcase his own gypsy fiddling, Borr fairly excites with a *Roumanian Medley* of bittersweet Romany songs. There is also instrumental brilliance in the mood-inspiring guitar solos of Mirko for the waltzes *Adelita* and *Grandma's Music Box*. Basso Sidor Belarsky, a familiar voice on foreign language waxings, fairly steals the spotlight with his stirring singing of *Poliushko*, the popular Russo *Meadowlands*. Songbird Blanka adds more vocal color as she pipes the Yugoslav melodies with a delicate Continental air. Impresses on all counts with *Mare Moja* and adding English lyrics without dispelling the impression for *Tamo Daleko* and *Ko' Lepi San*, all folk chanties. Also in this company is the low-voiced Greta Keller singing in French for *Plaisir d'Amour* and in German for the tango *Der Wind Hat Mir Ein Lied Erzahlt*. However, the Continental chanteuse just ain't there. Her intonation is bad, so much so, that she sounds out of tune most of the time. However, there is more than enough in the efforts of the others to make this a desirable disk package for the nostalgic-seeking needler. Colorful drawing for the album cover captures the spirit of the songs. Front and back inside covers carry photographs of the participating artists with notes on the selections they offer.

PETER RABBIT—Narrated by Gene Kelly (Columbia MJ-30)

To meet the demand for children's records, particularly for Christmas giving, screen star Gene Kelly turns storyteller. This is the familiar fable of *Peter Rabbit*, the mischievous cottontail. Story was adapted for wax by Nancy Sokoloff, with mood music created by Herbert Haufrecht and played by Paul Afelder. Kelly takes his storytelling seriously, giving it a heavy reading—talking down rather than to the mopets. However, the saga is a desired one by the kids. And if not too young, will be able to follow Kelly in unfolding the tale over four sides. Double envelope carries the two disks, with the story synopsis taking up the center spread. Envelope pages profusely illustrated.

VAUGHN MONROE'S DREAMLAND

SPECIAL (Victor P-160)

Augmenting his band with a string section and harp, the Vaughn Monroe music is all the more becoming for this package of eight selections geared to the "dream ditty" theme. And while the maestro's vocal efforts, along with assist from the Norton Sisters and the Moon Maids, dominate the dishing, the singing spins to better advantage in this instrumental setting which shows fuller body and richer color in the band. All the selections are familiar "dream" songs and Monroe sings and plays them with a high degree of freshness. In a bright tempo, packages I'll See You in My Dreams, Drifting and Dreaming, Did You Ever See a Dream Walking?, I've Got a Pocketful of Dreams, Dream, My Dreams Are Getting Better All the Time, and in the three-quarter tempo, Meet Me Tonight in Dreamland and My Isle of Golden Dreams. All the selections familiar and rich in melody content, making it an all-the-more-desired package, which should also prove potent for juke box spinning. Album cover design plays down the "dream" angle. But since (See Album Reviews on page 138)

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Wurlitzer 618	179.50	Seeburg Regal	289.00
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Wurlitzer Counter Model Stand	22.50	Mills Throno	\$225.00
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Buckley Lite-Up Side, Chrome (24)	12.50	Wurlitzer 300 A Adaptor	29.50
Seeburg 20 Wall-o-Matics	35.00	Wurlitzer 145 Stepper (Red)	39.50
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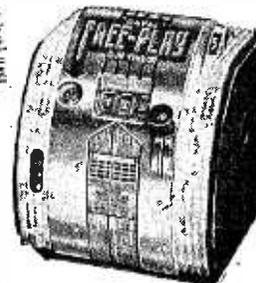
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ELECTROPOKER

Robertson Expands Nova Scotia Phono Distributing Firm

KENTVILLE, N. S., Oct. 19.—Automobile man, Fred Robertson, has expanded his coin machine business in a big way here. He has erected an addition to a building now housing his car trade. Robertson says he will use the added space as a display room, service shop and storage area for coin-operated machines, concentrating on juke boxes.

He has been distributing the devices thru Annapolis Valley, where activity is now at its peak because the apple and vegetable crops are now being harvested, packed, canned and processed. Valley is widely known as being one of the largest apple producing areas in the world.

Robertson, who claims that his coin facilities are the most ornate in the provinces, recently was visited by Frank Hanlon, Halifax's veteran coin-man. Meeting revolved around a new coin-operated machine which Hanlon plans to introduce this fall to Nova Scotia.

Currency in Use Up 78 Million \$\$

WASHINGTON, Oct. 19.—Federal Reserve Board reported that money in circulation had increased by \$78,000,000 during the week ended October 2. Rise more than offset the aggregate decline in the three previous weeks of \$58,000,000, and lifted the total currency in use to \$28,528,000,000.

Institute of Life Insurance, reporting on a study based on figures compiled from government and private sources, declared that the American people had accumulated around \$150,000,000,000 in long-term savings. Amount is more than two and one-half times the total at the end of 1930, and is about one-fifth greater than the total record-breaking consumer spending this year, which the government estimated at \$120,000,000.

Nest egg, according to the institute, was exceeded by the national income in only three years, 1944 to the present.

Reefer Truck To Transport Frozen Foods

CHICAGO, Oct. 19.—Patented by Willard L. Morrison, of suburban Lake Forest, a new type of refrigerated truck is expected to facilitate transportation of frozen foods, ice cream and other products requiring extreme cold.

Inadequacy of present types of refrigerated trucks has heretofore made it impractical to ship frozen foods or ice cream over long distances by road, and the extreme scarcity of railroad "reefers" has limited rail transportation.

Use of the new truck will enable processors to quick-freeze produce at the point of production for highway transport to markets, Morrison said.

Truck Divided

According to specifications, the truck body is divided into two parts by an aisle down the center which permits working space for the attendant. Common housings on either side hold cylindrical containers which are refrigerated, with all intervening space insulated.

Two independent refrigerating units are cooled by compressors operated by motion of the vehicle. The new truck will make it possible to maintain required temperature for longer periods of time than is permitted by those now in use.

According to members of the ice cream and frozen food industries, transportation problems arising from the freight car shortage and lack of adequate truck refrigerators has been a factor in holding up speedier expansion of the fast-mushrooming business.

REWA Develops New Distribution Plan To Speed Delivery

CHICAGO, Oct. 19.—A wartime system developed by the refrigeration industry to insure fast distribution of parts has proved its value in peacetime, as strikes and material shortages delayed production, it was announced here this week.

The plan was organized by members of the Refrigeration Equipment Wholesalers' Association, who agreed to maintain even distribution and supply in all parts of the country. System is given credit for keeping pre-war equipment in operation while the industry was dealing with the reconversion tasks.

"The task performed by the refrigeration wholesalers has given our members the opportunity to get production under way on a long range quality basis to meet the large backlog of orders," said a statement by the Refrigeration Equipment Manufacturers' Association.

Distribution system, now improved according to the association, would result in speedy and efficient servicing of air conditioning equipment as soon as that industry begins producing.

Plymouth Gets M-G-M Disks

NEW HAVEN, Conn., Oct. 19.—The Plymouth Electric Company announced recently that it has been appointed a distributor of MGM Records. Disks feature voices of movie stars under contract to Metro-Goldwyn-Mayer.

Connecticut, Western Massachusetts and lower Vermont comprise Plymouth's territory. Richard J. MacCatherine will be in charge of the new department.

ROUTE FOR SALE

Eastern Wisconsin

Consists of 25 Juke Boxes and 15 Concoes. Total Rolls and Pin Games. Good supply of Parts, Records and the like. \$15,500. This is really a money maker. Inquire only if you can swing the deal. Write BOX D-354, The Billboard, Cincinnati 1, O.

Announcement

WE ARE PLEASED TO ANNOUNCE THAT WE HAVE APPOINTED THE FOLLOWING DISTRIBUTORS FOR OUR NEW BOWLING GAME

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KING-PIN DISTRIBUTING CO., 3004 Grand River, Detroit, Mich.

Western Michigan Operators—Write Directly or Visit Mr. Pieters' Show Rooms in Kalamazoo

We also take this opportunity to invite every distributor and operator attending THE COIN MACHINE SHOW in Chicago to visit our booths, 71A and 72, and play the NEW BANG-A-FITTY Bowling Game.



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Catalina..... 75.00	Knockout..... 105.00	Metro..... 45.00
Five-Ten-Twenty .. 100.00	Home Run, '41 .. 60.00	New Champs .. 45.00
Fiat Top..... 180.00	Laura..... 180.00	Play Ball..... 60.00
G.I. Joe..... 60.00	Liberty..... 145.00	Sluggo..... 69.00
Repeater.....\$30.00	United Revamps. Each ..\$180.00	

NEW

Exhibit Fast Ball ..\$330.00	Gottlieb Super Liner \$322.00
Chicago Coin Spill-bound .. 325.00	Williams Dynamite .. 334.50
	Bally Big League .. 299.50

All prices F. O. B. New Haven—1/3 deposit, balance C. O. D.

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George J. Wanisko, Prop.

1716 WASHINGTON AVE., NORTHAMPTON, PA.

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ALBUM REVIEWS

(Continued from page 137)

it plays up a face photo of the maestro, that means more as an attention-getter.

SPIRITUALS—Selah Jubilee Quartet
(Continental No. 36)

One of the better of the gospel singing groups coming out of the shellacked grooves, their earthy qualities and rhythmic feel make this an attractive package for those seeking out the Negro spirituals. Selah singers, male foursome, blend their voices well to bring out all of the inspirational qualities of the six spirituals contained here. Tempos vary, but in each case their voices sustain the rhythmic flow. Selections are all standard spirituals, taking in *I Need Jesus in My Dying Hour*, *Jesus Cares*, *Noah, Dry Bones*, *Selah Gospel Train* and *Jesus, I Love You*. Records shipped for review without the album jacket.

NEW VARIETY ALBUM—with Songs by Franklin Wade (Master. 500-1-2-3-4)

This package of 10 Western and hillbilly sides is a one-time shot by Franklin Wade to promote his own tunes, of which there are seven in this album. However, it will take more than an album cover to make these sides catch on. Music making is in the keeping of Shorty Warren and his Western Rangers, the usual set-up of fiddle, guitars, bass and accordion. Best of the 10 sides is Jimmy Davis's tuneful waltz melody, *Riding Down the Arizona Trail*, for which Smoky and Hank out of the Rangers crew add lyrical attraction. Franklin Wade sings his own songs, adding a lick of yodeling to some scores. However, neither his piping nor the tunes themselves reaches beyond the mill run levels. Of his seven, *Dear Old Dixie Moon* spins best, lacking vocal qualities and any appreciable degree of outdoor charm for his *Blue Bird Lane*, *Will You Meet Me Tonight?*, *My Baby Loves Me*, or the waltz, *When My Wonderful Dreams Come True*. Nor does he fare any better for *In the Valley of the Ozarks* or *Louisiana*, for which Mary, Shoemaker joins him with un-earthly soprano piping. Remaining two sides from outside folios fare a bit better, with the trio out of the accompanying string band (Shorty, Hank and Smoky) singing Jimmy Davis's *Columbus Stockade Blues* and the *Detour* hit. Ten such sides are a heavy dosage for anyone to take. Album cover features full-length photo of Franklin Wade strumming his guitar and includes the 10 titles.

LOOK! LOOK!

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SEE HOW MUCH YOUR DOLLARS BUY

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THOROUGHLY RECONDITIONED—READY FOR LOCATION
5 BALL PIN GAMES

AIR FORCE	\$ 59.50	KNOCKOUT	\$ 99.50
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ALL AMERICAN	59.50	LEGIONNAIRE	59.50
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AIR CIRCUS	99.50	MARINES AT PLAY (Rev.)	89.50
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FLYING TIGER (Rev.)	79.50	SHANGRI-LA (Gottlieb)	109.50
FLAT TOP (Williams)	149.50	SURF QUEENS	199.50
FIVE-TEN-TWENTY	89.50	STAGE DOOR CANTEEN	199.50
GOTTЛИER BOWLING ALLEY	39.50	SNAPPY	59.50
GOLD STAR	99.50	TOPIC	69.50
HOROSCOPE	59.50	TORPEDO PATROL (Rev.)	99.50
HOLLYWOOD	129.50	VACATION	39.50
IDAHO	199.50	VOGUE	39.50
JUNGLE	99.50	VICTORY (Genco)	89.50
KEEP 'EM FLYING	119.50	WAGON WHEELS	100.50

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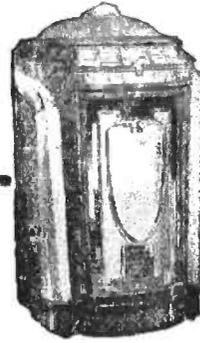
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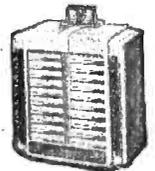
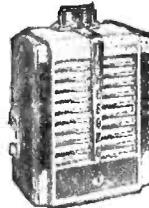
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3 Mills 4 Bells, 4-6¢ HI Head	375.00
3 Mills 4 Bells, 3-5¢, 1-25¢ HI Head	425.00
2 Mills 4 Bells, 4-6¢ Low Head	350.00
6 Bally HI Hands, Comb.	159.50
1 Bally HI Hands, C.P.	149.50
8 Super Track Time, F.P., Stop Up Unit	250.00
12 Mills Jumbo Parade Comb. HI Heads	125.00
2 Mills Jumbo Parade Comb. Low Hds.	115.00
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1 Pace Reels, with Rails, 5¢ Comb.	125.00
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1 Burt Queen, like new	285.50
1 Triple Entry, F.P., Stop Up Unit	150.00
1 Kentucky Derby	150.00
1 Pace Pay Day, F.P., Stop Up Unit	150.00
1 Original Blue Front, 50¢, good cond.	475.00
1 Jennings Goose Nook, 50¢, Mys. Pay	150.00
1 Mills Brown Front, Original 3-5 Pay, late ser.	475.00
1 Mills Gold Chrome, Original, 50¢	425.00
1 Mills Gold Chrome, Rebuilt, 50¢	375.00
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1 Mills Brown Front, 10¢, 3-5 Pay, late ser.	175.00
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Seals Pay \$3.00 - \$2.00 - \$1.00 - 50¢

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1200 Holes—Avr. Profit. \$33.05
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A.B.C. Bowler	\$44.50	Four Diamonds	49.50	Sea Hawk	49.50
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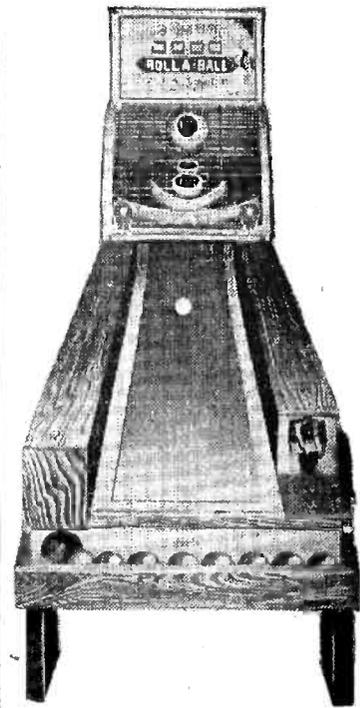


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10. Ninety day factory guarantee.

State Distributorships Available
THE COIN-RADIO CORPORATION
 OF NEW HAMPSHIRE
 24 Pearl St. Manchester, N. H.

FOR NEW HIGHS IN PROFITS
New, Improved
ROLL-A-BALL
 BARREL ROLL
 with
REVOLVING BARREL
Thrill-Skill Feature



UNITED
DISCONTINUES CONVERSIONS

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 Watch For Announcement
 of
First Brand New Game
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Write at once . . . get your name on our
MAILING LIST for early announcement.

UNITED MANUFACTURING CO.
 5737 BROADWAY CHICAGO 40, ILLINOIS

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

COMPARE!
Pre-flight Trainer
ACE MOTORS, Inc.
 3012 CENTRAL STREET
 EVANSTON, ILLINOIS

WISCONSIN'S BEST

NEW MACHINES	NEW MACHINES
Bowling-Way 11'6" Bowling Game \$375.00	Genco Total Roll \$475.00
Rock-a-Barrel 9' BBL. Roll Game 375.00	Jack Rabbit Write
Red Ball Legal Pool Game Write	Firestone's Tally Roll Write
Genco Whizz 189.50	Lite League Write
Victor Vendors—Cabinet Type 13.75	Silver King 14 & 5c Vendors 13.95
Globe Type 11.75	

Write for Complete List of All NEW Pins, Arcade & Vendors Available. Ready for Delivery.

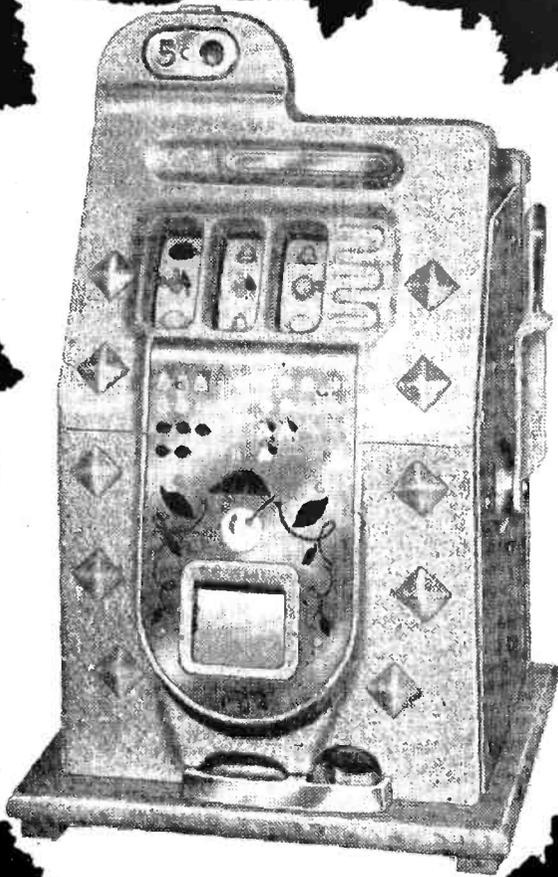
REBUILT TEN STRIKES	NEW METAL STANDS
Completely overhauled with all worn parts, etc., replaced and refinished. Look Like New Ten-Strikes.	For A.B.T. Challengers, Tubular Design with rubber floor cups. Identical to original, \$12.50 EACH.

USED ARCADE	USED 5 BALLS	MUSIC
Bally Undersea Raltor \$300.00	All American \$ 85.00	74 Counter Model & Stand \$225.00
Lite League 275.00	A.B.C. Bowler 85.00	780 E Colonel Wurlitzer 575.00
Champion Hockeys 150.00	Barrage 52.50	204 Singing Tower 325.00
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Bally King Pins 175.00	Box Score 35.00	
Gottlieb Kree-Ball-Elter 89.50	Dixie 59.50	
Evans "In the Barrel" 139.50	Doughboy 52.50	
Gottlieb Kree Ball Elter 89.50	Line-VP 49.50	
Scientific Bowling Practices 110.00	Progress 39.50	
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Exhibit Baseball 89.50	Score-a-Line 52.50	
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Bean Bags (New 1c Counter Game) 15.00	Hi-Stepper 52.50	
	Zig Zag 89.50	

WISCONSIN NOVELTY CO.
 3784 N. GREEN BAY AVE. Locust 0100 MILWAUKEE 6, WISCONSIN

JAFCO, INC.
 JOHN A. FITZGIBBONS AL SCHLESINGER
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Immediate Delivery!



TWO-TONED HAMORIZED CABINETS

4 attractive colors: Brown-gold, blue, red and rose in two-toned speckled effect with matching new club handles, diamond jewels in contrasting color.

ONLY **\$39⁵⁰**

These features included:

- NEW WOOD CABINET of solid oak
- NEW reward plate
- NEW drill proof lining
- NEW money and coin cup
- NEW denominator

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED!

Completely drilled, tapped and assembled, ready to insert mechanism. Specify: 2/5 or 3/5 pay; 5c, 10c or 25c play.

You haven't seen anything until you've seen the New American Two-Toned HAMORIZED CABINETS!

American Amusement Co.

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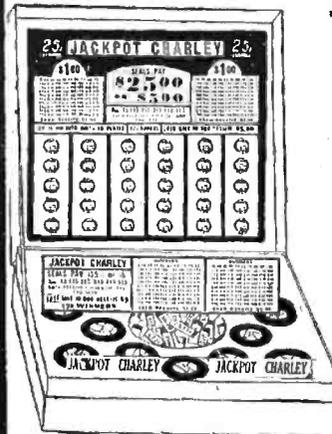
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ORIGINAL JAR-O'-DO • ORIGINAL JAR-O'-DO

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"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!

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IDENTICAL IN DETAIL AND PAYOUT TO THE SALESBOARD!

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AN EXACT AND BEAUTIFUL REPRODUCTION OF THE FAMOUS BOARD YOU'VE ALL KNOWN AND USED FOR YEARS!

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BETTER THAN EVER IN THIS "KNOCK-OUT" BOX STYLE—A HIT ON ANY COUNTER!

"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)

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THEY'RE HERE! READY TO GO!

Ace Coin Counter

Terrific time saver. Counts and wraps pennies, nickels, dimes and quarters in a wink. Can boost routemen's calls 21%!



Daval's "Free Play"

New, appeal-packed counter game! Huge profits on a pint-size investment.

We have this pair of sensational money-makers ready to go — NOW! Order yours today.

As always, Lazar's 27 years' experience in the coin machine industry assures you of quick delivery and limitless service on every machine you buy! WRITE . . . WIRE . . . PHONE IMMEDIATELY!

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Any type of timed music box can be applied to the

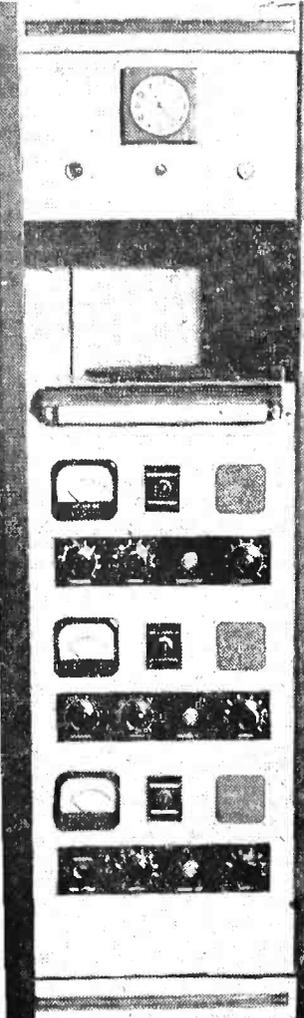
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- ★ Scientific programing provided by expert selectors of music.
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THEY'RE GOING FAST!! FLASH HOCKEY

Regular Price \$249.50
NOW ONLY \$149.50

Faster action, all mechanical action, top player appeal, priced right, immediate delivery.

Here's your chance to get a BRAND NEW GAME—at this amazingly low price—this offer will not be repeated—send your order in today before our stock is exhausted.

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Ray Gun, Regular Price. \$189.50
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Seeburg Ray Guns completely reconditioned, repainted and converted. Immediate delivery. Sold on Coinex money-back guarantee. Terms—1/3 deposit, balance C. O. D.

SEEBURG RAY GUNS

Reconditioned, repainted and converted to Shoot the Bear by factory trained mechanics. All work fully guaranteed. **\$79.50 PLUS PARTS**

—SPECIALS—

REFINISHED—5 BALL PIN GAMES—GUARANTEED

ABC Bowler \$ 59.50	Fellies \$ 35.00	Speedway \$ 35.00
Argentine 95.00	Four Aces 125.00	Seahawk 85.00
Big Six 39.50	Four Roses 65.00	Sport Parade 75.00
Big Top 149.50	Horoscope 84.50	Spot Pool 89.50
Bolaway 89.50	Keep 'Em Flying 139.50	Super Six 45.00
Champion 39.50	Knockout 129.50	Thriller 39.50
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SPECIAL
RCA #30 TUBES **85¢ EACH**
ORIGINAL CARTONS **LOTS OF 50**

COMPLETE STOCK OF SEEBURG RAY GUN PARTS

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BONUS SUPER BELLS!



IMMEDIATE DELIVERIES

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 Life-Up Scoreboard.
- ★ A 500 Bonus in addition to increased odds for Jackpot Winner on each of 2 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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Exclusive KEENEY Distributors in Illinois, Iowa, Missouri, Nebraska and Kansas

NEW LOW PRICES A-1 USED EQUIPMENT

ALL RECHECKED, REFINISHED AND CLEANED

PHONOGRAPHS

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SEEBURG REGAL, R. C. E. S.....	445.00	WURLITZER 600, K. B.....	450.00
SEEBURG REGAL, in Aristocrat Cabinet.....	395.00	WURLITZER 500, K. B.....	475.00
SEEBURG CROWN.....	415.00	WURLITZER 500, K. B., in Aristocrat Cabinet.....	475.00
SEEBURG CONCERT GRAND.....	425.00	WURLITZER VICTORY MODEL.....	475.00
SEEBURG ENVOY.....	495.00	WURLITZER 800.....	600.00
SEEBURG 8800.....	595.00	WURLITZER 850.....	650.00
SEEBURG 8800, R. C.....	625.00	ROCK-OLA STANDARD.....	395.00
SEEBURG 9800, R. C.....	650.00	ROCK-OLA DE LUXE.....	425.00
SEEBURG CONCERT MASTER, R. C.....	545.00	ROCK-OLA SUPER.....	525.00
SEEBURG VICTORY MODEL.....	475.00	ROCK-OLA PREMIER.....	500.00
WURLITZER 500, in Metal Cabinet, Packard Adapter.....	275.00	ROCK-OLA COMMANDO.....	550.00
WURLITZER 616, GRILLED.....	275.00	MILLS THRONE.....	295.00

AUXILIARY MUSIC

SPEAK ORGAN (SEEBURG).....	\$35.00	OPERATOR'S TOOL BOX.....	\$17.95
SPEAKER IN CABINET.....	16.50	STEEL PHONOGRAPH STAND (New).....	29.75
SEEBURG AMPLIFIERS FOR REGAL, COMMANDER, COLONEL.....	45.00	WOOD PHONOGRAPH STAND (New).....	7.50
UNIVERSAL AMPLIFIER, Model A.....	54.50	W. S. 22 WIRELESS WALL-O-MATIC (SEEBURG).....	39.50
OPERATOR'S CLEAN-UP KIT.....	3.85	3 WIRE SELECT-O-MATIC (SEEBURG).....	35.00

PARTS

FULL LINE OF PIN GAME PARTS. MANY PARTS FOR USED PHONOGRAPHS — SEEBURG RAY-O-LITE PARTS.

PERMO POINT NEEDLES, Ea.....	\$.35	NEW METAL PIN GAME TRUCKS.....	\$49.50
PHONOGRAPH LUBRICANT (TUBE), Ea.....	.50	JANETTE, 110 DC to 110 AC, 225 Watt (New).....	55.00
PHONOGRAPH LUBRICANT (CAN), Ea.....	.90	JANETTE, 110 DC to 110 AC, 300 Watt (New).....	65.00
SEEBURG RAY-O-LITE GUN CABLES, Ea.....	2.00	JANETTE, 110 DC, to 110 AC, 1000 Watt (New).....	175.00
SEEBURG RAY-O-LITE MAIN CABLES, Each.....	6.15	G. E. 30 WATT LUMINE BULBS, Ea.....	.95
SEEBURG RAY-O-LITE GUN LAMPS (1489 G. E.) Ea.....	.60	FLASH SOLDER GUNS.....	7.95
TITLE STRIPS (100 Sheets).....	.65		
NEW TARGETS FOR RAY-O-LITE, Ea.....	14.75		

NEW GAMES

GOTTLIEB SUPERLINER.....	\$322.00	EXHIBIT'S BIG HIT.....	\$279.00
CHICAGO COIN SPELLBOUND.....	325.00	BALLY BIG LEAGUE.....	299.50
EXHIBIT'S FAST BALL.....	330.00	GENCO WHIZZ (FREE PLAY).....	189.50
A. B. T. CHALLENGER (LOTS OF 50).....	55.00	A. B. T. CHALLENGER (SAMPLE).....	65.00
A. B. T. CHALLENGER (LOTS OF 100).....	50.00	A. B. T. CHALLENGER (Lots of 25).....	60.00
FLASH HOCKEY.....	225.00	FRISCO (Revamp).....	250.00
CHICAGO COIN GOALEE.....	WRITE	SOFT BALL QUEEN (Revamp).....	279.50
GENCO TOTAL ROLL.....	WRITE	SOUTH SEAS (Revamp).....	279.50
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USED ARCADE EQUIPMENT

FLASH HOCKEY.....	\$200.00	UNDERSEA RAIDER.....	\$275.00
RED BALL.....	325.00	AIR RAIDER.....	125.00
SEEBURG RAY-O-LITE (Duck Target).....	124.50	SHOOT YOUR WAY TO TOKYO.....	125.00
SEEBURG RAY-O-LITE (Bear Target).....	124.50	KEENEY SUBMARINE.....	99.00
SEEBURG RAY-O-LITE (Coin-ex Target).....	124.50		

COLLECTION BOOKS FOR

PIN GAMES.....	EACH 10c	RECORD REQUEST.....	EACH 18c
PHONOGRAPHS.....	10c	CIGARETTE MACHINES.....	18c
SLOT MACHINES.....	10c	MAINTENANCE REPORTS.....	21c
SALESBOARDS.....	10c		

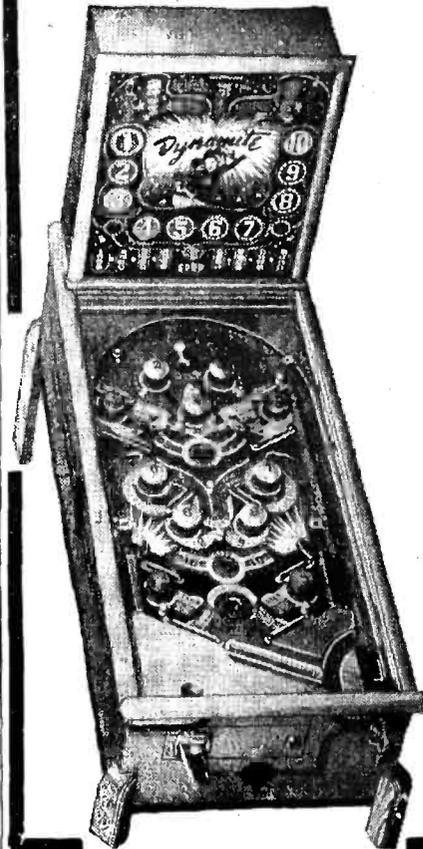
W. B. NOVELTY CO., INC.

1012-14 Market St.

St. Louis 1, Mo.

"A Service to Coin Machine Operators Since 1933"

POWERFUL — DYNAMIC DYNAMITE!



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ATOMIC KICKERS

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MANUFACTURING
COMPANY

161 W. HURON ST.
CHICAGO 10, ILLINOIS
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THE COLONEL SAYS



"HERE ARE SOME REAL PINBALL BARGAINS AND THEY ARE READY FOR LOCATION."

PINBALLS

12 Stagedoor Canteen, Like New.....	\$200.00
8 Suspense, Like New.....	235.00
10 Ten Spot.....	44.50
5 Bol-a-Way.....	44.50
4 Midway.....	74.50
1 American Beauty.....	64.50
3 Production.....	59.50
2 Topic.....	74.50
2 Snappy.....	54.50
3 Bubbles, F.S.....	72.50
4 Victory.....	59.50
3 Eagle Squadrons.....	64.50
1 Yanks.....	52.50
1 Casablanca.....	69.50
3 Schooldays.....	39.50
1 Horseshoe.....	42.50
1 Spot Pool.....	42.50
5 Invasions.....	69.50
3 Oklahoma.....	125.00
4 Idaho.....	125.00
3 Big Parades.....	125.00
12 Sky Chief.....	130.00
9 Keep 'Em Flying.....	127.50
14 Flat Tops.....	130.00
Big Hit, Like New.....	190.00
Surf Queen, Brand New.....	Write
Amusement Lite League, New.....	Write
2 Drive Mobiles, Perfect.....	149.50

THESE GAMES ARE PRICED TO SELL
SO BUZZ THE "COLONEL" FOR YOUR NEEDS!

We Also Have In Stock,
Ready for Delivery, the
Following New Games:

Spellbound, Big League,
Gottlieb's 3-Way Grippers,
Keency 1-2-3-Way Bonus,
Super Bell, Superliner,
Whizz, Daval's Free Play,
Evans Winterbook, Bangtails
and Galloping Dominoes,
Fast Ball, Goalee, Daval's
Buddy, Columbus Vending
Machines.



IF WE HAVEN'T LISTED WHAT
YOU NEED, WE HAVE THEM!
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ACCLAIM!

**ACE
"FEATHERLITE"
COIN COUNTER**

**Stock Gone!
Ship More**

2nd of a series
of unsolicited
letters relating
operators' ac-
ceptance.

WESTERN
INCORPORATED
October 14, 1946

Joe Coin Counting Machine Co.
3715 Southport Avenue
Chicago 17, Illinois

Attention: Mr. P. Schwartz

The six ACE COIN COUNTERS which you shipped to us by express met out like hot cakes. The operators are very enthusiastic about the ACE counters and so I am only too glad to place an order for twenty-five machines to be shipped when you can. However, I would like to have ten of these as soon as possible, as my stock is now depleted.

As we have a great many telephone and mail inquiries, I would like to have about 500 circulars for direct mail advertising purposes. If you will kindly furnish these, I am sure they will do us both a great deal of good to the rate of ACE COIN COUNTERS.

Very truly yours,
WALTER H. STRIBORN
Walter H. Striborn
Walter H. Striborn

AVAILABLE THRU YOUR
DISTRIBUTOR!

Simple, light-weight, accurate. Every
routeman should carry one with him.
Complete with carrying case and
money tubes.

\$139.50



**ACE
COIN COUNTING MACHINE
COMPANY**

3715 N. Southport CHICAGO

NEW PACKARD HIDEAWAY PHONOGRAPH ON DISPLAY

MILLS BLACK CHERRY BELL, 6-10-25¢ PLAY, 2/5 OR 3/5	\$ 74.50
MILLS VEST POCKET, F. O. B. FACTORY	60.00
ART CHALLENGER TARGETS—SAMPLE, \$65.00; LOTS 10	189.50
AMERICAN SCALES, MODEL 403	

USED PHONOGRAPHS		USED FIVE BALL FREE PLAY	
1 Seeburg Vogue	\$350.00	2 Knockout	\$100.00
1 A.M.I. Top Flight	225.00	1 Shangri-La	169.50
4 A.M.I. Singing Tower	275.00	1 Play Ball	79.50
1 Wurlitzer Victory Md.	375.00	1 Exhibit Leader	80.50
1 Wurlitzer 24	300.00	1 Monicker	69.50
2 Wurlitzer 950	325.00	1 Sky Chief	109.50
1 Wurlitzer 800	350.00	1 Floata	42.50
1 Wurlitzer Counter Md. 61	120.00	1 Double Play	52.50
1 Rock-Ola Commander	495.00	1 Bally Reservo	20.00
1 Rock-Ola Standard	337.50		

1/3 CERTIFIED DEPOSIT, BALANCE C. O. D.
MOSELEY VENDING MACHINE EX., INC.
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Residence Phone: 6-5328 Richmond, Va.

FREE PLAY GAMES READY FOR LOCATION

5-BALL GAMES		2 Big Parades		SLOT MACHINES ON METAL STANDS	
2 Laura	\$185.00	1 Knock Out	\$125.00	1 Paco Comet, 3-B	
1 5-10-20	115.00			1 Payout	\$ 75.00
2 Keep 'Em Flying	125.00	1-BALL GAMES		2 Jennings 4 Star	110.00
1 Contact	80.00	2 Blue Grass	\$110.00	1 Chief	
4 Suspense	225.00	1 Dark Horse	110.00	13 Mills Mint Check	75.00
1 Air Circus	125.00	5 Club Trophies	150.00	Machines	
1 Sky Chief	125.00	4 Thorobreds	225.00		

Terms: 1/3 Deposit, Balance C. O. D.
SOUTHERN AMUSEMENT COMPANY
1935 SOPHIE WRIGHT PLACE NEW ORLEANS 13, LA.

TOPS WITH OPS! NATIONAL'S NEW AND USED MACHINES

Lite League	\$225.50	Underdog Raider	\$257.50	Solent, Battling Pract.	\$ 89.50
Solent, X-Ray Poker	189.50	Red Bull	284.50	Belascarc	249.50

WE BUY USED RECORDS! Write and tell us what you have.

GET ON OUR MAILING LIST • FOREIGN ACCOUNTS SOLICITED
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183 MERRICK ROAD MERRICK, N. Y. Freeport 8-8320

AUTOMATIC COIN DELIVERS THEM WHILE THEY'RE "HOT"!
NEW COUNTER GAMES

DAVAL'S "FREE PLAY"	\$ 75.00
GENCO'S WHIZZ, Free Play, with stand	189.50
ART CHALLENGER	65.00
GOTTLIEB GRIP SCALE	39.50
MILLS VEST POCKET BELL	74.50

NEW 5-BALL FREE PLAYS

EXHIBIT FAST BALL	\$330.00
CHICAGO COIN SPELLBOUND	325.00
GOTTLIEB SUPERLINER	322.00

MILLS BLACK CHERRY BELL		MILLS GOLDEN FALLS HANDLOAD	
WE ARE HEADQUARTERS FOR THE FINEST RECONDITIONED SLOTS			
MILLS		MILLS	
5¢ Blue Front	\$134.50	5¢ Black Handload	\$189.50
10¢ Blue Front	144.50	5¢ Bonus Bell	169.50
25¢ Blue Front	154.50	5¢ Q.T., Into model	79.50
5¢ Brown Front	144.50	5¢ Vost Pocket Bell	44.50
10¢ Brown Front	164.50		
25¢ Brown Front	164.50	JENNINGS	
5¢ Giltter Gold Chrome	164.50	5¢ 1-Star Chief	\$ 79.50
10¢ Giltter Gold Chrome	174.50	5¢ 4-Star Chief	89.50
25¢ Giltter Gold Chrome	184.50	10¢ 4-Star Chief	109.50
5¢ Silver Chrome	164.50	5¢ Club Deluxe	119.50
10¢ Silver Chrome	174.50	5¢ Silver Chief	119.50
25¢ Silver Chrome	184.50	10¢ Silver Club	129.50
5¢ Copper Chrome	164.50	5¢ Sky Chief	119.50
10¢ Copper Chrome	174.50		
25¢ Copper Chrome	184.50	PAGE	
5¢ Silver Chrome, H.L.	189.50	5¢ Comet	\$ 89.50
25¢ Silver Chrome, H.L.	199.50	10¢ Kitty	89.50
		WATLING	
		5¢ Rolatop	\$ 89.50

ALL SLOTS REPAINTED AND COMPLETELY OVERHAULED.
When ordering Mills-Gold, Silver or Copper Chromes, specify 2/5 or 3/5.

CONSOLES

Mills 5¢ Free Play Jumbo	\$4.50
Jennings 5¢ Silver Moon, Totalizer	94.50
Bally Club Bell, Comb. F. P. & P.O.	199.50
Evans Black Galloning Domino	89.50
Evans 1940 Galloping Domino, J.P.	159.50

SOLOTONE WALL BOXES and AMPLIFIERS . . .

WRITE

Parts for your Mills Slots

Main Clock Gears (Owl 75-B)	\$2.50
Short Pinion Idler Gear (27GSCP)	1.80
Jackpot Glasses	1.00
Reel Glasses	.50
Eucalator Glasses	.50
Handle, Clock, Main Springs, Etc.	.25

Write for complete list: Parts and Reconditioned Equipment of all kinds.
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC COIN MACHINES & SUPPLY CO.
ALL PHONES: CAPITOL 8244
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS
Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

"CHAIN-REACTION" Sales
with MUTOSCOPE'S
*** ATOMIC BOMBER**

Profits on Mutoscope's new ATOMIC BOMBER, already on many locations, are BIG because of "chain-reaction" sales! Here's why: When your ATOMIC BOMBER is in action, a galaxy of excitement on the Reflectograph is in full view to all passersby -- they stop, they play, they attract others . . . thus giving you continuing sales on this new, most thrilling of all coin-operated games.

Thrilling and intriguing . . . giving the public an outlet for their "Atomic-Thinking" . . . Mutoscope's ATOMIC BOMBER drawing power is tremendous—featuring the most thought-about, talked-about subject of the day, the Atom Bomb.

Occupying only 2 sq. ft. of floor space, beautifully designed, exciting . . . Mutoscope's ATOMIC BOMBER offers you magnificent profits! **PROMPT DELIVERY.**

See THE ATOMIC BOMBER
See the ATOMIC BOMBER at your Mutoscope Distributor or mail this coupon—today!

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh Street, Long Island City 1, N. Y.

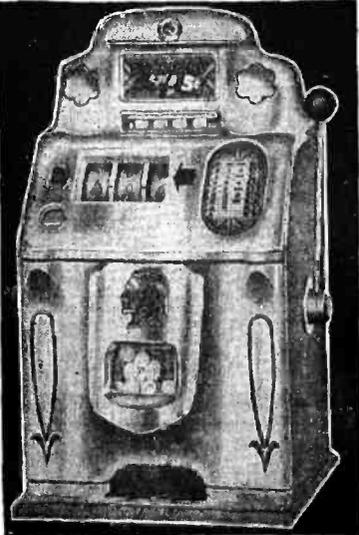
Send me at once complete details on ATOMIC BOMBER.

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**JENNINGS
STANDARD
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**WE ARE SELLING THIS EQUIPMENT AT A
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- (3) Chicago Coin "Goalee" (Like New)\$199.50
- (5) Bally "Undersea Raider" (Like New) 199.50
- (4) Amusematic "Lite League" (Like New) 199.50
- (1) Mutoscope "Ace Bomber" 129.50
- (1) Bally "Defender" 99.50
- (1) Keeney "Anti-Aircraft" Brown Cabinet 29.50
- (1) Chicago Coin "Hockey" 99.50
- (2) Scientific "Batting Practice" 49.50
- (1) "Shoot the Bartender" Rayolite 79.50
- (1) "Maid 'n' Monster" Rayolite 79.50
- (1) Bally "Rapid-Fire" 59.50
- (1) Keeney "Submarine" 49.50
- (1) Exhibits "Foot Ease" (1946 Model) 179.50
- (4) "Smileys" 7.50
- (1) Buckley "Treasure Island" Digger 49.50
- (1) Seeburg "Shoot the Chutes" Rayolite 49.50

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In The LONG RUN!**

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AND GUARANTEED TO GIVE MONEY-
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FREE PLAYS

Air Circus	\$109.50	Masoot	\$ 60.50
All American	59.50	Midway	119.50
American Beauty (REV)	79.50	Score Champ	39.50
Attention	59.50	Sea Raider	69.50
Big Hit, Multiple, Like New	329.50	Shangri-La, P. & S. (REV)	89.50
Big Parade	109.50	Sky Rider	79.50
Bolway	54.50	Spot Pool	69.50
Cover Girl	169.50	Stage Door Canteen	189.50
Dude Ranch	49.50	Stars	89.50
Fox Hunt	49.50	Streamliner (REV)	169.50
Grand Canyon (REV)	79.50	Surf Queen	179.50
Horoscope	59.50	Vacation	49.50
Liberty	139.50	Yankee Doodle	119.50
Keep 'Em Flying	129.50	Yanks	89.50

SLOTS

5¢ Callis	\$ 39.50	25¢ Mills Gold Chromo	\$219.00
10¢ Callis	39.50	5¢ Mills Melon Bells	99.50
Columbia Bells (D.J.P.)	69.50	10¢ Mills Roman Head	99.50
Columbia Bells (Gold Award)	49.50	5¢ Jennings Chief	69.50
5¢ Mills Black Cherry Bell	219.50	10¢ Jennings Goose-neck	39.50
5¢ Mills Copper Chromo	199.00	5¢ Watling Relatops	89.50
5¢ Mills Gold Chromo	179.00		

ARCADES

Amusematic Lite-League, Perfect	\$249.50	Mutoscope Sky Fighter	\$129.50
Bally Undersea Raider	249.50	Mutoscope Photomatio	899.50
Champion Hockey	139.50	Panorams, Best Solo-Vue	389.50
Gonco Total Roll	419.50	Red Ball, Never Used	349.50
Goalee	419.50	Scientific Batting Practice	89.50
Keeney Air Raider	99.50	Seeburg Ray-O-Lite	49.50
Mutoscope 1846 Voice-Graph, New, In original crate	Write		

MULTIPLES AND CONSOLES

Bally Club Bells, 5¢ Comb.	\$149.50	Mills 1-2-3, '41 Refin.	\$ 89.50
Evans Galloping Dominos '40, 5¢ P.O.	149.50	Paces Reels w/rolls	89.50
Evans Paces, Console '40	199.50	Paces Races, Black	79.50
Jumbo Parade, 5¢ F.P.	79.50	Paces Races, Brown	109.50
Keeney 4-Way Super Bell, 5-5-5-25	479.50	Silver Moon, 5¢ Comb.	119.00
Keeney Super Bell, 25¢ P.O.	299.50	Silver Moon, Tot., F.P.	79.50
Keeney Skill Time	89.50	Spinning Reel, P.O.	49.50
Mills 4 Bell, 5-5-5-25	439.50	Super Bells, 5¢ Comb.	189.50
Mills 8 Bells	699.50	Tripto Entry	119.50

MUSIC

Rock-Ola RM-16, Illum.	\$179.50	Wurlitzer 800 K	\$419.50
Rock-Ola Windsor Light-Up	249.50	Wurlitzer 819, Ill.	179.50
Seeburg Hi-Tone 8200, R.C.	549.50	Wurlitzer 850	599.50
		Wurlitzer 950	629.50

TERMS: 1/3 DEPOSIT; BALANCE C. O. D.

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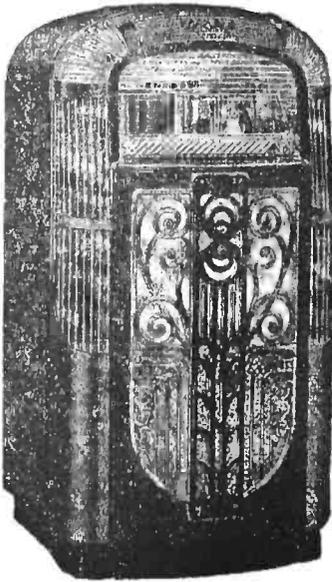
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PHONOGRAPHS

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ONE BALL MULTIPLE TABLES

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10c \$149.50; 25c 179.50	Jenn. Silver Chief or Silver Club Special, 10c, \$119.50; 25c 149.50
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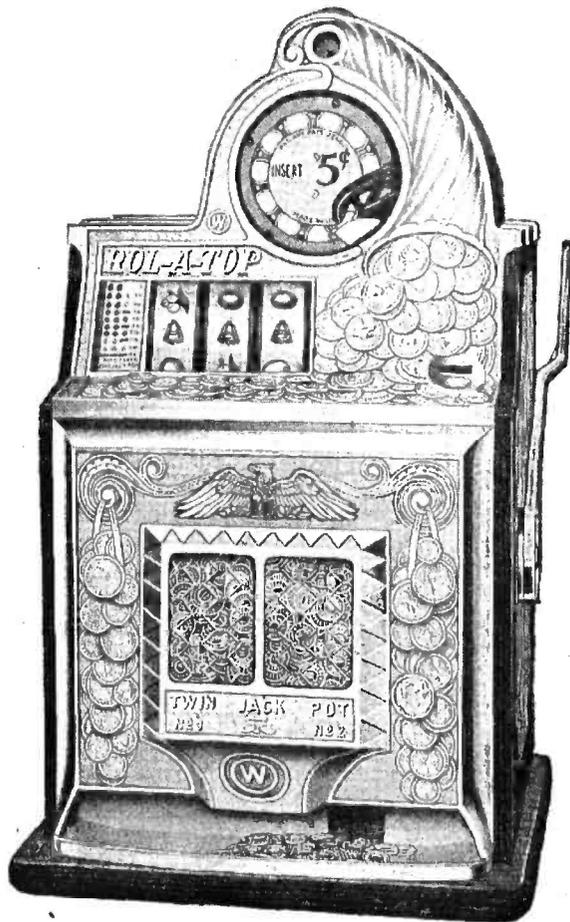
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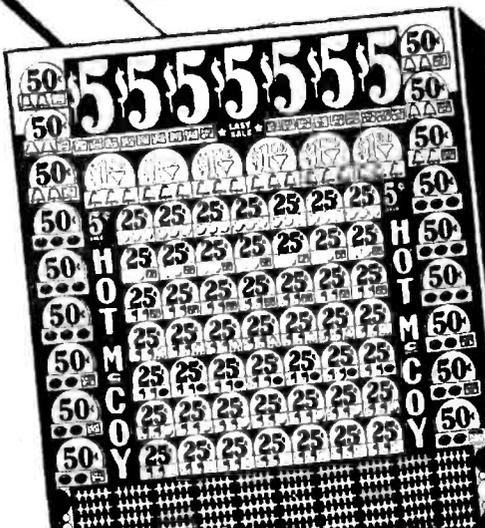
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Replace your Bakelite Tubes
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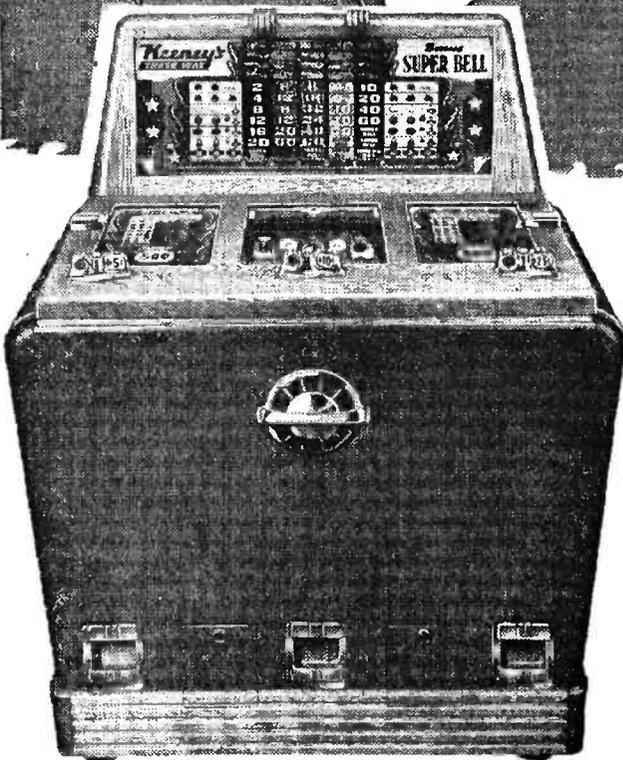
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1 Ump, 1 On Deck, 1 Playmates, 1 Hold-Over, 1 Scopy, \$25.00 each.
Newspaps: 1 Roll Call, 1 Destroyer, \$50.00 each; 2 Maroon Baseball, \$75.00; 1 Goba, 2 Clicks,
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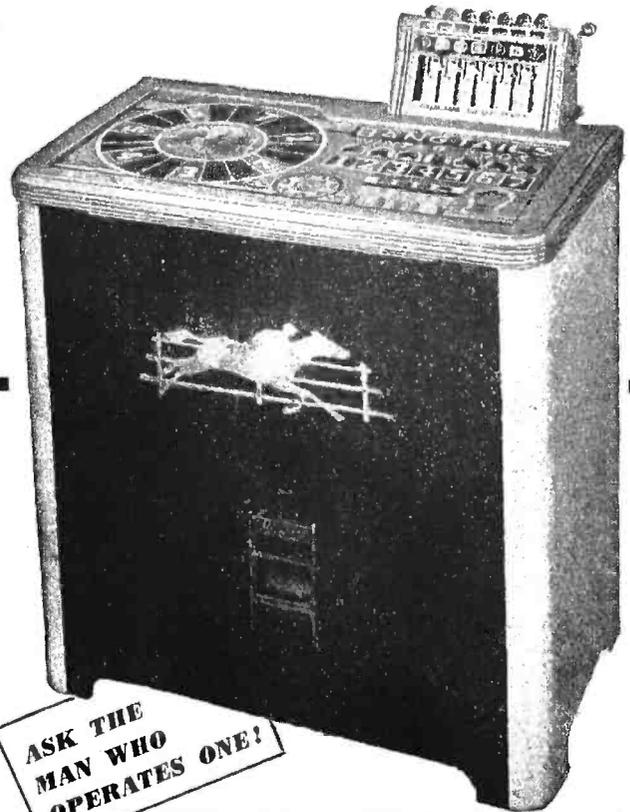
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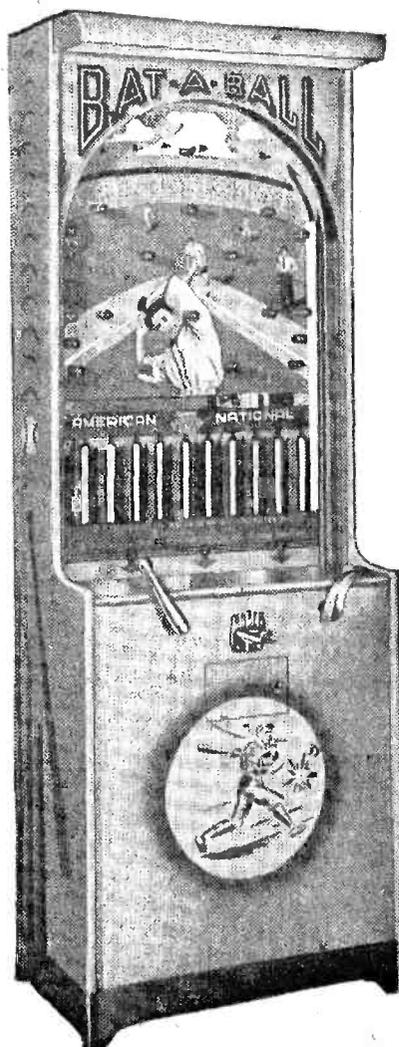
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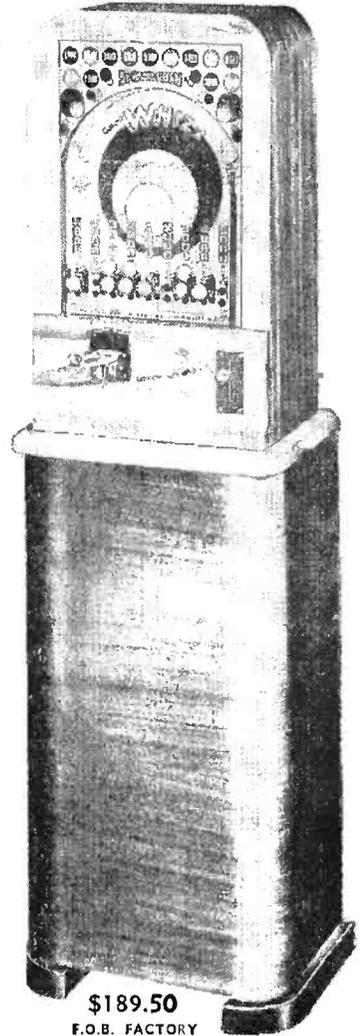
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AIR CIRCUS	139.50
JUNGLE	79.50
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FOUR ACES	114.50
CHARM	47.50
BANDWAGON	89.50
'42 HOME RUN	99.50
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ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

Empire Coin MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

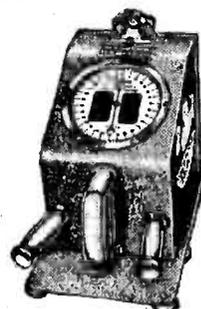
WATCH FOR CHICAGO COIN'S NEW 5 BALL SUPER GAME FOR SUPER PROFITS

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BOULEVARD · CHICAGO 14, ILLINOIS

THESE MACHINES ARE ALL READY FOR LOCATION

USED PHONOGRAPHS

Wurlitzer 616A	\$175.00	Wurlitzer 750E	\$625.00
Wurlitzer 600R	325.00	Wurlitzer 800	500.00
Wurlitzer 500K	325.00	Wurlitzer 850	600.00
Wurlitzer 41 Counter	125.00		

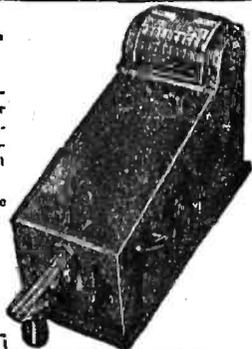


GOTTLIEB'S NEW DE LUXE GRIP SCALE

Has years of Proven Performance to back it. Legal Everywhere! Place one of these machines in each of your phone locations and watch them pay your overhead.
\$39.50 Each

NEW A. B. T. CHALLENGER

The finest Counter Machine ever built! Money-maker on any location! Legal Everywhere!
Operators' Price \$85.00 Each.
Lots of 25, \$80.00.
Lots of 50, \$55.00.
Lots of 100, \$50.00.



THIS IS IT! A New Sensational DAVAL COUNTER GAME

"Free Play" with a Free Play Feature! This new all mechanical, precision built Daval Counter Game will make you the biggest, quickest profits on the smallest investment in the entire Coin Machine Field.

PRICE.. \$75.00 Each

THE NEW Gottlieb Superliner!

For "Jet-Propelled" Earnings! A Super Quality Winner for Super Player Appeal Everywhere!

- ★ MAGIC BUTTON!
- ★ STREAMLINE DESIGN!

Order Today

PRICE.....\$322.00 Each

1/3 Certified Deposit With Order, Balance C. O. D.



RUSHMORE AMUSEMENT COMPANY

Distributors of Coin-Operated Machines
613 8th Street — Phone 530 RAPID CITY, SOUTH DAKOTA



BELL-O-MATIC CORPORATION

Exclusive National Distributor: Mills Bell Products 4100 W. FULLERTON AVENUE • TELEPHONE SPAULDING 0600 • CHICAGO 39, ILL.



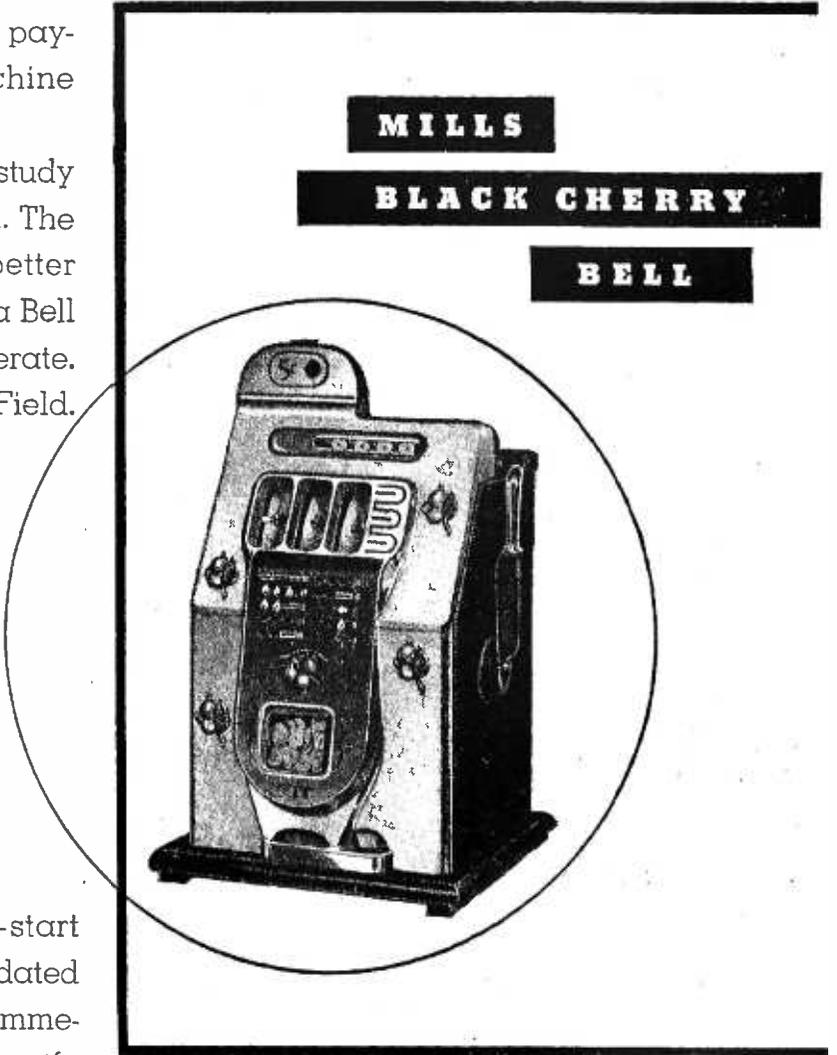
For years, operators have wished for, hoped for, and wanted a manufacturer to produce the ideal Bell! A Bell that matched the glory of the high-class location, a Bell that enhanced and beautified the humble spot. A gleaming, rich-looking Bell that would make players say "Ah!" every time they pulled the handle. A machine with a quick, smooth start, with reels that would spin faultlessly, a machine with rapid-fire payment on winning combinations—a machine for heavy play—the operator's Bell!

Four years ago Mills engineers started a study of our then almost perfect Bell mechanism. The results of the experiments were a Bell better than any player ever expected to play—a Bell better than any operator ever hoped to operate. It reaches the absolute apex in the Coin Field.

MILLS

BLACK CHERRY

BELL



Revitalize your operating equipment—start fresh and start at once replacing those out-dated machines with Black Cherry Bells. The immediate increase in your coin revenue will justify this step. Be known as up-to-date, a man who operates the latest and most improved coin equipment, machines that have sparkle and pep.

Locations are your most important consideration; they will welcome with open arms this beautiful Bell! Place your request today for Black Cherries in order to receive an early shipment.

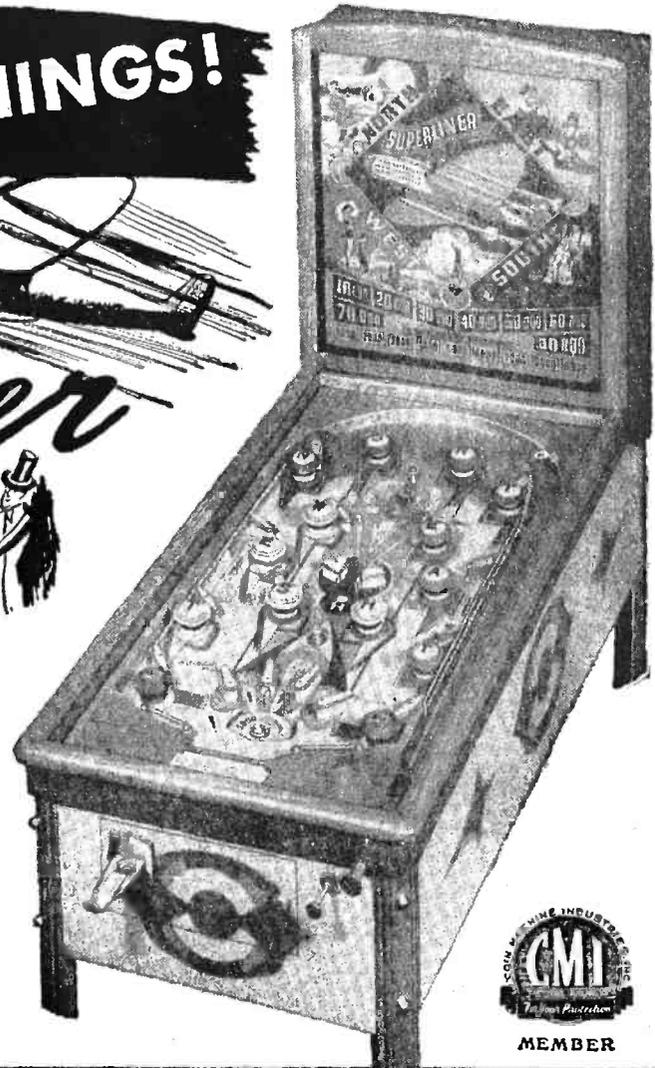
MILLS

BLACK CHERRY

BELL

"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"

ORDER FROM YOUR DISTRIBUTOR
D. GOTTLIEB & CO.
 1140 N. Kostner Ave., Chicago 51, Ill.



"KONTEST BOMBER"



A sensational new game that has the attractiveness, style, streamlining and construction found in the better games built before the war.

A BRAND NEW
Legal
SKILL GAME

"CAMOUFLAGED POKER"

A PROVEN MONEY MAKER

This game has been thoroughly location tested and is giving profitable and practically trouble-free results.

A CLOSED TERRITORY GAME

This game can be operated in most closed territory as it is manually operated and skill predominates.

KONTEST BOMBER is not a Re-Vamp. This is a brand new game using new parts and materials inside and out.

YOU MUST SEE THIS GAME TO APPRECIATE ITS BEAUTY AND EARNING POWER

MULTIPLE PLAYER ACTION

The competitive appeal of this game creates fast action and play among the customers themselves. The Back Glass is Multi-Colored silk screen processed with easy-to-read characters and scoring light-up. The play-field is designed on a revolutionary new principle. This Fall-Away design gives a larger playing surface and speeds up the action. Scoring surface is silk screen processed in colors.

The BEAUTIFULLY finished Cabinet is in two-tone blue—On the sides is pictured a B-29 Super Bomber dropping its bombs, and the front depicts the ATOMIC BOMB explosion in all its full Brilliant Colors. The Over-All trim is in natural finish hard wood and polished metal.

SERVICE CALLS are almost non-existent with KONTEST BOMBER and this means more Net Profits to the operator.

\$294.50

F. O. B. Factory
IMMEDIATE DELIVERY

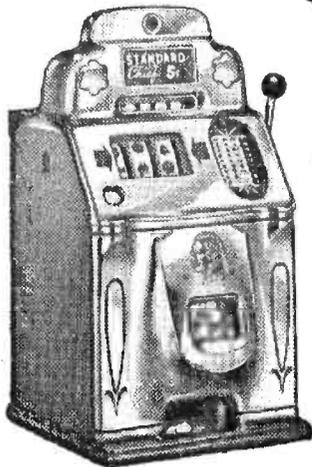
Terms—1/3 Deposit,
 Balance C. O. D.

Takes no more space than the average Pin Game, 24"x48"

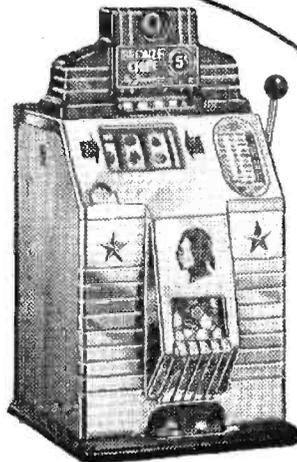
Manufactured by
GILLESPIE GAMES COMPANY
 1200 GAVIOTA AVE. LONG BEACH 4, CALIFORNIA

SPECIAL DEAL FOR JOBBERS
 WRITE TODAY FOR FULL PARTICULARS

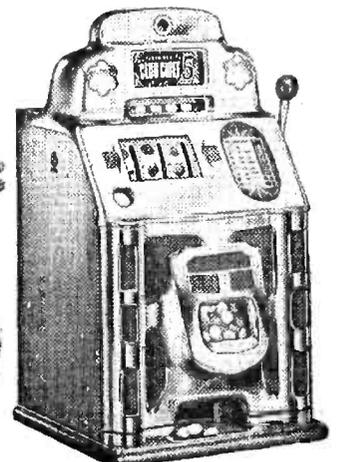
TWO "SURE THINGS" IN EVERY JENNINGS CHIEF



STANDARD CHIEF



BRONZE CHIEF



SUPER DE LUXE CLUB CHIEF

ALL MODELS HAVE THE PATENTED ESCALATOR

75

DEALERS AND DISTRIBUTORS
ACROSS THE COUNTRY
OR WRITE TO . . .

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24 • ILLINOIS

.....The Leader in the Field for over 40 Years.....

TIP ON A BIG MONEY MAKER
from Herb Ross of Buffalo's
Playland Arcade



HERB ROSS



"REMOTE TURRET GUNNER'S
sensational money making . . .
has never been duplicated."

That's what the man says, but Herb Ross isn't the only one who's making unheard-of profits with Remote Turret Gunners. Coin men all over the country tell about the crowds that are clamoring to shoot down the planes with the same guns our air men did. There's never a dull moment at the Turret Gunner stand. How can there be when the earnings are \$500 to \$800 per week!

APPEALS TO YOUNG AND OLD

Boys—Girls—Men—Women—from 7 to 70 want the thrill of aerial combat they get from following moving planes through the electronic sight, getting a head, squeezing the trigger and scoring a direct hit—and all with the same turret guns that were actually used in World War II. They are so exciting, so sensational—everybody wants to try them.

**NOW
DELIVERING
AGAIN**

**FINANCING TO YOUR
CIRCUMSTANCES**

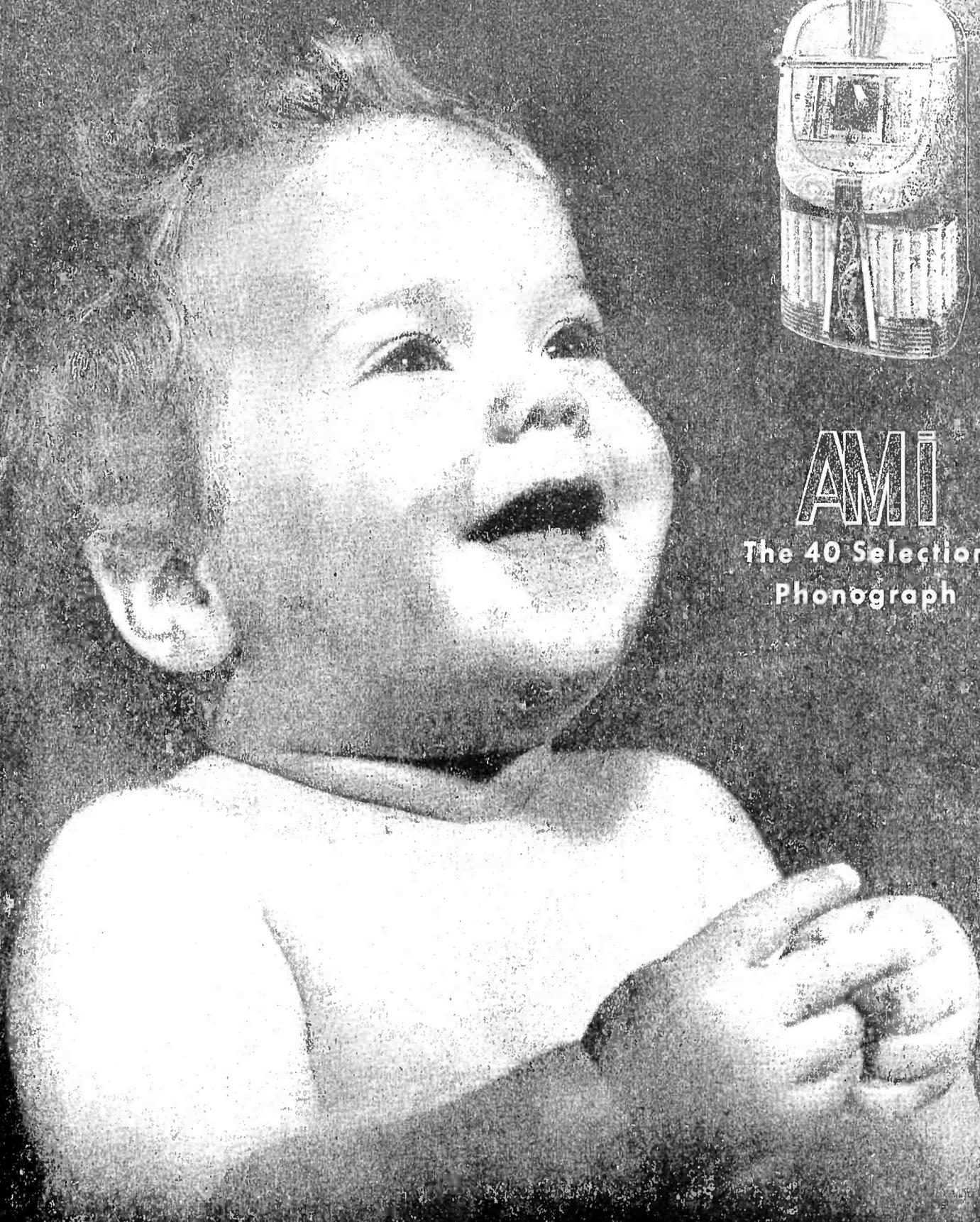
You can get the Remote Turret Gunners direct from the manufacturer on terms that you can meet. So great is the income that you can easily pay out of earnings. Production is limited, so write or wire now for the complete plan on this sensational profit maker.

JACK GARLINER, Pres.
ELECTRONIC AMUSEMENT CORP.
85 Avenue E, Rochester, N. Y.
Phone Glenwood 1426



AMI

The 40 Selection
Phonograph

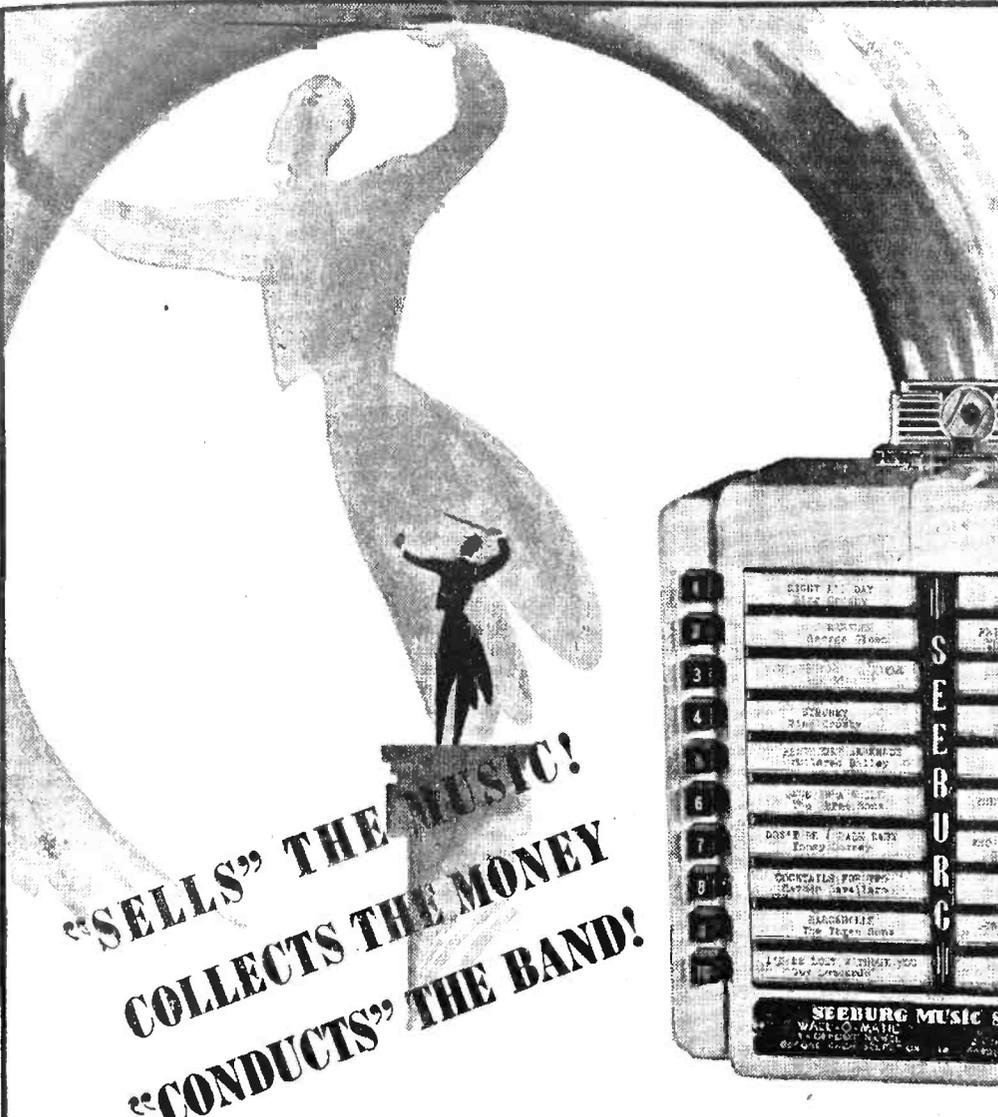


Youth Loves It!

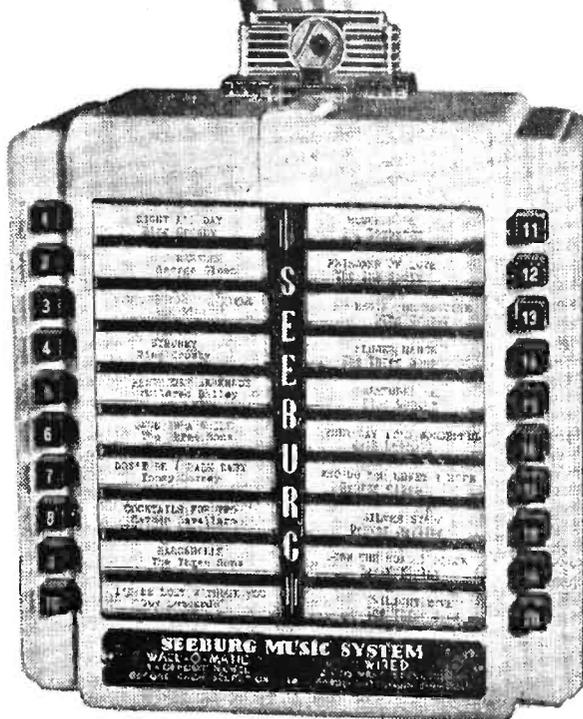
S. H. LYNCH & CO.

Seeburg OFFICES:

- ★ DALLAS, Pacific at Olive
- ★ HOUSTON, 910 Calhoun
- ★ SAN ANTONIO, 241 Broadway
- ★ NEW ORLEANS, 832 Baronne
- ★ MEMPHIS, 167 S. Second
- ★ OKLAHOMA CITY, 900 N. Western



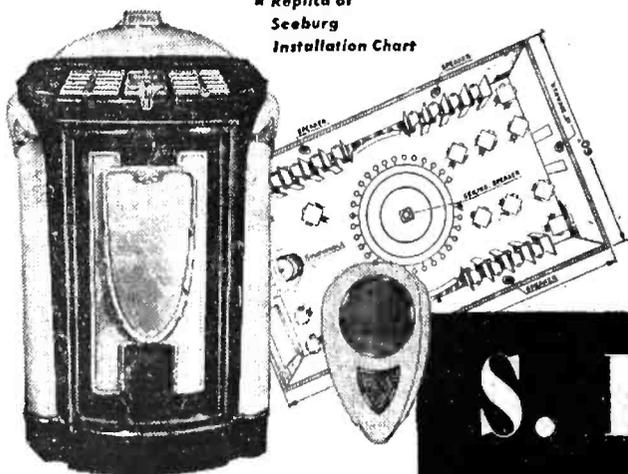
"SELLS" THE MUSIC!
"COLLECTS THE MONEY"
"CONDUCTS" THE BAND!



Seeburg *3-wire* **WALLOMATIC**
 DEPENDABLE MECHANISMS

It looks like a million and will collect as many nickels in a mighty short time . . . literally does three efficient jobs in a most impressive manner! Its sparkling, ivory-chrome-and-red appearance intrigues and invites customers to play favorite selections. Single assembly ejector mechanism and coin chute (serviced by removing a single screw) is a most efficient cashier. The red, jewel-like selector buttons numbered in white . . . make it easy to get the wanted tune "conducted." Added attraction: The 3-wire wallomatic is wonderfully trouble-free.

★ Replica of Seeburg Installation Chart



★ **SEEBURG SCIENTIFIC**
SOUND DISTRIBUTION
— is a great Public Service

S. H. LYNCH & CO.
Exclusive Southwestern Distributors

SEE THEM!

TRY THEM!

BUY THEM!

AT

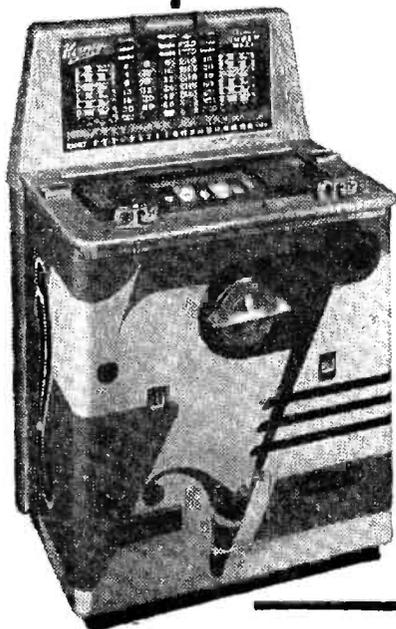
SOUTHERN AUTOMATIC!

Keeney's

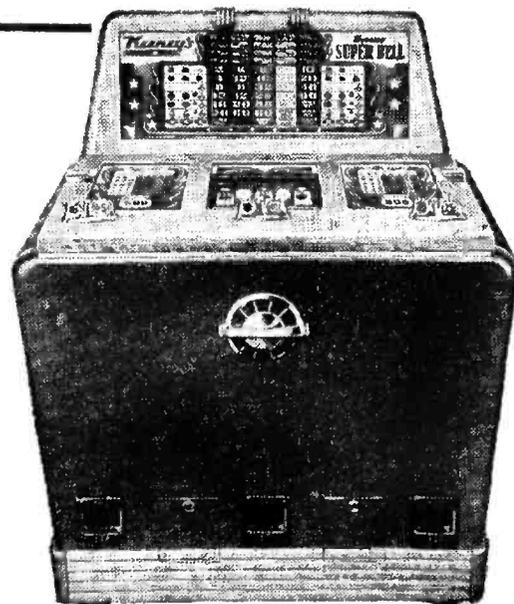
**BONUS
SUPER BELL**

3-WAY

2-WAY



For an investment that comes back to you fast—puts you in the black quick—it's Keeney's 2-Way or 3-Way Bonus Super Bell! Get one on location now and see for yourself what Bonus Super Bell operators mean when they say: "At last we've discovered what earning capacity really is!"



PROMPT DELIVERY FROM YOUR NEAREST "SOUTHERN" OFFICE!

SOUTHERN AUTOMATIC MUSIC CO. Inc.

"THE HOUSE THAT CONFIDENCE BUILT"



MEMBER

EXCLUSIVE
SEEBURG
DISTRIBUTORS



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GOTTLIEB SUPERLINER AND GRIP SCALE
ABT CHALLENGER

DAVAL PRODUCTS
EXHIBIT FAST BALL

SEEBURG PRODUCTS
KEENEY BONUS SUPER BELLS

BECAUSE it is so much easier

to make selections with...



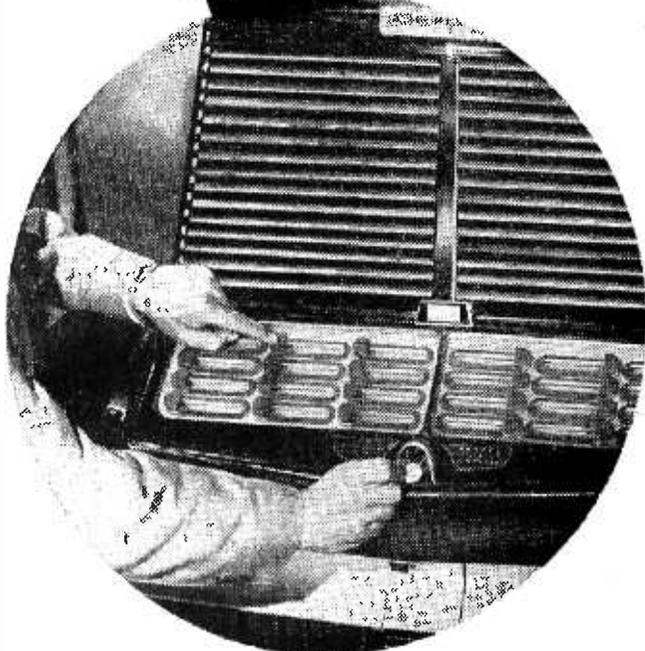
Aireon

Push Button Control

ORGAN TYPE

YOU get far more play...

18% to 36% greater profits!



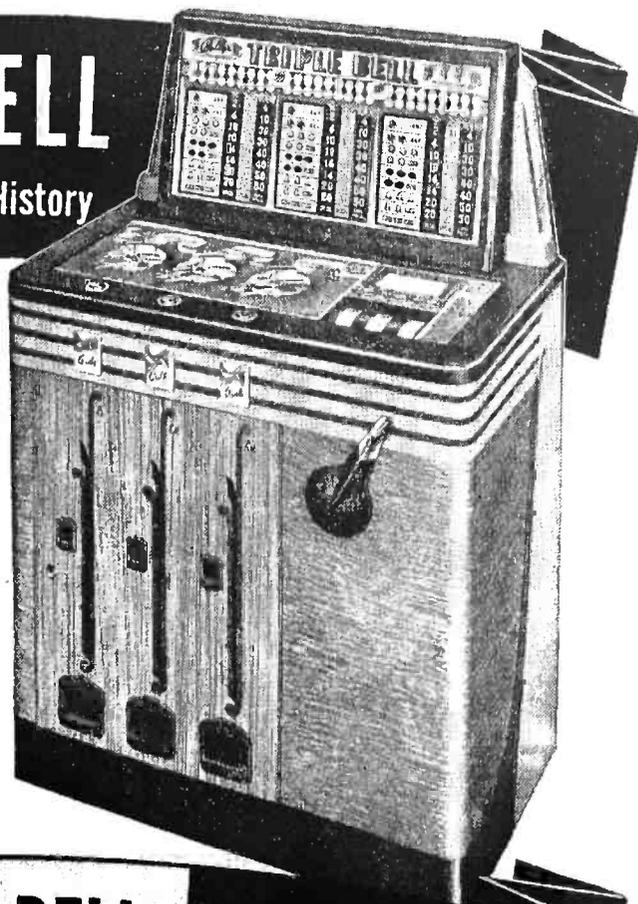
Greater play appeal...easier to make selections...fascinating, colorful beauty... all add up to AIREON the great new name in phonographs. No wonder the amazing Aireon is setting sales records all over the nation! It attracts more plays...makes more money. It will do the same for you! Get in touch with an Aireon distributor at once. See it! You'll want it!

Aireon
MANUFACTURING CORPORATION

Bally TRIPLE BELL

Greatest Money-Maker in Coin Machine History

TRIPLE BELL consoles on location actually earn two to three times top earnings of all other consoles now in operation! Triple Chutes permit three players—or three coins—every game. Changing Odds on big light-up back-board. 1000 SUPER-SPECIAL and plenty of other big awards. Single Cherry Winners and frequent intermediate awards. Deluxe Cabinet in rich blonde wood-grain finish. Simple Trouble-proof Mechanism. Convertible Payout or Replay. Order your TRIPLE BELL consoles now! Specify coin combination . . . nickel, dime, quarter or any desired combination.



BIG LEAGUE

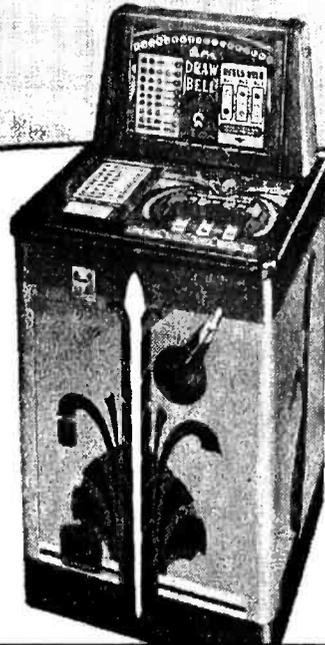
5-BALL
NOVELTY*
SENSATION

*CONVERTIBLE
TO REPLAY



DRAW BELL

HOLD-AND-DRAW CONSOLE



VICTORY DERBY

ONE-BALL
MULTIPLE
PAY-TABLE*

*VICTORY SPECIAL
FOR REPLAY TERRITORY



REAL BASEBALL THRILLS . . . plus exciting 3-way score-system and extra fast action . . . insure continuous big repeat play and top collections. Powerful COMPETITIVE PLAY APPEAL keeps players crowded up to BIG LEAGUE by the hour. Sturdy, simple mechanism guarantees rock-bottom service cost.

Fat collections and record-smashing net profits prove that Bally's new second-coin, second-spin feature is the most powerful repeat-play stimulator ever created. Positive trouble-free mechanism insures lowest operating costs and highest profits. Order DRAW BELL from your distributor now. Specify Nickel or Quarter play.

Packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new all-time high! VICTORY DERBY games on location are consistently topping all previous collection records of pre-war and war-time operations.



Bally MANUFACTURING COMPANY

DIVISION OF LIQUOR MANUFACTURING CORPORATION

2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Is Your Business *Merchandising Music?*

If you are an operator, you are running a retail business. Your business is selling music.

Each location you operate has a definite sales potential.

Unless you apply modern merchandising methods, you are going to fall short of the sales possibilities of your locations.

Retail store operators have learned two basic principles back of increased business:

- 1—Selling quality merchandise attractively packaged.
- 2—Displaying that merchandise so it is easy to buy.

Let's apply these two principles to music merchandising:

- 1—Unless music is furnished at proper sound level—neither too loud nor too low—unless this music is pleasing to those close to the phonograph as well as to those at a distance—you are not making the maximum sales. This is why Scientific Sound Distribution is proving its value to operators the country over.
- 2—The easier it is for the public to select a tune, the more selections they are going to make. Seeburg Wallomatics offer twenty selections right at a finger's tip—no need to turn dials—no need to cross the room to make a selection.

That operators are recognizing the new and powerful possibilities of Music Merchandising is evidenced by the large number of Seeburg engineered installations that are now in operation and the constantly increasing demand for more.

Seeburg has pioneered Music Merchandising and offers America's finest and most complete Music Merchandising System.



Symphonola
"1-46"



1946 Remote
Control Special



1946 Wireless
Wallomatic



1946 3-Wire
Wallomatic



12-inch Mirror
Speaker



8-inch Teardrop
Speaker



Recessed
Speaker



Dual Remote
Volume Control

*"Be Sure —
Buy Seeburg"*

Seeburg

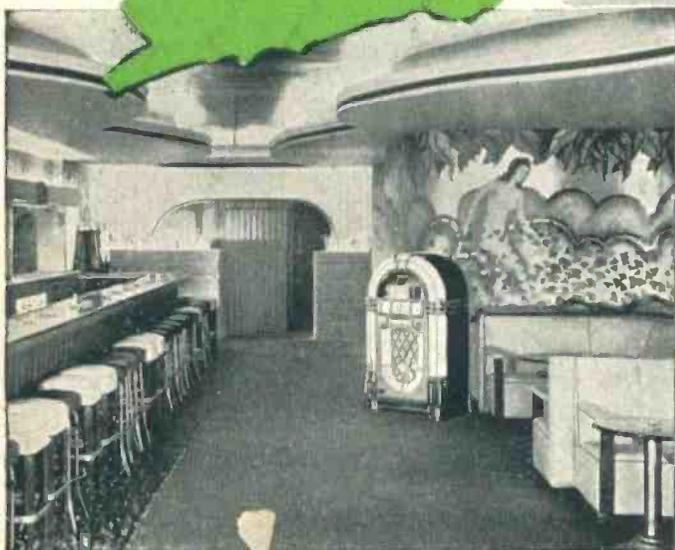
1902 • DEPENDABLE MUSIC SYSTEMS • 1946

J. P. SEEBURG CORPORATION
1500 N. Dayton Street, Chicago 22, Illinois

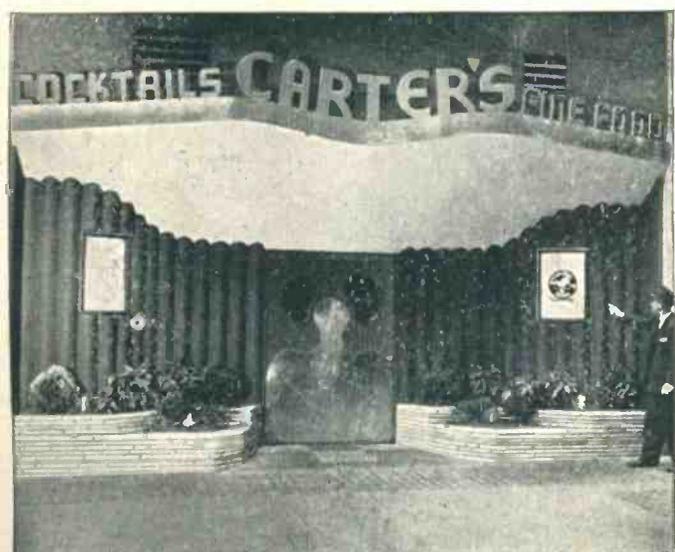
SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

"We gained plenty
by identifying
our place with
Wurlitzer's
National Advertising"

FRANKIE CARTER, Owner
CARTER'S COCKTAIL LOUNGE
SAN FRANCISCO



Beautiful interior of Carter's
Cocktail Lounge



Note Wurlitzer's Sign of the
Musical Note on exterior of
Carter's Cocktail Lounge.

Former professional boxer, now one of the California State Boxing Commission's top referees, Frankie Carter runs one of San Francisco's swankiest cocktail lounges.

Says Frankie, "Our Wurlitzer has always been a crowd-puller—doubly so since the start of Wurlitzer's national consumer advertising. We lost no time in identifying our place with Wurlitzer's *Sign of the Musical Note*. People see Wurlitzer billboards and magazine ads. Then they come in here. Thanks a million to Wurlitzer for doing a great job of advertising for us."

Thousands of other location owners from coast to coast are echoing Carter's comment. Add it all up, and you have the reason why Wurlitzer Factory-Approved Music Merchants are getting, holding and hearing enthusiastic reports from all the top locations. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.

*The Name That Means Music To Millions

WATCH WURLITZER EXTEND ITS LEADERSHIP